

TROUBLE ON THE LINE

(This is Part 1 of a series of articles dealing with the strike now under way in Long Beach against the General Telephone Company.)

By ANDY PARK

At one minute after midnight, Saturday, Oct. 19, the Communications Workers of America ordered its employees off their jobs at the General Telephone Company of California.

A strike against the largest telephone unit of the General Telephone and Electronics company had begun. At this moment, the strike is in its ninth day. It may run to a nineteenth day—or longer.

This strike in the General system is not just a private squabble between labor and management in one industry. If you have a telephone in your house, this strike could have a very personal effect on you.

IN TAMPA, FLORIDA last summer, in another strike against the General Telephone Co., an ordinary average citizen, J. L. Burrell, walked up to a picket line and, with tears in his eyes, cursed both the strikers and the company.

Burrell's wife had had a heart attack. His phone was not working. Before he could get a doctor back to his home, his wife died.

Before the two-month strike in Tampa ended Sept. 8, about 55,000 telephones were out of order, the police counted 2,135 "incidents," the FBI made arrests in bombing cases, the mayor asked for the National Guard to patrol the streets, and the governor of Florida considered calling a state of emergency and declaring martial law.

Already, in Long Beach, in the nine days of this telephone strike, four cables have been cut, affecting 700 phones, the company has welded shut manhole entrances to underground cables, pickets have tried to shut

(Continued Page A-2, Col. 3)

Southland's
OWN SUNDAY
Newspaper

Independent = Press = Telegram

The Weather--

Fog along the coast otherwise mostly sunny today and Monday. Slightly cooler today. High about 74. Complete weather on Page A-2.

Phone HE 5-1161 — Classified No. HE 2-5959 — PRICE 20 CENTS

LONG BEACH 12, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

VOL. 12—NO. 11 278 PAGES

INTEREST CITYWIDE

Diamond Jubilee Month-Long Fete to Begin Thursday

By MARY ELLIS CARLTON

Nothing from Adam to the atom has set off more of an enthusiastic chain reaction in Long Beach than the city's coming Diamond Jubilee celebration.

In a spontaneous combustion of citywide interest, local leaders are out to launch the biggest birthday party in our city's 75-year history.

The month-long commemoration, opening Thursday night with a premier dinner in the Long Beach Arena's crystal foyer, will capsule the dynamic development and progress that has made Long Beach the burgeoning city it is today.

THE NOVEMBER celebration sprang from the efforts and leadership of 40 prominent citizens on the Jubilee board of directors, the support of 26 cosponsoring organizations and the work of 28 active committees and 250 dedicated volunteers.

Included in the festivities will be parades, colorful pageants and an array of glittering social events.

Special days will extol those facets of community life that have helped make the city great.

There will be a Harbor Day and a Sports Day, Education Day and Industry Day, Pioneer Day, State Legislators Day, Navy Salute Day, and Faith of Our Fathers Day.

A SPECIAL commemorative coin (50-cent value) is being put into circulation through local banks.

And a souvenir book, "Highlights and Anecdotes," has been authored for the occasion by I.P.T. columnist Malcolm Epley and published by the Jubilee commission.

Both are collector's items that will, one day, prove to be priceless mementos.

"THIS IS an all-out community project," said George P. Taubman Jr., local attorney and chairman of the Diamond Jubilee executive committee.

"We hope all citizens will join in celebrating Long Beach's 75 years of cityhood."

He noted that the Diamond Jubilee was conceived by the local Chamber of Commerce as a mechanism for keeping the community active in its own behalf.

"We feel, also, that the Jubilee celebration will arouse civic spirit and pace our tempo for the coming 1967-68 World's Fair," Taubman said.

DIAMOND JUBILEE manager Bill Boyd, who opened Jubilee headquarters at 130 Pine Ave. in May, said production of the Jubilee has been made possible through funds contributed by business and industry.

"We are proud that the entire project is being

(Continued Page A-13, Col. 1)

Calendar of Events

Diamond Jubilee Month

"The Long Beach Story".....	Nov. 1-11
Concert Hall, 8:30 p.m.	
Harbor Day.....	Nov. 2
Port of Long Beach	
Sports Day.....	Nov. 11
Bicycle Races, Ocean Blvd., 10 a.m.	
Education Day.....	Nov. 13
"Schools on Parade," Long Beach Arena, 7:30 p.m.	
Industry Day.....	Nov. 14
Celebrity Ball.....	Nov. 15
Long Beach Arena, 9 p.m.	
Pioneer Day.....	Nov. 16
Historical Marker Dedication, 14th & Pacific Ave., 10:30 a.m.	
Jubilee Pioneer Parade, Ocean Boulevard, 2 p.m.	
Aquarama.....	Nov. 17
Marine Stadium, 12 noon	
State Legislators Day.....	Nov. 22
Navy Salute Day.....	Nov. 23
Faith of Our Fathers Day.....	Nov. 24
"Festival of Faith," Municipal Auditorium, 4 p.m.	

Nikita Says Russ Won't Race U.S. to the Moon

FISH, LIVER

Warning on Food Poisons

By SHERM WILLIAMS

Smoked fish from the Great Lakes area and Canadian canned liver paste were ordered off the shelves of Long Beach area markets Saturday and housewives were urged to destroy any in their cupboards.

The staff of the Long Beach Health Department, acting on emergency orders, went from store to store throughout the city ordering the products off the shelves. Dr. I. D. Litwack, city health officer said.

HIS department's action followed a warning from Commissioner George P. Larrick of the Federal Food and Drug Administration, that all smoked fish products caught, or processed in the Great Lakes area that are "packaged in sealed plastic wrappings and those that are sold in bulk without any package" should be destroyed.

Canned fish products are not involved, he said.

LARRICK issued the nationwide order after receiving a report from FDA scientists and from an advisory panel of experts who made an independent study of seven deaths traced to botulism-E and from smoked whitefish processed by the H. J. Hornbos & Bros. Company at Grand Haven, Mich.

During the investigation, the FDA said, traces of botulism-E were found in at

(Continued Page A-2, Col. 5)

WHERE TO FIND IT

STANFORD knocks Notre Dame for a loop, 24 to 14. See Sports Section.	
Amusements.....	C-22
Beach Combing.....	B-1
Bridge.....	W-4
Classified.....	C-1, 21
Death Notices.....	B-7
Editorials.....	B-2
Finance.....	D-7
Music and Arts.....	W-6, 7
Omarr.....	D-7
Radio-TV.....	TV-1, 16
Real Estate.....	R-1, 16
School Menus.....	W-10
Ship Arrivals.....	D-7
Sports.....	D-1, 6
Women's News.....	W-1, 10

MME. NHU IN SILENT TRIBUTE TO U.S. DEAD



MME. NHU PRIMPS BEFORE SPEECH

By BOB HOUSER
I.P.T. Political Editor

Mme. Ngo Dinh Nhu led a head-bowed moment of silence Saturday—Viet Nam Independence Day—in tribute to Americans who have died in battle for her country while some 300 pickets of the Stop Organized Slaughter Committee paraded outside the Beverly Hilton Hotel.

Addressing 1,500 persons at the Los Angeles World Affairs Council, the doll-like sister-in-law of South Viet Nam's President Ngo Dinh Diem ranged, without rankling, from humility and gracious tribute to the American people to undis-

guised vexation at some official U.S. policy and the "slander, blackouts and misquotation" of some sectors of the American press.

Mme. Nhu, accompanied by her equally lovely daughter, Le Thuy (pronounced Leh-TWEE), dodged nothing and reluctantly yielded the microphone in a question and answer session, protesting, "I must follow the rules; I can't force myself, but I would answer more questions."

Most vexed about American aid cuts to her country, she said, "We're not receiving as much military aid as Marshal Tito

(Continued Page A-14, Col. 1)

Purchase of Wheat Depends on Terms

MOSCOW (AP)—Premier Khrushchev said Saturday the Soviet Union is not, at present, in the race to be first with a man on the moon and wished the United States good luck in its attempt to do it by 1970.

He also said the Kremlin would halt negotiations to buy American wheat if the United States put what he called "discriminatory conditions" on the sale.

The premier admitted, however, that the Soviet Union was in grave agricultural difficulties and some observers saw a link between this and what appeared to be a cutback in the Soviet space program.

OF THE American moon program, he said "we will study their experiences."

But his remarks — published by the government newspaper Izvestia — did not indicate the Soviet Union has thrown in the cosmic towel.

"It would be very interesting to make a flight to the moon," Khrushchev said, "but now I cannot say when it will be possible to achieve this."

"At the present time we are not planning flights of cosmonauts to the moon."

Soviet scientists are working on this problem. They are studying it precisely as a scientific problem and they are conducting the necessary research."

KHRUSHCHEV's remarks were made to a group of Asian, African, Latin-American and Soviet journalists

(Continued Page A-16, Col. 6)

HOW'S YOUR CLOCK NOW?

Quick now. What time is it?

Well, if you didn't turn your clock back yet, it's an hour earlier than you think it is. And if you did turn your clock back an hour, it's whatever time your clock says it is — provided of course, your clock is right.

But it's not daylight-saving time anymore. And if you are confused, why not just call HE 7-0221 and find out the correct time.

INTERIM EXECUTIVE

Chief of Seattle's Fair to Help Here

Joseph E. Gandy, who served as president and chief executive officer of the successful Seattle World's Fair last year, has agreed to give his assistance to the California World's Fair, scheduled for Long Beach in 1967 and 1968, to help solve its immediate management problems.

Gandy will arrive in Long Beach tonight for a three-day series of conferences with officials of the California World's Fair.

Nelson McCook Jr., president of the \$400,000,000 California World's Fair, said Gandy had agreed to discuss the possibilities of serving, in an interim capacity, as chief executive officer of the international exposition here, while the search continues for a permanent executive vice president and general manager.

Gandy emphasized, however, that "under no

circumstances" would he consider taking the general managership of the California World's Fair as a permanent assignment. "I am pleased to assist the fair management at this time," he said, "but I would not consider, under any circumstances, the permanent job of general manager of this exposition."

McCook also said Gandy will confer with the California World's Fair regarding the Bureau of International Expositions, the international organization now giving consideration to a re-

(Continued Page A-14, Col. 4)

IT WAS NO SONIC BOOM

That Thump? I, P-T

That big thump you heard this morning was the biggest Independent-Press Telegram ever rolled off the newspaper's presses. It contains 278 pages of news, history, comics, special features and entertainment.

How much is 278 pages? Ask your carrier boy. It is a load. More words have gone into this edition of the newspaper than make up most books.

Much more, though, than

just words makes up this edition.

Research — months and months of peering through yellowed files and interviews with old-timers — has gone into the special Diamond Jubilee section of the paper. The jumbo section contains the best history, in article form, ever produced in the city.

And as always, The Independent, Press-Telegram's large news staff, backed up

by Associated Press, United Press International, syndicated features and the newspaper's network of bureaus, has provided the latest news available from throughout the world in the news sections.

You may want to save the Diamond Jubilee section so as to enjoy its authoritative articles at your leisure.

Meantime, Happy reading!

L.A.C. Says: Round Trip to Washington

One of the most misleading bits of propaganda we have read is that put out a few years ago by the National Education Association (NEA) in its campaign for federal aid to education. Under the above heading, it makes it appear that it costs only a half-cent collection charge for each dollar collected by the federal government. It insists that this is the cheapest way to collect taxes and send them back to the local districts for education.

Nowhere in the literature do we find any reference to the fact that the real tax collector for the federal government is the individual employer. They go through all the intricate processes of deducting federal and state taxes from each paycheck. Then they must send this money, carefully allocated, to the federal treasury. At the end of the year they must fill out forms to be sent to the federal government showing total payments and amount of taxes for each employee. It is many times more costly than the costs incurred by the federal tax collector. To fail to point this out is destructive of the whole NEA propaganda effort.

Neither does the literature tell of the army of bureaucrats in Washington and all over the country who are paid from these taxes before any of it can be sent back to the local districts. This has not been a major factor in education because Congress has wisely refused to adopt the NEA program for federal control of these funds—and eventually the educational programs of the local districts.

If one were to wonder how such a program would work for education he might take a look at our farm program. The number of Agriculture Department agents in many areas constitutes a political organization amounting to a scandal. Their cost is one of the major factors in the farm subsidy program.

If the cost of collecting federal taxes were properly shown it would be many times that shown by the NEA. But the real danger is that dependence on the central government for education funds would place each school district in the same position as many farm communities find themselves. They would be told how the money must be spent for buildings and the subjects that would be taught—and how they would be taught.

This, of course, is denied by all organizations that would look to the federal government for educational funds. But it is clear that any money received from that source must first be collected from the local district taxpayers. No government body will provide funds for another body without placing restrictions on its use. They would not be acting properly if they did not. It is therefore evident that the end result of dependence on federal funds is control by federal bureaucracy.

The trend toward central control of all our economic and social structures should not be ignored. It is the natural trend when people become apathetic and disregard their responsibility. They give up one freedom, then another, until—as has happened in other countries—all freedoms are lost. The local school districts in California have provided the best facilities in the nation and one of the highest educational levels. The people have paid for these programs with great understanding. It is a way of life we should protect by opposing those who would transfer this responsibility to the federal government—from the taxes that must first be collected here.—L.A.C.

(L.A.C.'s column, by L. A. Collins Sr., like other columns, is an expression of personal opinion and does not necessarily reflect the considered opinion of this newspaper.)

Hawaii Firm Gets Ski Lodge Contract

HONOLULU, Oct. 23 (UPI)—A firm of Hawaii architects has been awarded the job of designing a ski lodge in Washington where the winter snow pack is 17 feet deep.

The federal government awarded the job of designing the \$1,100,000 (M) Ski Lodge and visitors center at Mt. Rainier National Park, Wash., to the Honolulu firm of Wimberly, Whisenand, Allison and Tong.

Housewife Wins Sign Fight

MINNEAPOLIS (AP)—Because a suburban housewife successfully appealed a \$5 fine, Minneapolis is going to have to repaint its school stop signs or quit issuing tags to motorists who miss them.

Mrs. Arlene Fried, fined for going through a school sign last April, contended successfully in an appeal that the signs did not conform with the state law requiring stop signs to be octagonal and painted red with white letters.

Telephone Strike a Problem for All

(Continued from Page A-1)

off entrances to defense plants and both sides in the dispute are predicting "a battle to the finish."

Why? A picketing repairman, walking with his sign at a telephone company accounting building at Fourth Street and Orange Avenue says: "It's because this damn pig-headed company is getting rich off of our slave labor!"

An area supervisor for the company, spending 12 hours a day acting as an operator at a switchboard at Sixth Street and Elm Avenue says: "It's because the General Telephone Company management always has, and always will, run this company, and the union can go to Hell before they'll get a chance to stick their noses in our business."

Somewhere in between these extreme views there is a reason for this strike... and a solution. But more than three months of negotiations between company and union, four weeks of federal mediation, and four contract extensions have failed to find the answer.

ON OCT. 19, union members walked out and began picketing. There have been no further meetings at the bargaining table between the parties. The company has placed food and sleeping cots in its buildings and management employees are trying to keep the phones working. The union has set up machinery to disburse up to \$9 million in strike assistance funds to keep its pickets going.

What does it all mean? Where will it end? It means that 1.3 million telephone subscribers in the General California area, the largest independent phone company in the nation, are in danger of losing service. It means that almost 9,000 employees of the company are not receiving pay checks.

It means that Long Beach, Redondo Beach, San Bernardino, Santa Maria, and parts of Orange County, among other places, are in danger of being affected. The "southern area" of the company's franchise covers Long Beach and Lakewood, Signal Hill, Bellflower and Norwalk, Downey, and Westminster, Huntington Beach and Laguna Beach in Orange County.

THIS southern area has 221,123 telephones in homes, hospitals, fire stations, doctor's offices, on street corners, in grocery stores, businesses, and police departments. In this area there are 2,111 hourly employees, 540 management employees. The company has an investment of \$170,591,000 in buildings, lines and facilities. In Long Beach alone, there is almost \$84 million worth of equipment.

This southern area represents almost 28 percent of

General's California system.

The union, the CWA, represents all of the 2,111 hourly employees — although not all of them are dues-paying members. Clerks, operators, installer-repairmen and office receptionists fall into the "hourly employee" category.

WHERE, two weeks ago, there were 2,600 persons working together to provide telephone service to this area, now there are 540 management personnel trying to carry on. The rest are "on the bricks," with a few crossing picket lines as "scabs" (as the union calls them) and continuing to work. Company and union dispute numbers as to how many hourly employees are working.

In Long Beach, 984 employees are represented by the CWA, and the company admits that "the union is stronger in Long Beach than anywhere."

And there is one other very important factor: this strike is a "pilot" strike for both the General system and the CWA nationwide. "As goes Long Beach, so goes the nation," one federal mediator admitted privately.

It's a war of nerves and both sides are ready for battle. The "voice with a smile" is snarling and, unless that smile returns, the admonition "Wait for dial tone" may mean a long, and critical wait. (Tomorrow: Where the union stands.)

LIVER PASTE, FISH

Poison Foodstuffs Object of Search

(Continued from Page A-1)

least three other fish processing plants in the Great Lakes area.

Dr. Litwak said housewives "having smoked fish or smoked fish products in their refrigerators or freezers, unless they know they were not from fish caught in the Great Lakes or processed there," should destroy them.

HE SAID wholesalers, retailers and processors of smoked fish products in the area are being told the following: "All fish from the Great Lakes area should be destroyed unless it is established with certainty that the fish was heated immediately after packaging to

108 degrees for 30 minutes in the coldest part of the fish—or that the fish was frozen immediately after packaging and since has been frozen continuously."

He said specific orders have been issued temporarily prohibiting the sale or distribution of smoked whitefish from Lasco Co., a Los Angeles firm. The plant, he said, received its fish in bulk and is engaged in processing, smoking and curing fish.

Other health departments are following the same pattern, Dr. Litwak said. "Within 24 hours every outlet in the nation will be covered."

L.B. Phone Employees Report Harassment

Two Long Beach women, employees of the General Telephone Co., have reported to police that they are being "harassed" because they have continued to work during the strike against the company by the Communication Workers of America.

Mrs. Cynthia Howard, of 2330 E. Fourth St., a customer representative for the firm, reported she has been receiving anonymous phone calls threatening harm to her daughter.

Mrs. Winifred Ryan, of 2661 Daisy Ave., reported that groups of men in trucks have been following her from her home to where she parks her car prior to reporting to work at the Sixth Street and Elm Avenue office of the company.

R. PARKER Sullivan, president of General Telephone Co., said Saturday that telephone traffic is being handled on a "near normal basis."

Fireworks Plant Explodes, Burns

BELLAIRE, Ohio (UPI)—A series of explosions rocked a fireworks factory near here Saturday night, lighting up the sky like a giant Roman candle and touching off uncontained fires in more than 150 acres of bone-dry woodlands. Further devastation was avoided when a fire on the factory grounds burned around a building containing 35 tons of dynamite.

The blasts injured only one person, Michael Colton, 51, of Bellaire, a watchman. He was reported in critical condition in Bellaire Hospital.

The fires threatened to devour a number of homes when firemen were pulled back because of the dynamite threat. The dynamite was used by the firm, the Ohio Fireworks Co., to fulfill a \$3.3 million government contract.

BUT THE danger of the massive dynamite blast was quashed when the fire on the three-acre factory grounds miraculously burned around the building containing the explosives. Officials said of the original 15 structures on the grounds, 10 were destroyed.

More than 200 firemen, 40 pieces of equipment and 30 emergency cars were pressed into service at the scene, about five miles west of here, in a sparsely-inhabited area. The fires in the woodlands were burning out of control and unattended for more than three hours when firemen were withdrawn because of the dynamite threat. About 50 families in the immediate area also were evacuated.

IN NEARBY Kirkland Heights, a community of more than 100 families, all residents were ordered to evacuate or remain in their cellars, while the dynamite threat was present.

The explosions sent cherry bombs and skyrockets hurtling through the air in a steady stream in all directions. As they landed, new outbreaks of fire occurred in the tinder-box woods.

Choose your
GIFT
luggage
at
Boyle's GIFTS
LUGGAGE
646 PINE AVE.
HE 2-0941
BankAmericard
SKYWAY
•
AMERICAN
TOURISTER
•
ATLANTIC
•
FRENCH OF
CALIFORNIA
•
LARK
Near Corner 7th & Pine

sale

33 ANNIVERSARY

Last 4 Days!

Time is running out! Frank Bros. sale ends Thursday, October 31! ... Special reductions in every department, selected from the most complete selection of contemporary furniture to be found anywhere... including fine custom upholstered designs from our own work rooms... Easy to own with a Frank Bros. Budget Plan. As long as three years to pay.

Special From Our ACCESSORY DEPT.

Crystal cream and sugar from Kosta of Sweden. In twilight hue, gift boxed, regular 4.95... **2.49**

CARPET REMNANTS

12'x22'7"	All-wool pile, martini "pop-corn" texture	328.50	199.95
12'x15'6"	All-wool pile, beige tweed	206.00	149.95
12'x14'	All-wool pile, brown frieze	208.00	129.95
12'x9'2"	All-wool pile, off white loop	131.40	79.95
12'x9'	All-nylon pile, beige tweed by Bigelow	131.40	69.95
12'x9'4"	All-nylon pile, off-white loop	125.60	69.95
12'x14'	All-nylon pile, chocolate brown texture	159.00	99.00
12'x5'4"	All-nylon pile, off-white texture	62.00	10.00
12'x10'2"	All-nylon pile, off-white texture	121.50	79.95
12'x7'4"	All-wool pile, beige and white loop	100.00	59.95
12'x13'8"	All-wool pile, beige tweed	171.30	129.00
12'x13'6"	All-wool pile, martini loop	305.10	198.00
12'x7'4"	All wool pile, gold beige extra long loop	116.00	59.95

FAMOUS DESIGNS FROM DENMARK & SWEDEN

DUX high back lounge chair designed by Folke Ohlsson. Luxurious comfort, smooth sculptured lines, rich antique gold or off-white fabric.....Regular 391.00	189.95
DUX rocking-reclining lounge chair with ottoman. Comfortable high back, locks in any position. Sculptured frame of Bangkok teak.....2-pc. set 460.00	319.95
High sideboard from Denmark 33" wide, 40" high. Beautiful detailing, two adjustable shelves. In teak or walnut.....99.95	79.95
Classic teak and leather lounge chair by Finn Juhl. Reg. 585.00	439.00
The famous "Egg" Chair by Arne Jacobsen. Your choice of fine Danish wool fabric.....319.00	239.00
"Egg" chair in leather.....498.00	373.00
The "Swan" chair by Arne Jacobsen, your choice of fine Danish wool fabrics.....198.00	148.00
Sculptured teak lounge chair with reversible seat and back cushions available in a wonderful selection of 88% wool, 12% Nylon fabrics 149.95	99.95
Companion 3-seater sofa. 329.95	219.95
Companion 4-seater sofa. 399.95	266.95

ACCENT AREA RUGS

Take advantage of a new decorating technique... New life to your room, new interest on your floor... no better way to define a conversation area. Bright cheerful imports from Denmark, Sweden, Italy, the Netherlands... As well as sparkling designs from the United States. Some examples:

3'x6'	Rya rug from Sweden. 100% wool pile, shades of blue or red to blue.	89.00	59.00
3'x6'7"	Rug from Denmark. 100% wool pile, bright red texture.....	90.00	79.00
4'x6'	rug from Italy. 100% wool pile, brown and brass texture.....	39.95	29.95
4'x6'	rug from United States. 100% Acrilan pile. bright stripes in vivid colors.....	54.95	39.95
5'8"x7'6"	rug from Denmark. 100% wool pile. Black grey and white pattern.	119.00	59.00
7'6"x7'6"	"sunburst" from Denmark. 100% wool pile. Yellow and orange.	169.00	99.95

MARBLE TOP TABLES

Practical and beautiful marble tops are accented by handsome sculptured walnut bases:

32"x32" corner table.....	69.95	49.95
End table.....	54.95	44.95
Round cocktail table.....	99.95	74.95
50" Cocktail table.....	54.95	44.95
Wedge table.....	69.95	49.95

SIMMONS SOFA-BEDS

A dozen quality sofa-beds, specially priced... comfortable seating, wonderful sleeping... Many fabrics from which to choose, two styles.....229.95

FRANK BROS

2400 Long Beach Blvd./Garfield 6-1341/Open evenings Monday and Friday until nine

PRESS-TELEGRAM
INDEPENDENT

Published Sunday only at Sixth St. and Pine Ave., Long Beach, Cal. Entered as second class matter at Post Office at Long Beach, Cal.

Per No. Per Yr.
Carrier delivery \$1.00 \$12.00



HELLO
AGAIN!

In August Bob J. Burks was named as California leader: September's past, and it's the same—Bob Burks is a repeater!

He sets his client's Standards high. This salesman Bob J. Burks; He's got a plan for every man, And like his plan, he works!

For higher Standards of family protection or estate building, call Bob Burks of the Long Beach agency of Standard Insurance Telephone: GA 6-3986

Standard
INSURANCE COMPANY
Established 1906
Home Office, Portland, Oregon

COMPLETE WEATHER

FORECASTS
Long Beach and vicinity: Fog along coastal area today but otherwise mostly sunny today and Monday. Slightly cooler. High 72. Interior and Desert Regions: Mostly sunny today and Monday. Little temperature change. High today 75 to 85 upper, 55 to 65 lower valleys. Mountain Areas: Mostly sunny today and Monday. Little temperature change.
Offshore Winds and Weather Forecast (pt. Conception to Mexico Border): Light variable winds becoming westerly 10 to 15 knots in afternoon today and Monday. Widespread fog but some midday sunshine. Slightly cooler today.

SUN, MOON AND TIDES
Sunrise: 4:07 Sunset: 5:50 Standard times
Tides: High: 4.3 feet at 5:59 a.m. and 4.4 feet at 4:56 p.m. Low: 2.4 feet at 11:25 a.m. and 0.2 foot at 11:44 p.m.

SATURDAY'S WEATHER REPORTS			
CALIFORNIA			
Long Beach	74	88	
Long Beach Airport	74	88	
Los Angeles	83	61	
Aviation	76	61	
Chico	87	67	
Big Bear Lake	67	77	
Bishop	78	39	
El Centro	72	58	
Fresno	75	51	

ACROSS THE NATION			
Albuquerque	73	42	
Albany	57	39	
Bismarck	57	39	
Boston	84	58	
Chicago	75	52	
Cleveland	81	55	
Denver	63	39	
Des Moines	87	67	
Detroit	83	50	
Fort Worth	88	73	
Honolulu	87	66	
Kansas City	87	66	
Las Vegas	81	62	
Memphis	83	53	
Miami Beach	86	73	
Minneapolis	75	47	
Minneapolis-St. Paul	64	47	
New Orleans	81	62	
New York	81	62	
Okla. City	83	57	
Philadelphia	63	37	
Pittsburgh	88	59	
Portland	54	30	
Reno	65	28	
Richmond	82	63	
St. Louis	87	66	
Seattle	57	28	
Spokane	57	28	
Washington	75	46	

Highest temperature in the 48 adjacent states Saturday was 92 at Imperial and Yuma, Ariz. Lowest was 13 at Baker, Ore.

In South Viet Nam ...

A Question of Life-- and Death



FRIEND OR FOE? In the vicious guerrilla warfare that rages in South Viet Nam's Mekong River delta, the question is asked violently and often, and often answered in blood. These pictures were made recently in the strategic hamlet of Long-Fu as a secret police officer questioned a resident of a nearby village who had been absent for two nights in an area where the Viet Cong ruled after dark. At first, the questioning was quiet. But soon the brass knuckles were thudding down on the suspect's shoulders. Then his arms were tied behind his back and he was hoisted by them to swing helplessly while the questioning and the beating continued. At last, the policeman pulled out a trench knife, and drew the point across the suspect's belly. A thin trickle of blood started from the flesh. "That was the first interrogation," the policeman told Photographer Leo Lonnbrink. Later that night, the questioning began again. The prisoner died.



Photos by Leo Lonnbrink. Copyright 1963 by Independent Picture Service, Inc.



President of Italy to Visit U.S.

WASHINGTON (UPI)—The White House announced Saturday that Italian President Antonio Segni will pay an official visit to the United States, starting Jan. 14.

The announcement said Mr. Kennedy extended an invitation to Segni during his own visit to Italy early in July.

"It has now been agreed between the two governments that this visit should begin on January 14, 1964," it said.

ASSISTANT White House Press Secretary Andrew Hatcher gave the brief announcement to newsmen.

Text of the announcement:

"On the occasion of his recent visit to Italy, President Kennedy extended to the President of the Republic of Italy an invitation to come to Washington on an official visit. It has now been agreed between the two governments that this visit should begin on January 14, 1964."

NEW LOW RATES

15¢ 25¢ 75¢
1/2 HR. ONE HR. ALL DAY

FREE
PARK & SHOP
WITH VALIDATION

★ COVERED PARKING
Protect Your Car
★ PARK IT - LOCK IT
No One Else Touches It

LINCOLN
PARK
GARAGE

JUST NORTH of Long Beach Library
ENTRANCES: Pacific Ave. at 1st St.
Broadway between Pacific and Cedar

U.S. Increasingly Impatient With Allies for NATO Lag

BONN, Germany (AP)—The United States is getting increasingly impatient with its European allies for criticizing U. S. military policies while refusing to meet their own Atlantic Alliance commitments, U. S. sources said Saturday.

Secretary of State Dean Rusk, in Bonn for two days, had to reassure West German leaders about the continued presence of U. S. troops in Europe. There have been fears that Operation Big Lift would be used as a prelude to a partial withdrawal.

Rusk's talks here did not produce an official West German statement that these fears have been entirely dispelled. The government is

understood to be waiting for further reassurances. Rusk is expected to give these in a public speech today in Frankfurt.

West Germany, like other European members of the Atlantic Alliance, has failed to meet its own NATO military obligations. These are being

met only by the United States and being frequently applied not only to military matters but to U. S. policy in general.

The U. S. sources described an increasingly tough attitude on the part of the Kennedy administration toward such examples of a "double standard." They said that concern is mounting in the United States over the stand-

out and help.

The U. S. deal to sell wheat to the Soviet Union was mentioned as another example of Europe criticizing the United States for what Europe itself does. European trade with the Soviet Union is much greater than U. S.-Soviet trade.

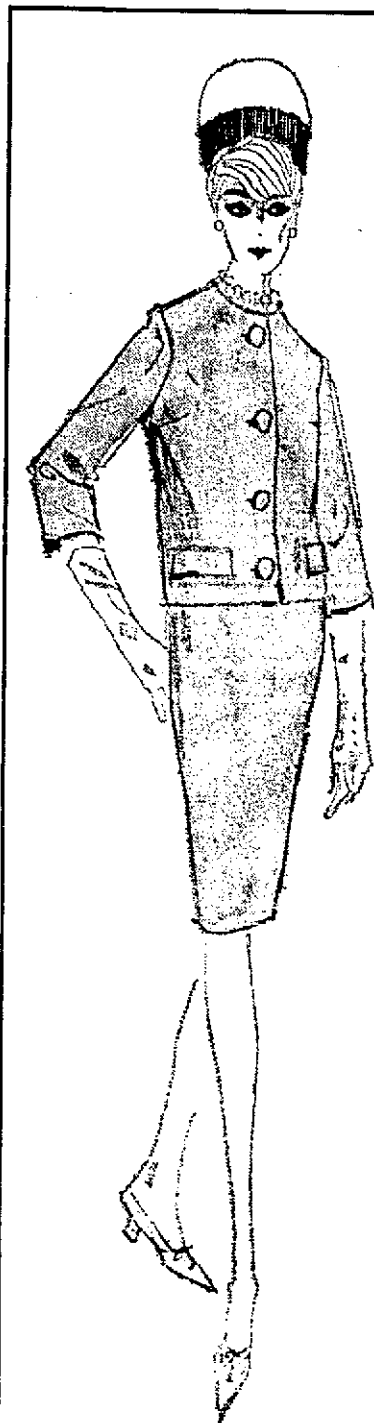
The U. S. sources said that

for 17 years the United States has tried to obtain a coordinated policy among the Allies on trade with the Soviet Union but has not been able to get anywhere.

248 E. Broadway
LONG BEACH
HE 6-5654

Softone DRY CLEANING
HOME DELIVERY
SINCE 1906
Soft Water LAUNDRY
HE 6-3265

Columbia—for hi-fashion—at a price



versatile
SHEER WOOL
CREPE
TWO PIECE
by Forever Young

just
13.99
SIZES 10-20
12 1/2 TO 22 1/2

wear as a dress
or a suit—this
unlined charmer
classically styled
in royal blue or
french black.

street floor, long beach
and lakewood center

very new, very specially priced
MINK TRIMMED TWEED
GREAT COAT
IN SIZES 2 TO 16

made to sell for 85.95

\$65

you save 20.95 at columbia

natural ranch mink, ring collar
on monotone tweed in beautiful
colors—golden beige, roseberry,
wild olive, sierra blue, espresso
brown and french black—all
milium lined in matching satin

better coats, long beach
and lakewood center



FREE
Park & Shop
PROMOTED PARKING
LINCOLN
PARK
GARAGE

no payment 'til January '64 at

Columbia

pacific at 1st long beach — open monday and friday 'til 9 p.m. — lakewood center, monday, thursday, friday 12:30 to 9:30

'Unprofessional Conduct' Study Set

SACRAMENTO (UPI)—Unprofessional behavior on the part of teachers will be the subject of two days of hearings by an Assembly subcommittee Nov. 12-13 in Millbrae.

Assemblyman Leo J. Ryan, D-South San Francisco, said that the Assembly Education Subcommittee on personnel is seeking to clarify the legal definition of "unprofessional conduct."

He said unprofessional conduct, as a reason for firing a teacher, is completely undefined in the education code, and can "mean anything to anybody."

Stolen Green Stamps Worth \$12,000 Found

CHICAGO (AP)—Detectives recovered a cache of 3.5 million trading stamps Saturday that are thought to be part of the loot taken in burglaries at Flagstaff, Ariz., and Clovis, N. M.

The stamps, valued at an estimated \$12,000 were found in a hotel room rented Friday to a man who registered as "H. Levine," police said. The man was being sought.

The stolen stamps have been showing up in Sperry and Hutchinson (S&H) redemption centers throughout the city for the past several weeks, police said.

Motel TV Stolen

Theft of a 17-inch TV set and stand from a unit in the Searle Motel, 6124 Long Beach Boulevard, was reported to police by the manager, Frank J. Pavelec, who set the loss at \$185.

WORLD NEWS BRIEFS



Kidnaper Frees Girl, 5; Hunted

LANSING, Mich. (UPI)—Incensed police Saturday canceled some holiday leaves and assigned extra officers to an all-out effort to find the apparent sex deviate who kidnaped and criminally assaulted a 5-year-old girl, then dumped her in a ditch near a junkyard.

The girl, Michelle Moran, was in satisfactory condition at Sparrow Hospital where she was suffering slightly from exposure and a bruised face. Hospital officials confirmed that she had been criminally assaulted after being kidnaped from a car where she was waiting for her mother.

At least a dozen detectives were assigned to work under Lansing Police Department Chief of Detectives Elwyn Groak to find the attacker. A roundup of known sex deviates was begun immediately.

Groak said there were "100 to 150" suspected sex deviates in the area. He said all files on deviates in the community would be checked. State police were ordered to give any assistance necessary.

Felons Live on Synthetic Food

VACAVILLE (AP)—Eighteen prisoners at the California Medical Facility here have been living in good health for more than seven weeks on nothing but synthetic chemicals and distilled water, Dr. Wallace Lane Chan said Saturday.

He said it is the longest time normal men have lived solely on synthetic food but he plans to extend the experiment to a total of 18 months.

The prisoner volunteers, who haven't eaten anything solid since Sept. 3, are in better shape than they were, Dr. Chan said. Prison officials agreed.

Senators Probe "Improper Relations"

MINNEAPOLIS, Minn. (UPI)—A Senate committee is scheduled next week to hear about the alleged relationships between some congressional figures and a pretty 27-year-old German woman who has been expelled from this country, the Minneapolis Tribune said Saturday.

A dispatch from the paper's Washington bureau said the Senate Rules Committee is checking allegations of improper conduct on the part of Senate employees and members of the Senate.

The woman, likened to a slightly taller version of actress Elizabeth Taylor, reportedly had "friends and associates" at several levels of the government, including the executive branch and in the White House.

JFK Weekending in Country

WASHINGTON (AP)—President Kennedy flew back from ceremonies at Amherst College in Massachusetts Saturday and took off immediately to spend the weekend at his country home in Virginia. At Amherst, Kennedy received an honorary degree and spoke at ceremonies honoring the late poet Robert Frost.

Wrong Homecoming Queen Crowned

LEXINGTON, Ky. (AP)—It just couldn't happen—but it did. The wrong coed was crowned Homecoming Queen Saturday at the Kentucky-Georgia football game.

At halftime ceremonies, Walter Duvall, master of ceremonies and a Kentucky senior from Celia, Ky., announced that Julie Ritchey of Mt. Sterling, was the 1963 University of Kentucky Homecoming Queen.

There was just one hitch. Vivian Shipley of Erlanger had been elected queen and had been told in advance of her selection. So, amid applause from the stands and tears from the sidelines, Miss Ritchey was escorted onto the field, crowned and given the traditional kiss by the university president, Dr. John Oswald.

Miss Shipley's escort, Earl Bryant of Rumsey, Ky., consoled the uncrowned queen and wiped her tears. The error was announced to the crowd of 30,000 in the third quarter.

Hurricane Ginny Churns Up Ocean

WILMINGTON, N.C. (UPI)—Hurricane Ginny swung back out to sea Saturday after a short faltering movement that kicked up high winds along the North Carolina coast.

Another tropical storm on the weather boards, Helena, was fighting an uphill battle to gain hurricane status. The storm hit the eastern Caribbean island of Dominica with 60-mile-an-hour winds Saturday, losing some of its punch but started rebuilding once it was over the open water again. Forecasters still, however, that "conditions are just against" Helena developing into a full-fledged hurricane.

Atom Blast Lifts Nevada Earth 6 Feet

SAND SPRINGS TEST RANGE, Nev. (AP) — The ground jumped six feet and a tingling shock wave rolled along this desert testing ground Saturday, signaling successful completion of the Project Shoal underground nuclear blast.

Witnesses a half-mile from the blast area saw the ground directly above the detonation point puff and contract after the shock, creating a huge ostrich plume of desert dust, which the wind slowly dispersed.

THE BLAST, a charge equivalent to 12,000 tons of TNT, went off on scheduled at the bottom of a 1,200-foot shaft drilled into the Sand Springs Testing Range, 22 miles east of Fallon in west-central Nevada.

More than 200 Atomic Energy Commission, Defense Department and military personnel witnessed the explosion. Busy transcontinental U.S. Highway 50 was closed to traffic for a half-hour before the shot. The road runs five miles north of the Sand Springs Range.

In nearby Fallon, residents did not feel the shock,



—Associated Press Wirephoto

SPY PILOT WEDS

Francis Gary Powers, 33, who was shot down in 1960 while piloting a U2 spy plane over Russia, poses with his bride, Claudia Edwards Downey, 28, after their wedding Saturday in Catlett, Va. Powers was divorced in January from his first wife, whom he claimed was a "habitual drunkard." His new wife is a former employee of the Central Intelligence Agency.

Colds in Spain

MADRID, Spain (AP)—Despite continuing summer-like weather in Spain, medical authorities estimated a cold virus had stricken about 10 per cent of Madrid's more than two million residents.

In many schools classes were less than half filled because of the illness.

STATE SOCIETY Calendar

MONDAY
 Alaska, 1029 E. Broadway, 7:30 p.m.

SATURDAY
 Minnesota, 550 Pacific Ave., noon.

AAA Says Time Shift Raises Traffic Peril

WASHINGTON (UPI)—The American Automobile Association warned Saturday that traffic hazards will increase starting this weekend when clocks in areas which have been observing daylight saving time are set back to standard time.

of the driving is done in the dark hours," the association said.

According to AAA records, pedestrian deaths rise in November, just about the time daylight saving time comes to an end.

To combat the danger, the AAA advises motorists to reduce speed, switch on headlights at dusk, check on lights and windshield wipers, and be alert for pedestrians wearing dark clothing.

Walker's

the friendly store of Long Beach

FAMOUS BRAND JUNIOR CAPRIS

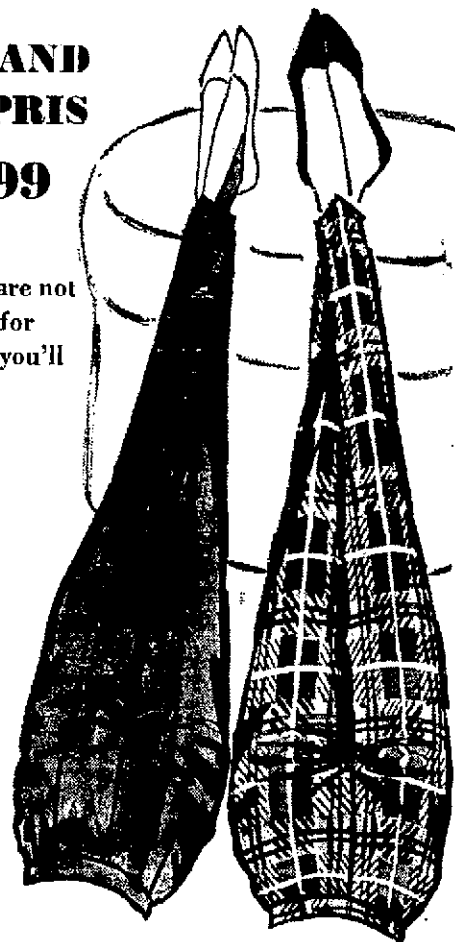
reg. 12.98

5.99

The price is so low we dare not tell the name, but look for the label in each pair, you'll recognize the name at a glance. They're tailored for perfect fit and comfort.

Your choice of stretch style with stirrup or regular style, both made of 100% wool and fully lined. You may select from a rainbow of delightful solid colors or plaids, sizes range from 5 to 15.

second floor



ORLON SWEATERS TURTLE NECK PLUS DOUBLET SPELLS FASHION

Made of washable orlon, DuPont's acrylic fiber, long sleeve slip-over style with very attractive turtle neck collar. Select from red, black or white. Sizes 36 to 40.

special priced

5.99

The doublet, newest fashion craze is an absolute must to complete this fashion picture, has jewel neck, button front and sleeveless. Colors of red, white, black, sizes range from 34 to 40.

special purchase

4.99

second floor



Walker's

the friendly store of Long Beach



LUXURIOUS CASHMERES AND FUR COLLARED WOOLEN COATS

reg. to 59.98

33.00

Four days only. Choose a beautiful Cashmere or a wool coat with mink, bleached wolf or dyed Fox collar. All coats have rayon acetate satin lining. Sizes range from 6-16.

second floor



SHELL KNIT SHEATH

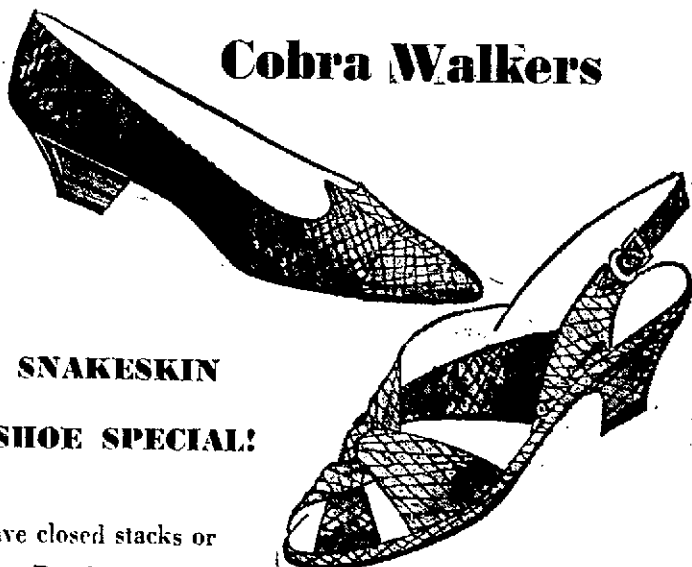
special purchase

15.00

Begin the new season with a versatile basic shell knit dress, with just a change of accessories you'll have a dress to suit any occasion. Styled with jewel neckline, 3/4 sleeves, tie belt and is completely lined. Select from cherry, royal or black, 10-18, 14 1/2-22 1/2.

second floor

Cobra Walkers



SNAKESKIN

SHOE SPECIAL!

Have closed stacks or open Dutch heel sandals with genuine cobra trimmed uppers. Have brown multi tones, black multi or vivid multicolor.

5.88

reg. to 12.99

lower floor

Walker's

the friendly store of Long Beach

SEWING MACHINE CLEARANCE

Savings to 50%

Floor samples and slightly used machines — Necchi — Adler — White — Elma — Singer automatic — zig zags — many one-of-a-kind.

Also many fine used machines.

Rebuilt Portable Machines

24.95 and up

We accept trade-ins — we repair all makes.

third floor

CUSTOM DRAPERY SALE

FREE LABOR

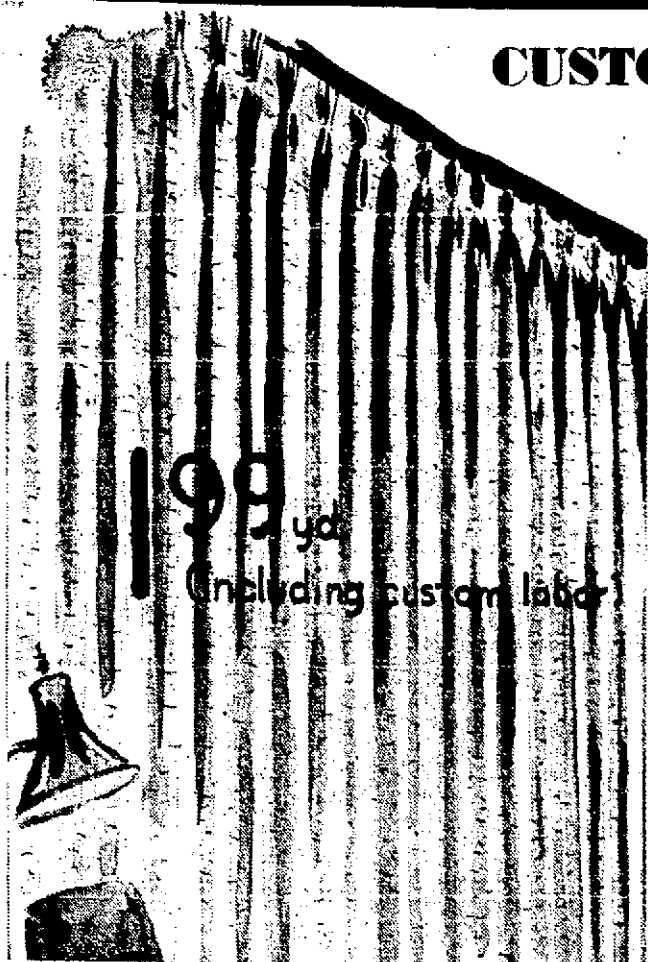
ONE WEEK ONLY

Measure your window, select your fabric and let us do the rest. Your draperies pleated and fan-folded to your exact window measurements with such extra custom features as

- double bottom hems
- weights
- pleated to exact measure
- fan folded
- blind stitched bottom and side hems



fourth floor



1.99 yd
Including custom labor

Fabulous Luxury Bedspreads of Silky Chromspun Acrylic

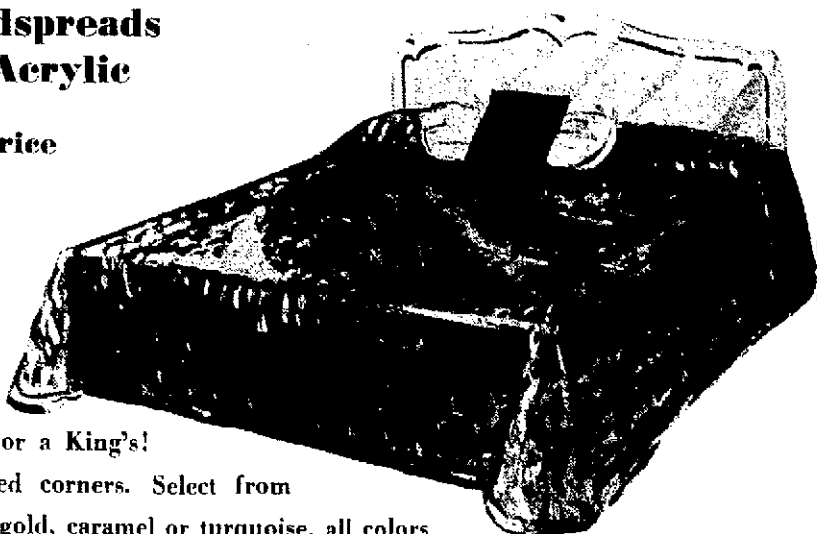
choice of 5 sizes at 1 low price

17.99

reg. to 29.98

Quilted to a Queen's taste . . . or a King's!

Luxurious jumbo welting, rounded corners. Select from colors of peacock, rose, sapphire, gold, caramel or turquoise, all colors that will simply dazzle a decorator.



third floor

TABLE AND FLOOR LAMPS

Exquisite Designs—Budget Priced

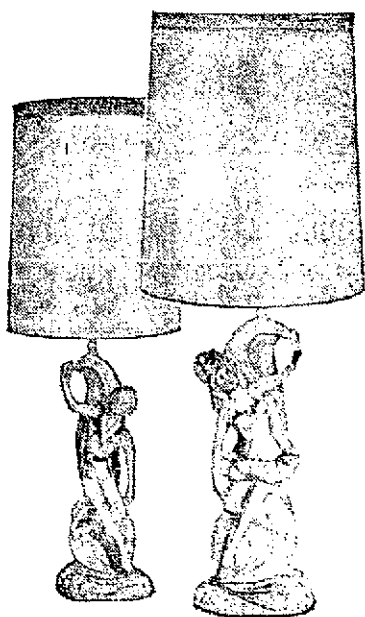
These Italian figurines are an absolute work of art, bone finished with exquisite gold trim. The male and female pair will be a masterpiece in your room because they're styled for modern taste and proportioned for modern rooms.

Shown are the matching pair of these lovely Italian provincial lamps. ea.

\$19

Come in and see our wide selection of modern and traditional lamps not advertised.

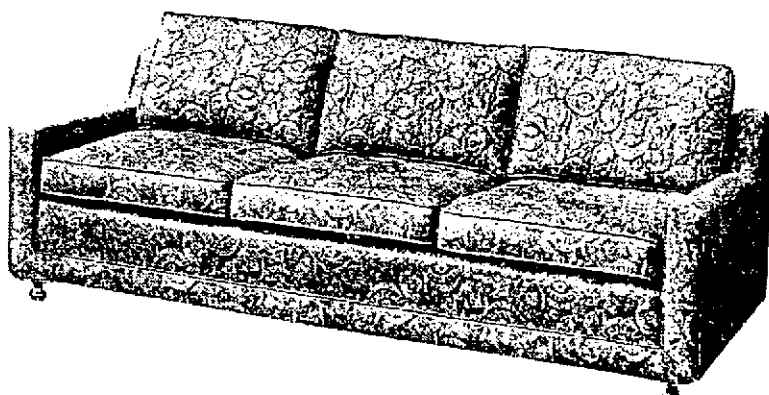
fourth floor



SALE ENTIRE STOCK KROEHLER SOFAS

YOUR CHOICE

\$199



From our stock, any Kroehler sofa for this tremendous low price. Limited number, so shop early for yours. In this group you'll find Danish Modern, Traditional and Contemporary styles in an excellent selection of beautiful fabrics.

fourth floor

Walker's

the friendly store of Long Beach



Never Before!
at This Low Price

Imported Brocade-Metallic Fabrics

OVER 10,000 YARDS TO SELECT FROM

All Perfect Quality

VALUES TO
9.98. WHILE
THEY LAST

1.99 yd.

Smartest Fashion Colors

- GOLD
- SILVER
- WHITE/GOLD
- WHITE/SILVER
- BLACK/GOLD
- BLACK/SILVER
- TURQUOISE
- ROYAL
- TANGERINE
- OLIVE
- PEACOCK
- MINT
- EMERALD
- RED
- BEIGE
- BLACK
- WHITE
- GREEN

NO LIMIT ON QUANTITIES
BUY ALL YOU NEED

BE HERE EARLY

DOORS OPEN 9:30 A.M.
Extra Salespeople to Serve You

second floor

Fourth and Pine Shop Monday and Friday 'til 9:00 Phone HE 2-7451 Park Free

25 MORE NAMED FOR HONORS AT JUBILEE BALL

75 L.B. National Figures to Be Feted

Twenty-five additional celebrities of Long Beach heritage were announced Saturday, completing the list of 75 headline-makers to be honored at the Diamond Jubilee Celebrity Ball.

The first 25 selected were revealed in the Oct. 13 issue of The Independent Press-Telegram; the second 25 were named last Sunday.

All will be presented formally in ceremonies at the Celebrity Ball on Nov. 15 in Long Beach Arena.

EV HOSKING, chairman of the celebrity committee, pointed out that the 75 honored were selected by representatives of the major news services from names submitted by Long Beach citizens.

Only criterion used in their selection, he said, was whether the individual was a celebrity in the true sense of the word, either on the national scene or in his particular field.

No attempt, he explained, was made to judge entrants solely on their contributions to Long Beach, adding: "Such a list would include so many, it would be practically impossible to draw the line."

INCLUDING authors, radio and TV stars, sports figures and headliners from many fields, the third list of 25 follows:

Ruth Ashton — Prominent radio and TV commentator, currently representing the distaff side of the broadcasting team on Story Line, aired three hours every weekday afternoon on KNX. She is a graduate of Poly High.

Richard Bach — Grew up in Long Beach; is author of the current best-seller, "Stranger to the Ground," and West Coast editor of Flying Magazine.

Arthur Beaumont — Noted marine artist; works include portraits of many ranking naval officers, also a magnificent rendering in oil of the atomic cruiser, USS Long Beach.

Gerald A. Counts, Brig. Gen. (USA, ret.) — Had long and distinguished career as an instructor and executive at West Point, also a splendid war record. His brother, Carroll Counts, is a prominent local attorney.

Wayne Dillard — Began career with Orpheum circuit at 19 in golden days of vaudeville; largely known among showmen for production in light opera, dramatic stock and motion pictures. He is a protégé of "Music Man" Meredith Willson. The two conceived and produced a new art form for historical spectacles. Dillard is producer of the International Beauty Pageant here.

Francis C. Denebrink, Adm. (USN, ret.) — Served with distinction through two world wars; was commanding officer of naval forces in the Operation Sandstone atomic tests at Eniwetok. Mrs. Denebrink is daughter of Mr. and Mrs. Nelson McCook of Long Beach.

Beverly Baker Fleitz — One of world's foremost tennis players for more than a decade; retired from big-time competition in 1959 as No. 1 woman player in America. Long a resident of Long Beach, she now lives in Rossmore.

Andy Marzich — Leading money-winner in national Professional Bowlers Association for 1962-63 season; bowls out of Long Beach, formerly

owned a bowling shop here. **Merle Mathews** — Made Southern California All-Star Bowling Team for seven successive years; is obvious choice for all-time woman bowler in the West.

Ed Nofziger — For years a nationally syndicated cartoonist; now prominent in the film cartoon field. His first professional effort appeared in The Press-Telegram over 30 years ago.

Gladys O'Donnell — Holds score of records for her prowess as an aviatrix in era prior to the jet age; now active in public affairs locally and throughout the state.

Alan Parkinson — Built the \$1.5-million Hollywood Movie-land Museum, popular tourist mecca in Buena Park; prior to that had highly successful career here in the drug-manufacturing business.

Rev. Bob Richards — Champion pole vaulter and three-times Olympic medal winner; now in Innsbruck in connection with filming of the forthcoming Winter Olympics. He was at one time pastor of First Church of the Brethren here.

Ronnie Robertson — World's champion figure skater; has toured most recently as a top star with the Ice Capades. Now lives in Laguna Beach.

Charles S. Thomas — Secretary of the Navy from 1954-

57, president of Trans World Airlines 1958-60; president of the Irvine Ranch Company with offices in Tustin.

Dr. Fred L. Whipple — A Poly High graduate; professor of astronomy at Harvard University and director of the Smithsonian Astrophysical Observatories. He was cited this year by President Kennedy as "the man who conceived and developed an optical satellite tracking system which stood ready to track the first artificial satellite launched and has since provided valuable scientific data."

Joseph Ball — For more than three decades a prominent attorney here; named member of the Board of Governors of the State Bar in 1954; in 1955 was appointed to the California Law Revision Commission; also past president of the California Bar Association.

Mary Brian — Although currently inactive in the entertainment field, she is regarded one of the most beautiful women ever to grace the silver screen. Following her Long Beach school days, gained fame in Hollywood with a list of film credits as impressive as it is long.

Barbara Erickson (Mrs. Jack) London — Long one of the nation's outstanding women pilots; gained fame during World War II as a member of the WASPS, flying every type Air Force plane; is West Coast representative on board of All-Woman Transcontinental Air Race (Powder Puff Derby) founded in 1929 by Amelia Earhart. Mrs. London competed in five derbies, of which started or ended at Long Beach Airport.

Bruce McCandless, Rear Adm. (USN, ret.) — Awarded medal of honor for heroism when, as lieutenant commander, he took charge of the USS San Francisco, after ranking officers were killed on the bridge when, in World War II, the cruiser fought a Jap battleship in the Solomon Islands. Formerly head of academic section at the U.S. Naval Academy, he retired in 1952.

Jack Rothrock — former major-league pitching star for many seasons.

Ed Wagner — College football official throughout country for 25 years; currently Western States Conference commissioner.

Col. John D. Craig — Host

and narrator of TV series, "Expedition," producer of "Danger Is My Business," as well as diving and travel films. Hew as the first man to dive to the Lusitania, also invented the underwater camera and led a combat camera unit in World War II, receiving the Legion of Merit, Distinguished Flying Cross and Air Medal.

John D. Bulkeley, Rear Adm. USN — Manning torpedo boats, he achieved enviable war record; transported Gen. MacArthur, his wife, son and 20 staff members from Corregidor to a bomber which took the party to Australia. Last week promoted to rear admiral, he has been assigned as commandant of the U.S. Naval Base at Guantanamo Bay, Cuba.

Marilyn Horne — A graduate of Poly High; gifted operatic soprano who has graced the finest operatic stages in the world. Has been featured soloist with the Roger Wagner Chorale, appeared with the San Francisco Opera Company, also dubbed the voice of Dorothy Dandridge in "Carmen Jones." Currently on European tour with husband-conductor Henry Lewis' Chamber Orchestra.

Cranston Says Taxes Excessive

State Controller Alan Cranston told dinner guests honoring him at the Breakers International Saturday night that "the hard-pressed property taxpayer has gone about as far as he is willing to go in paying his share not only of the cost of education but of local government generally."

He stressed that state support for education is increasing steadily and can be expected to continue to do so "to meet the vital educational needs of our increasingly complicated and intricate society."

CRANSTON said 62 percent of the dollar value of school-bond issues failed to gain voter approval last year as against 17 percent in 1958, and school tax-rate elections have suffered similarly.

Although the burden of local school costs borne by property taxes has increased in recent years, he said, the state's contribution to education is increasing dramatically — a tripling of the state's local assistance and its total expenditures on education in the last decade.

"We must find a way," said Cranston, "to finance — fairly and fully — the education required by our young people and by our adults too."

The controller was introduced by Assemblyman Joseph M. Kennick, D-44th District, West Long Beach-Lakewood.

Drug Hearing Set

SACRAMENTO (UPI)—Assemblyman Gordon H. Winston, D-Merced, announced that his interim committee on criminal procedure would conduct hearings Nov. 13-15 in San Diego on the subject of narcotics and dangerous drugs.

BOND'S

America's Largest Clothier

Get Booming Bargains

MILLION DOLLAR* BIRTHDAY SALE

\$3.98 BOND SHIRTS

for Dress! for Sports!

3 for \$9

FOR DRESS...Once-a-year savings on our famous Super-Count Broadcloths. Superbly tailored in our own shirt factory. Brought direct to you at a price that defies comparison for top-drawer quality. Premium cottons fashioned for comfort, long wear, easy washability. Regular spread, shorter spread and snap-tab collars. French or button cuffs..... 3 for \$9

FOR SPORTS...Fall's big newsmakers. Embroidered motifs on iridescent cotton/acetate. Ivy deep-tone batik-print wash-and-wear cottons. Ombré stripes on polished rayon/acetate. Plus the topflight needlework of Bond's skilled shirtmakers. Sizes for all: S, M, L, XL..... 3 for \$9

Write or phone ME 3-8195

LAKEWOOD CENTER
5224 Lakewood Blvd.
Open Mon., Thurs., Fri., 12:00 to 9:30 p.m.
Wed., 9:30 a.m. to 9:30 p.m.
Tues. & Sat., 9:30 a.m. to 9:30 p.m.

ANAHEIM SHOPPING CENTER
14 Conveniently Located Stores in the Greater Los Angeles Area
ACRES OF FREE PARKING

GET BOOMING BARGAINS

BOND'S

MILLION DOLLAR* BIRTHDAY SALE



GET big booming bargains. See all the newest styles, fabrics, colors—and save!

2 trouser Pure Worsted Suits
reduced from \$59⁹⁵.. now 49⁹⁰

2 trouser Style Manor Suits
reduced from \$67⁹⁵.. now 57⁹⁰

2 trouser Park Lane Suits
reduced from \$74⁹⁵.. now 63⁹⁰

Harridge Row Suits
reduced from \$49⁹⁵.. now 39⁹⁰

Designer Group Fall Suits
reduced from \$57⁹⁵.. now 47⁹⁰

Style Manor Topcoats
reduced from \$47⁹⁵.. now 38⁹⁰

Style Manor Zipliners
reduced from \$57⁹⁵.. now 48⁹⁰

Royal York Sports Coats
reduced from \$29⁹⁵.. now 24⁹⁰

Vests to match suits—sale priced \$6

BOND'S

America's Largest Clothier

All alterations without charge

CHARGE IT

with 8 monthly payments—no service charge take 6 months to pay—small service charge

LAKEWOOD CENTER, 5224 LAKEWOOD BLVD.
OPEN MON., THURS., FRI., 12:00 to 9:30 P.M.; WED., 9:30 A.M. to 9:30 P.M., TUES. and SAT., 9:30 to 5:30
ANAHEIM SHOPPING CENTER
And 14 Conveniently Located Stores in the Greater Los Angeles Area
ACRES OF FREE PARKING

LYNNS

634 PINE, LONG BEACH
MONDAY ONLY

2-PIECE CORDUROY CAPRI SETS

1.00

- poncho top with contrasting color panels
- washable cotton corduroy
- misses' sizes 10 to 18

ADULTS ONLY



2-PCS. COMPLETE

Experts Say Traffic Deaths Insufficiently Probed

CAMBRIDGE, Mass. (AP) — Investigation of traffic deaths by public agencies in this country is a "national disgrace," a team of Harvard researchers reported today on the basis of a five-year study of collision fatalities.

More than 100 persons a day die in automobile accidents in the United States, the report said, yet the deaths are inadequately investigated and attributed to human failure—youth, alcohol, speeding, emotional problems and fatigue—with little regard for other factors.

"The concept of human failure is so firmly held," said Alfred L. Moseley, chief investigator, in a foreword to the survey report, "that there seems no necessity of examining other factors to assess their toll."

"Indeed," said Moseley, "the odor of alcohol in a collision-damage vehicle is sufficient to yield an understanding of the case."

"HUMAN FAILURE in traffic death cases is not a myth, but the assessment of its role is based upon inference and presumption and not upon the examination of evidence."

"The emotionalized belief that vehicles do not fail is a myth."

"Highway design, construction and reconstruction are not perfect either."

"Another myth, that each traffic death has a cause, must yield to the finding of multiple causality in each case."

In the public interest and in the interest of justice,

Hearing Set on Control of Car Smog

LOS ANGELES (UPI) — A hearing will be conducted Oct. 30, in San Francisco to permit testimony on state legislation that permits local option by counties on whether they will conduct vehicle inspections for smog control.

Donald A. Jensen of the State Motor Vehicle Pollution Control Board, said that the first step in control of Pollution is crankcase devices and eventually exhaust control, first in new cars and trucks and then on used vehicles.

At present no approval for controlling exhaust fumes has been approved for either used or new vehicles, Jensen said.

Jensen said it is hoped that approval of an exhaust control device can be gained by next June for the 1966 models and to have them installed when the first vehicles roll off the assembly lines in the fall of 1965.

JENSEN said that at present the cost of installing such exhaust control devices on used vehicles would be excessive. But he said that with mass production in new model cars it was hoped the prices may get competitive.

"At this point," Jensen said, he has not seen any device at competitive prices. "We would like to see it in 1966 if mass production works out, but we certainly are not going to scrap our program for used cars."

Los Angeles County officials have delayed until a further date any decision on whether this county would subject motorists to a new inspection requirement.

State officials argue that the inspection system, which initially would check only limited crankcase devices, is vitally needed in the fight against air pollution.

The state legislation permitting local option was signed by Gov. Edmund G. Brown. If accepted locally the county could ask the California Highway Patrol to license privately operated stations in the county where motorists would go to have their vehicles checked.

Classes for Diabetics Will Start Nov. 18

A new series of classes for diabetics will begin Nov. 18 at Long Beach Health Department, 2655 Pine Ave., it has been announced by Dr. I. D. Litwack, Long Beach health officer.

Five classes will be held on successive Mondays from 7 p.m. to 8:30 p.m.

Instructors will include a physician, a nurse, a nutritionist and a podiatrist.

Classes are limited to 25 persons. Individuals may enroll by telephoning the health department.

■

Moseley said, "the investigation into a traffic fatality should be as thorough as that accorded to suspicion of murder."

The point of view "that the people concerned are dead and nothing can be done to help them" presents a formidable barrier in the way of investigation, the researchers said. And Moseley added, "Indeed, the resistance to a scientific scrutiny of the problem is astonishing."

The investigation was financed by an \$809,820 grant from the National Institutes of Health.

The team was divided into two groups — an operations group including a mechanic, automotive engineer, traffic engineer and human engineer; and a clinical group including a pathologist, chemist, technician, sociologist, internist, psychiatrist, ophthalmologist, optometrist, statistician, clergyman and attorney.

THE RESEARCHERS did their work in many places — at the accident scene, in police stations, in jails, in hospitals. They talked to those involved in their homes, to their employers, examined bodies of accident victims in mortuaries and consulted public records.

"The most fundamental assumption held on the automobile death is that it occurs by accident," Moseley wrote. "This view is an international one."

"It is false. It is worse than false. The view is an automatic barrier to intelligent observation concerning the problem."

In a paper on motor vehicle suicides, Moseley and Dr. Richard Ford, head of the Department of Legal Medicine at Harvard Medical School, wrote:

"There is a stubborn determination on the part of many investigating officials to ascribe the cause of traffic fatalities to speed, incompetence or to excessive use of alcohol."

"Two cardinal reasons exist for this attitude: laziness, and ignorance of possibilities."

"Bad highway engineering, vehicular failure, physical incapacitation, and intent are rarely considered—much less explored."

"SINCE SUICIDE does occur beneath railroad, subway, girls sitting unattended, 'Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

er a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends."

When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failed in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "Aft-

Adult-Education Leaders Parley Here Wednesday



DR. PAUL F. LAWRENCE
Keynote



ROBERT W. DORMAN
Personnel Trainer



T. S. WARBURTON
L. A. Official

Five hundred of the state's top adult-education administrators will meet in Long Beach this week for a three-day "working conference" called by Max Rafferty, state superintendent of public instruction.

Topics under discussion will include educating the dropout, cooperation between management and education, and increasing the number of culturally disadvantaged in vocational programs.

THE conference, which opens Wednesday in the Lafayette Hotel, is the 39th annual fall meeting of the California Association of Adult Education Administrators.

The keynote address at 7 p.m. Wednesday will be delivered by Dr. Paul Lawrence, new associate superintendent and chief of the Division of Higher Education, State Department of Education.

Other speakers are Robert W. Dorman, director of personnel and training for the Transport Indemnity Co., Los Angeles; Sigmund Arywitz, chief of the State Division of Labor Law Enforcement, and T. Stanley Warburton, associate superintendent of the Division of College and Adult

Education for the Los Angeles City School District.

ELECTION of CAAEA officers is scheduled for 9:30 a.m. Friday. C. Edward Pedersen of Berkeley is the current president. Dr. Wiley D. Garner, dean of the General Adult Division of Long Beach City College, is first vice President.

Various committee meetings will be held all day Wednesday, with the first general session convening at 9:30 a.m. Thursday. The conference will close at 6:30 p.m. Friday with the annual banquet.

Morocco, Algeria Talk Set

MARRAKECH, Morocco (AP)—Morocco and Algeria announced they had agreed Saturday to four-power peace talks to begin Tuesday in Bamakodn Mali, to settle the Moroccan-Algerian border conflict. But almost immediately the Algerian radio launched fresh tirades against Moroccan King Hassan.

The officially announced agreement of the two North African countries to talk over the two-week-old undeclared war along their frontiers came as a surprise to one of the supposed participants, Ethiopian Emperor Haile Selassie, who was in Paris.

The state-run Algiers radio carried the announcement for two news bulletins late Saturday. But the announcements were followed by a violent attack on King Hassan for "sabotaging" the summit conference previously planned in Tunis, Tunisia.

THERE WAS no immediate official explanation for the Algerian change of tone.

Algerian President Ahmed Ben Bella accepted in principle the proposed meeting in Mali and the foreign minister said he would attend in the interest of peace.

The initial announcement of the Mali conference switched the makeup, time and place of a summit conference announced Friday night by Algeria. The Algerians said the meeting would be a six-power session in Tunis.

But Ben Bella amended that announcement earlier in the day saying he would leave today for Tunis, or Tripoli, Libya for a summit meeting.

Progress Exposition Scheduled for Arena

The first annual California Exposition of American Progress is scheduled for the Long Beach Arena Nov. 8 through 10, it was announced Saturday.

The Exposition, saluting the American Negro consumer, is slated to be a show of products currently available in the consumer market, with special emphasis on the Negro buying population of Los Angeles County.

The exposition is celebrating the centennial of the Emancipation Proclamation and is sponsored by a Los Angeles County property owners association, WESPOA.

James Goodson, executive producer of the show, has announced exhibit areas for products in the fields of beauty supply, automobiles, savings and loan organizations, education, medicine and law, as well as exhibits from civic and social organizations.

DON'T KEEP things you don't use. Sell them with inexpensive Classified Ads and have cash instead. Dial HE 2-5959 today.

ORDER EXTRA COPIES NOW
FOR YOUR FRIENDS & RELATIVES

FOR THE BIG 8-SECTION

DIAMOND JUBILEE

EDITION OF THE
Independent Press-Telegram

Published Sunday, October 27

25¢ per copy, postage paid, wrapped and mailed anywhere in the U.S.

1928-1963... 75 years of steady growth and progress. That's what the Diamond Jubilee edition of the Independent Press-Telegram tells in its fascinating stories and pictures about Long Beach from its very beginning to its exciting future. It's a very special edition; one that would be of great interest to your friends and relatives in other parts of the country. Why not order several today... simply fill in coupons and mail to us with 25¢ for each copy... we'll do the rest.

FILL IN THE ORDER BLANKS NOW!

Downey C of C Books Bach as Speaker

Reservations will be accepted until 5 p.m. Thursday for the Nov. 4 quarterly membership luncheon sponsored by the Downey Chamber of Commerce. Orville Lane, member relations chairman, announced.

Speaker will be Roland Bach, who titles his remarks, "The Elimination of Luncheon Speakers."

The meeting will be held in Rio Hondo Country Club.

Cerritos Bench Club Breakfast Tuesday

The Cerritos Bench Club, men's booster organization for the college, will hold a breakfast meeting Tuesday at 6:30 a.m. in Cerritos Student Center, Norwalk.

Films of the Cerritos-Santa Monica City College football game and a scouting report on East Los Angeles College, the Falcons' next opponent, will make up part of the program.

SUPERVISORS TO CONSIDER PROPOSAL

Tax-Appeals Boards Studied

By DON BRACKENBURY
L. A. Times Staff Writer

Creation of tax appeals boards — authorized by voters Nov. 6, 1962, but, so far, postponed by the Board of Supervisors—comes before the county solons again on Tuesday.

The three-member boards would replace the Board of Supervisors in hearing petitions for equalization of property assessments.

When supervisors last considered setting up the tax appeals boards, last Jan. 22, Supervisors Frank G. Bonelli, Burton W. Chace and Kenneth Hahn voted for a one-year delay to see how new policies of County Assessor Philip E. Watson would affect equalization appeals.

THERE were fewer equalization cases this year, but because of more liberal provisions for filing petitions adopted by the 1963 State Legislature, the number of

cases next year is expected to jump.

The ordinance establishing tax-appeals boards must be adopted on or before the last day of January in the year they are to become operative.

Nominations by the supervisors of individuals to serve on the boards would have to be completed within 60 days after adoption of the ordinance. The supervisors also would establish rates of compensation for board members.

UNDER THE more liberal provisions adopted this year, petitions for equalization of assessments may be filed from Sept. 28 to Nov. 23.

The period for hearing petitions has been tremendously increased—from 10 days this year to six months next year.

Hearings on petitions filed in 1964 will be heard from Sept. 28 through March 31, 1965.

Supervisors were reminded in a letter signed by Chief Administrative Officer L. S.

Hollinger, County Counsel, 1,119 this year.

Harold W. Kennedy and Board Clerk Gordon Nesvig, letter pointed out that formation of the tax-appeals boards is a policy matter that must be determined by the supervisors themselves, it also noted there would be much

OTHER state legislation this year provided that all property owners must be notified if their real property assessment is increased by 25 percent or more over the preceding year.

Supervisors may, if they choose, notify all property owners of their assessments. Last January supervisors briefly discussed two possible methods of such notification: individual postcards or newspaper advertisement.

Hollinger, Kennedy and Nesvig estimated that the extended filing and hearing periods will bring about 5,000 petitions for equalization next year, as compared to only

added work.

"WITH THIS increased work load and the longer hearing period, it would be practically impossible for the Board of Supervisors, with its numerous responsibilities, to continue to sit as a board of equalization."

Hollinger estimated that the cost of establishing two of the three-member tax-appeals boards would be \$64,812 for 1964.

Free Drawing!

MULLEN & BLUETT Lakewood

Win a

Man's Suit, Woman's Fur-Trimmed Coat and Other Prizes

Come in and register.
Nothing to buy. Nothing to write.

MULLEN & BLUETT, LAKEWOOD

1st BIRTHDAY SALE

Shop Mon. & Thurs. 12:30-9:30
LAST 4 DAYS! HURRY!
DON'T MISS THESE EXCITING ANNIVERSARY VALUES!

MEN'S SUIT BONANZA!

WORSTED-MOHAIR SUITS 54.00
Reg. 69.95 year 'round weight, 1, 2 and 3-button styles with plain front trousers.

LUXURY FABRIC SUITS 58.85
Reg. 75.00 All wool Imported Sharkskins, Reverse Twists and fine finished worsteds. Shadow stripes, herringbones, checks and solids.

2-PANTS SUITS 68.85
Reg. 79.95 All wool worsteds with permanently creased trousers, trim 2-button styling. New compound colors.

Dacron Polyester Worsted SPORT COATS Reg. 39.95 29. Muted plaids and checks. 2 and 3-button with center or side vents.	Worsted and Mohair MEN'S SLACKS Reg. 22.50 15.89 Plain front — tab style. Year 'round weight.	Cotton Seersucker SPORT SHIRTS Reg. 7.95 3.99 Short sleeves — washable.
Link-Stitch ORLON SWEATERS Reg. 15.95 9.99 Golfer's bell sleeved cardigan of washable orlon acrylic.	Custom Quality DRESS SHIRTS Reg. 5.95 3.99 Fresh new stripes — spread, button-down and snap tab collars.	New Fall—All Silk NECKWEAR 1/2 PRICE Reg. 2.50 to 5.00 Now 1.25 to 2.49
Brushed Orlon Acrylic MEN'S SOCKS Reg. 1.50 69¢ 3/2.00 Muted Tartan plaids.	SHOP MON., THURS. & FRI. 12:30 to 9:30 It's Easy! It's Convenient! Charge it! Optional Charge Account! LAKEWOOD CENTER/Phone 634-7333	

Rivals Reach for Big Calif. Gas Market

By HARRY WILSON SHARPE

WASHINGTON (UPI) — Any way you look at it, \$412,386,000 is a lot of money. But that is what three interstate pipeline companies are ready to put up as the next installment in a long and bitter fight for the Southern California natural gas market.

The three—El Paso Natural Gas Co., Transwestern Pipeline Co., Houston, and Gulf Pacific Pipeline Co., Houston—have now filed with the Federal Power Commission construction or expansion applications adding up in that figure.

The filings were made under ground rules set up by the FPC to bring the rivalry to a head in an orderly manner and under one tent. Other steps will follow. It will then be the commission's task to decide whether El Paso and Transwestern, which already have firm footholds in the market, must share it with Gulf Pacific, which proposes to build an industrial gas line from Texas to California, or whether Gulf Pacific, a subsidiary of Tennessee Gas Transmission Co., Houston, must retreat in frustration as Tennessee did once before.

EL PASO and Transwestern look upon Gulf Pacific as an underdog. So do Pacific Light and Gas Co. and its two subsidiaries, Southern California and Southern Counties Gas companies. These three already buy big volumes of gas from El Paso and Transwestern and have long-term contracts for increased deliveries as the market expands.

But they will lose their biggest industrial customers, Southern California Edison Co. and the Los Angeles Department of Water and Power, if Gulf Pacific gets FPC authority to build its \$313,923,000 boiler fuel line. Gulf has contracts to that effect but it will forfeit them if it can't begin deliveries by July 1, 1965.

El Paso would add \$51 million of facilities to its present system and Transwestern \$39,490,000 worth. In addition both have smaller expansion proposals pending.

THE FPC, in its role of Solomon, has now reached the point where it can begin the tedious process of determining who is entitled to what and what future prices the consuming public would have to pay. It has stressed that the public interest must come first.

The first step was to require the companies to submit their proposals by Oct. 12. This has been done. The FPC then put a Nov. 5 deadline on the filing of interventions. Then, on Nov. 18, a joint hearing of all the parties will be held here to find ways to expedite the whole case.

After this conference, the parties will have 90 days to weigh all direct testimony submitted and another 45 days for filing rebuttals. After still another 45 days—about next June 1—the commission will hold hearings for limited cross-examination only.

Thereafter comes the sweating-out period for the companies, and particularly Gulf Pacific which, if its bid were approved, would have a scant year to lay a 1,398-mile line from Walter County, Tex., to California, to meet its contract commitments with Edison and the city of Los Angeles.

Sombody is going to get hurt unless the FPC can work out a compromise. El Paso, Transwestern and their customers hardly would go for that. They're already on the ground and, judging by press statements, don't intend to surrender one iota.

U.S. Aid Called 'Necessary Evil'

PNOM PENH, Cambodia (UPI) — Prince Norodom Sihanouk said in the newspaper Nationalist that American aid is a "necessary evil as much for the Cambodians as for Americans."

"The United States does not provide this aid out of sympathy for our policy but because it cannot be absent from any neutralist country placed at a nerve center in the world which is the object of much attention from the Socialist nations' camp," he said.

NEWS! SAVINGS! NOW!

Manufacturers Close-Out of Famous Label Sportswear!



Choose One or Ten! Each Piece Only

3⁹⁷

VALUES TO 7.99

We can't mention the name of the manufacturer . . . but you'll recognize it.

A large collection of separates in crease-resistant cotton. Fine needlepoint weaves that stay crisp and fresh looking. Capris and skirts are fully lined. Print jacket or blouse. Washable, sizes 8 to 16.

- Blue
- Cranberry
- Green

Butter's LAKEWOOD CENTER

SHOP SUNDAY NOON 'TIL 5 P.M.

Butter's FEATURES Fashion



CONTINENTAL-LOOK Knits

Just arrived . . .

Italian All Wool Double Knits

For important news in fashion and important flattery for you. Choose knits . . . so carefree and easy to wear, so completely adaptable to all occasions.

Value-wise prices make them your best buy, by far.

1, 2, or 3-piece knits, many sophisticated styles. Fall colors. Sizes 10 to 18.

19.95 to 35.00



Fashions. Main Floor

SHOP SUNDAY NOON 'TIL 5



Two Coats in One

in Our Sportswear Dept.

Reversible Stadium Coat 8⁸⁸

12.99 VALUE

From "Dorm to Date" in this fine 3/4-length cotton corduroy coat, when you want a change—it's reversible to a cotton poplin that is water repellent. In popular Beige and Loden Green. Sizes 10 to 18.



100% Cashmere Coats

100% cashmere at this unbelievably low price . . . handsomely detailed in fall colors. Sizes 8 to 16 . . .

39⁸⁸

3 Tier Fox* Trim Coat 79⁸⁸

A marvelous all-wool coat tailored to elegant perfection and lavishly trimmed with a 3-tier fox fur. Truly the coat every woman dreams of—come in and select yours today.

* for products labeled to show country of origin



Finishing Touch in Long Gloves

Reg. 3.00

Seen around town: more dramatic dresses, ready for the accent of sophisticated, long gloves. Looks like leather in vinyl plastic, cotton lined. Black & white only S, M, L.

Accessories

2⁴⁹

Hosiery Bonus Sale!

Buy 3 pairs, get 1 pair FREE



3/3⁰⁰

Plus 1 free pair Reg. 1.00

Sensational savings on seamless hosiery. Beautiful sheer fall tone colors. Boxed. Women's Sizes 8 1/2 to 11.

FASHIONS SHOE



Sale! Women's and Teen's Flats

3⁹⁰ and 4⁹⁰

Reg. 0.00

Choose from our collection of flats. Fall colors in soft calls, patents, and pattinas. Sizes 4-10. AA-C in most styles.

Shoes. Main Floor

LAKEWOOD CENTER

Garfield 3-0901 — ME/call 3-8101 MONDAY THRU FRIDAY 9:30 TO 9:30: SATURDAY 9:30 TO 5:30 SUNDAY NOON 'TIL 5

Museum Folk Music Lecture

1. P-T Los Angeles Bureau

Folk music will be the theme as Los Angeles County Museum presents the second of three lectures Tuesday at 8:30 p.m. as part of its third annual History Lecture Series.

Sam Hinton, curator of the aquarium-museum of the Scripps Institution of Oceanography and a performing authority on folk music, will discuss "Folk Music in American History."

The lecture will be in the auditorium of the museum in Los Angeles Exposition Park. Tickets will be on sale at the box office Tuesday night.

Hinton teaches summer courses in folk music at the Idyllwild School of Music and the Arts, and winter courses in music and biology for the University of California Extension.

Final program of the lecture series will be Nov. 26, when Dr. Donald Cutter, professor of Southwest history at the University of New Mexico, discusses "Franciscans as Explorers."

Storm Hits Rangoon

RANGOON, Burma (AP)—A cyclonic storm traveling at 66 miles an hour struck this capital city Saturday, causing at least three deaths and widespread damage. The winds uprooted many trees and caused at least 100 poles to snap.

USAF Reserve Recovery Group Roster Still Open

Long Beach's 8646 Air Force Reserve Recovery Group Saturday became the first unit of its type in the 2478th Air Reserve Sector to be 100-percent manned.

The sector embraces Southern California, Arizona and Southern Nevada.

IN CEREMONIES at the Group Headquarters on Long Beach Municipal Airport, Col. Claude J. Norton, Santa Ana, swore in A1C Richard G. McIntock, 8581 Cypress Ave., Cypress, a former Navy man. McIntock was assigned to the 9624th Air Force Reserve Recovery Squadron Air Police Section. He is employed as a security guard in civilian life.

Col. Norton stressed that the fact that his units were 100-percent manned with airmen did not mean that recruiting had been stopped.

He said that the units, located on the Air Force section of Municipal Airport at Spring Street and Redondo Avenue, were compiling a roster of qualified airmen to fill slots in the organization as soon as vacancies occur.

RECOVERY units, a recently established concept in the Air Force Reserve program, have been established at strategic locations in the United States to provide haven in the event of war for combat aircraft returning from missions in the event they are unable to land at their homes bases.

Communications, crash and rescue, refueling, medical, transportation and other service are provided by the units.



LONG BEACH'S 8646th Air Force Recovery Group Saturday became the first unit of its type in a three-state area to reach 100 percent strength in airman manning. Here Colonel Claude J. Norton, group commander, swears in Richard G. McIntock of Cypress to complete the roster of the organization.

Pregnancy in Teens Study Set

SACRAMENTO (AP)—Gov. Brown has asked his Advisory Committee on Children and Youth for a study of teenage pregnancies and young marriages.

Brown made the request after expressing concern over the double suicides of two Castro Valley high school student sweethearts. The girl was three months pregnant.

Five Water Cornerstone

OMAHA, Neb. (UPI)—The Naval Reserve Training Command has asked for a sampling of water from the Atlantic, Pacific, Great Lakes, Gulf and the Missouri River.

The Navy said the water would be used in mortar to seal the cornerstone of a new \$800,000 training center.

Wing of Museum to Be Dedicated

1. P-T Los Angeles Bureau

The 50th anniversary of Los Angeles County Museum will be celebrated with the dedication, at 10 a.m. Wednesday, Nov. 6, of its new \$130,000 paleontology wing.

Wilmington Bid Over Estimate

Construction of a sanitary facility in Wilmington Town Square will be delayed indefinitely.

The delay results from the rejection of the only bid received on the project, according to a City Recreation and Parks Department spokesman, who said he bid of \$12,100 was 30 per cent over the estimate.

The commission delayed in definitely advertising for new bids.

The date marks exactly 50 years since the county museum in Los Angeles Exposition Park first opened its doors to the public.

The new, fourth-floor wing is named in honor of William Sheffler, long-time secretary of the museum's board of governors. Sheffler was instrumental in obtaining the \$130,000 from the National Science Foundation to finance the new facility.

It will be used for research on fossil vertebrates. The new wing occupies 7,616 square feet.

ALSO SCHEDULED is the presentation of a scroll to Capt. G. Allan Hancock, who 50 years ago made his first gift to the county museum of fossils from the tar pits near

his family home, now the site of Hancock Park.

Following the dedication ceremony, the public will be invited to tour the new area.

As part of the 50th anniversary program, Dr. E. H. Colbert, chairman of the Department of Vertebrate Paleontology for the American Museum of Natural History, New York, will speak in this museum auditorium at 8:30 p.m. His topic will be "The Little Dinosaurs from Ghost Ranch."

The Los Angeles County Museum first opened its

Italy Road Toll

ROME (AP)—Government figures showed that 4,751 persons died in 188,070 road accidents in Italy during the first seven months of this year. The death figure represented a decrease of 6.5 per cent from the corresponding period in 1962, but the accident figure amounted to a 4.5 per cent increase.

ENROLL NOW FOR FALL 1963 EVENING CLASS

MARINELLO BEAUTY TRAINING

MARINELLO school is now accepting a limited select group for an evening program for beginners, consisting of two evenings a week and all day Saturdays.

This program will enable those selected to prepare for a MARINELLO BEAUTY CAREER without quitting present jobs!

Reservations are now being accepted from those qualifying by personal interview.

ACT NOW! Contact the Registrar
MARINELLO BEAUTY SCHOOL
432 Pine HE 5-9109

\$3 EXAMINATION \$3 SICK AND SUFFERING?



STOP WASTING TIME & MONEY

Before You Take Treatments Anywhere You Should Have This Examination

This examination is conducted by a licensed doctor and will give you an excellent preliminary evaluation of your physical condition. X-RAY FLUOROSCOPE is used plus other standard diagnostic methods. National authorities advise an examination at least once every five years regardless of age. Thousands of people have had this examination.

What is it worth to know about your ailments—before they lead to TUBERCULOSIS, SINUS, EARS, NOSE AND THROAT, LUNGS AND RESPIRATORY TRACT, SPINAL VERTEBRAE AND BONE STRUCTURE, PULSE AND HEART ACTION, BLOOD PRESSURE, STOMACH, KIDNEYS, COLON AND GALL BLADDER, NERVOUS SYSTEM, LIVER.

DR. H. L. HUTCHINGS, D.C.
"IN SOUTHERN CALIFORNIA SINCE 1951"

2067 ATLANTIC AVE., LONG BEACH

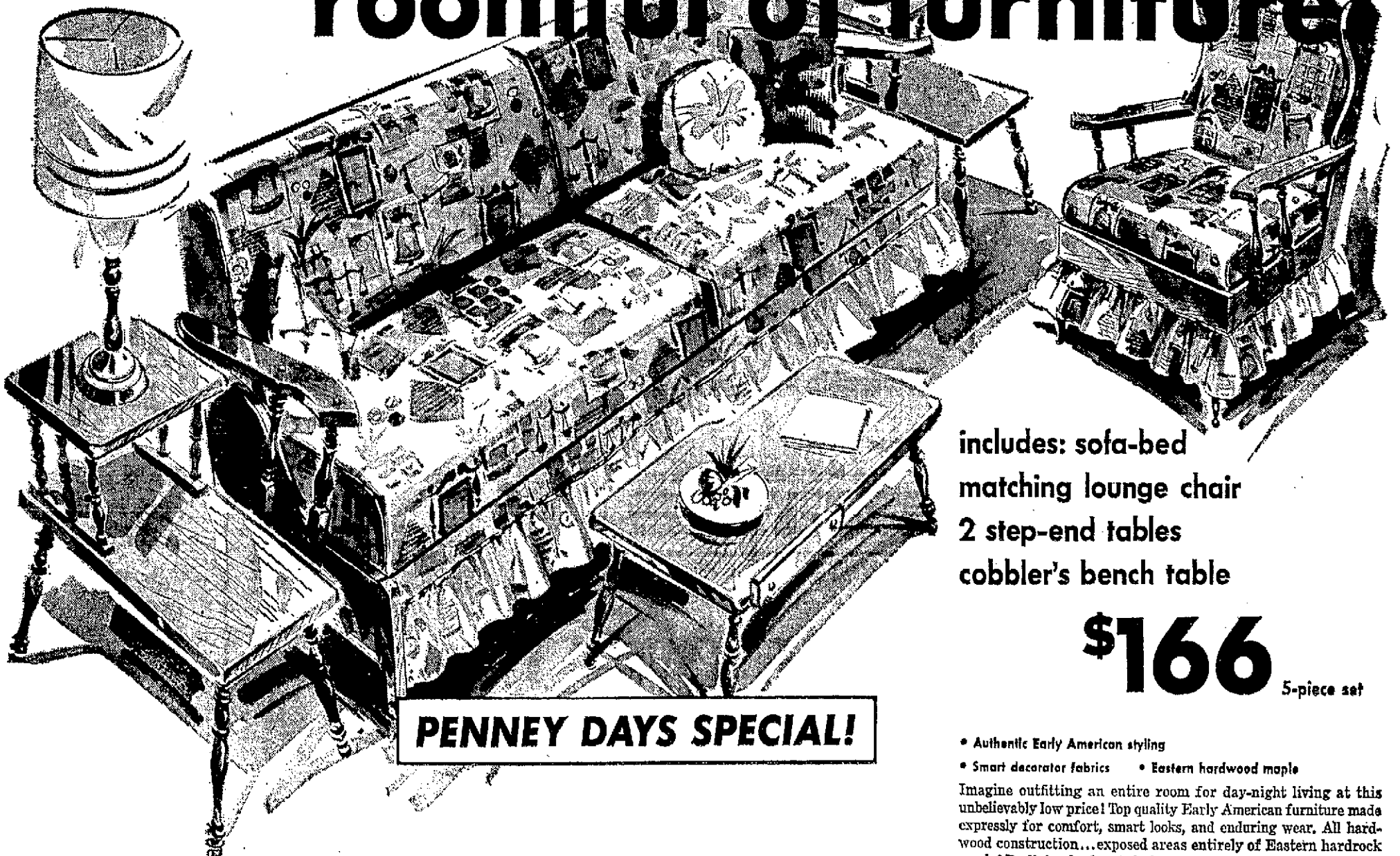
GA 6-4166 — GA 6-4167

OPEN MON.-WED.-FRI. 9 A.M. TO 7 P.M. OPEN TUES. & THURS. 9 A.M. TO 1 P.M. SAT. 9 A.M. TO 12 P.M.

Please bring table of end morning unless appointment with you.

PENNEY'S
ALWAYS FIRST QUALITY

no money down! \$8 a month buys this roomful of furniture!



includes: sofa-bed
matching lounge chair
2 step-end tables
cobbler's bench table

\$166

5-piece set

PENNEY DAYS SPECIAL!

- Authentic Early American styling
- Smart decorator fabrics
- Eastern hardwood maple

Imagine outfitting an entire room for day-night living at this unbelievably low price! Top quality Early American furniture made expressly for comfort, smart looks, and enduring wear. All hardwood construction...exposed areas entirely of Eastern hardrock maple! Reclining-back sofa-bed and matching lounge-chair in cocoa or olive Early American heirloom prints or heavily nubbed tweeds in charcoal brown or green...both pieces with innerspring backs and seats. Hurry to Penney's for this limited-time offer, and save! Price includes normal delivery within

three weeks of date of purchase!

FEATURED IN THESE PENNEY HOUSEWARES DEPARTMENTS:

BUENA PARK
GARDEN GROVE

COMPTON
LONG BEACH

DOWNEY
LOS ALTOS

NORWALK
TORRANCE

no money down
when you use our
flexible charge plan

Annexation Commission Organized

Effective as of 11:15 a.m. last Friday, any annexation or incorporation initiated in Los Angeles County must have the approval of the five-member Local Agency Formation Commission.

The commission held its organizational meeting at that time and its members were sworn in.

They are Preston Hotchkiss of San Marino, president of Bixby Ranch Co., the chairman and general representative; Supervisors Warren Dorn and Frank Bonelli, county representatives; and Long Beach Councilman Bert Bond and Pico Rivera Councilwoman Ruth Bennell, representing the cities.

J. A. BEASLEY, Torrance councilman, is the alternate for the two city members. He would serve if a "conflict of interest" arose for Bond or Mrs. Bennell because of annexations or incorporations involving Long Beach or Pico Rivera. He is to be sworn in at the commission's meeting Tuesday at 2 p.m.

The Local Agency Formation Commission, formed by the 1963 state legislature, has the power of death, but not of life, over any annexation or incorporation.

Any such move must get approval of the commission before it can proceed. The commission cannot initiate any move toward city status, however.

THE NEW commission does not change any of the existing procedures of incorporation or annexation, except to add the requirement that commission approval is necessary.

In the case of an annexation, for example, a group of citizens seeking to annex to a city first would have to go to that city for its approval. When the city council adopted its resolution of intention to annex the territory, the resolution would be submitted to the Local Agency Formation Commission.

Within 60 days of receiving the notice, the commission must hold a public hearing to hear possible protests. Within 30 days of the hearing, it must give its decision.

If the commission approves the annexation, the procedures followed from that point would be the same as they have been. If the commission disapproved the annexation, application could not be renewed for one year.

COMMISSION members indicated at their meeting Friday they would hold their sessions in the supervisors' hearing room in the county Hall of Administration, 500 W. Temple St., Los Angeles.

At Tuesday's meeting, in addition to swearing in Beasley, the commission is to select an executive officer and draw straws to determine the length of each member's initial term.

Eventually, all members will be serving four-year terms. For the first term, however, one member will serve one year, one will serve two years, two will serve three years each, and one will serve four years.

Commission members will not be paid, but may draw expenses for meetings.

U.S., Russ Honeymoon Idea Over

WASHINGTON (AP) — The Soviet Embassy said Saturday it knows of no plan for Russian cosmonaut Valentina Tereshkova to spend a honeymoon at Crested Butte, Colo.

The mayor of that ski resort town said the Soviet Embassy had notified him the community's invitation had been accepted, but an embassy spokesman denied it.

"The Soviet Embassy is not aware of any invitation or acceptance of any invitation of that kind," the spokesman said.

Officials of Crested Butte said they extended the invitation to Miss Tereshkova when she and Soviet cosmonaut Yuri Gagarin visited this country 10 days ago. They said she accepted subject to government approval.

100 YEARS OF HOME DELIVERY

Mark Postal Anniversary

Way back in 1863 in Cleveland, Ohio, postal carriers began for the first time in history to deliver mail to city dwellers' doors. Prior to that time all city dwellers had had to call for their mail at the post office.

Starting Sunday the Post Office Department and the National Association of Letter Carriers will celebrate the 100th anniversary of city mail delivery with week-long festivities all over the country.

To mark the occasion the Post Office Department has issued a commemorative stamp which it calls a "whimsical and nostalgic drawing of the letter carrier of a century ago." It was

drawn by Norman Rockwell and shows a mustachioed letter carrier carrying his

mail sack through the rain with a small boy looking on in admiration.

The stamp will go on sale in Long Beach, as well as the rest of the country, Monday.

Acting Postmaster David Selcer announced that a special exhibit of large photographs depicting the history of mail delivery will be on display in the lobby of the Main Post Office here during the week.

The first city mail delivery was made under the administration of Postmaster General Montgomery Blair, appointed by President Lincoln. It began in July 1863 in 48 postoffices after Cleveland by 449 carriers.



Airport's Impact Meeting Topic

"The Modern Airport—Its Impact on the Metropolitan Economy" will be discussed by Glenn Irvin at the meeting of the Harbor Professional Club at 7 p.m. Nov. 13 at the Lakewood Country Club.

Irvin is the executive secretary of the Long Beach Chamber of Commerce. Dr. Donald Greco is program chairman.



EVERYTHING GOES!!

- OFFICE SUPPLIES AND EQUIPMENT
- OFFICE MACHINES — BUSINESS FORMS — STATIONERY — BOOKKEEPING SUPPLIES — TAGS — LABELS — PENCILS, ETC.
- INDUSTRIAL AND COMMERCIAL FORMS, ENVELOPES, STAPLES, ETC., ETC.

**LARGE SELECTION
AT 1/2 PRICE
AND LESS!**

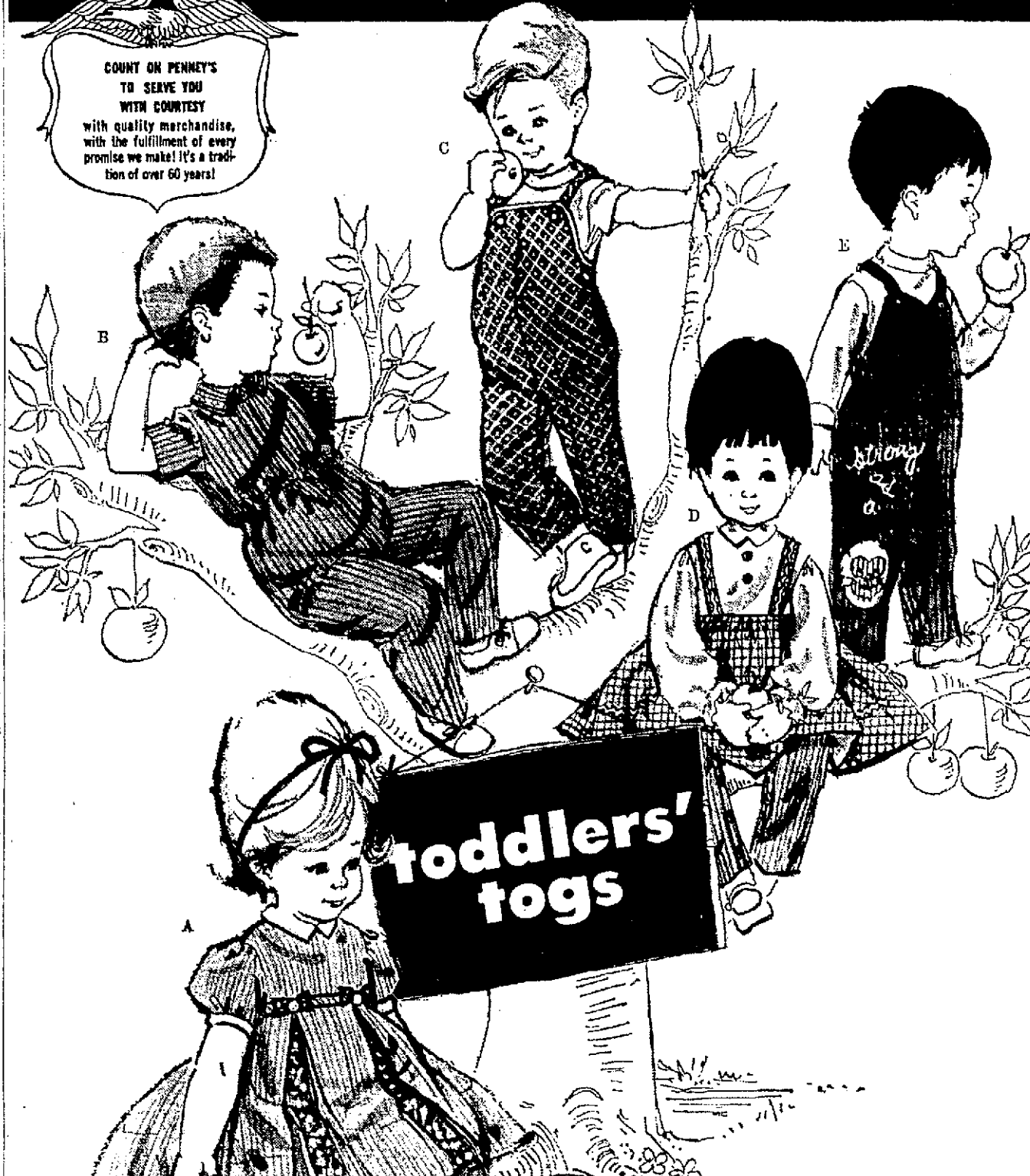
ARROW OFFICE SUPPLY

1309 W. WILLOW ST. JUST OFF I-10, FREEWAY RAMP

ALL SALES FINAL • NO PHONE ORDERS • CASH AND CARRY • EXTRA PARKING IN REAR

OPEN SUNDAY NOON TO 6 P.M.

PENNEY'S ALWAYS FIRST QUALITY PENNEY DAYS



COUNT ON PENNEY'S TO SERVE YOU WITH COURTESY with quality merchandise, with the fulfillment of every promise we make! It's a tradition of over 60 years!

GIRLS' PLAY SET BARGAIN! CORDUROY 'N STRETCH TIGHTS

A. Penney Days special! Run-resistant nylon stretch tights teamed with colorful cotton corduroy tops. Cover-up tights go over diapers and all! Assorted colors, sizes 1/2 to 2.

2⁹⁸

HIS 'N HERS ZIP-FRONT CORDUROY JUMP SUITS!

B. Change baby in a jiffy with clever cotton corduroy jumpsuits that combine advantages of both front-snap and zipper openings...elasticized stay-put waistline, too! Clever applique and trim. Boys' sizes 2-4, girls' 1/2-2.

1⁹⁸

CORDUROY CRAWLABOUTS IN PRINTS FOR BOYS 'N GIRLS

C. Jolly printed cotton corduroy crawlabouts in styles for both boys and girls. Front-snap openings make changing truly a snap! Get here early for first choice of styles and prints! Sizes 1/2 to 2.

1⁹⁸

CRAWLABOUT SETS FOR THE LITTLE GALS!

D. She's oh so precious in our novelty playwear! Solid cotton corduroy and cotton broadcloth tops with cotton corduroy pants. Trust Penney's to bring you the set at this price!

2⁹⁸ Sizes 1/2 to 2

SPECIAL PENNEY PRICED CORDUROY CRAWLABOUTS

E. A fabulous range of vibrant colors for baby's corduroy crawlabouts—with the cutest nursery characters and sayings appliqued on leg or bib! Easy care, machine washable, too!

1⁹⁸ Sizes 1/2 to 2

terrific savings!



SPECIAL! COAT STYLE TURBO ORLON® BULKIES

Wonderful assortment of girls and boys' coat sweaters, zippered and button-front styles, in warm Turbo Orlon acrylic. Get here early for first choice of colors 'n weaves. Girls' sizes 1-3, boys' 2-3-4.

2⁹⁸ 2-3-4

SAVE! KNIT SHIRT 'N CORDUROY LONGIE SETS

Colorful cotton knit shirts in delightful patterns with button turtlenecks or adjustable zippered collars...color cued to sturdy cotton corduroy boxer slacks!

2⁹⁸ Set sizes 2-3-4

SPECIAL! PLAID COTTON FLANNEL SPORT SHIRTS

Just like Dad's! Colorful wash 'n wear plaids in machine washable cotton flannel. Good choice of colors and patterns!

1⁴⁹ 2-4

TODDLER BOYS' CORDUROY BOXER SLACKS

Sturdy pinwale cotton corduroy "longies" with long-life elastic waistband for freedom of action and growth! Pick your colors!

\$1 2-4

CHARGE THESE VALUES AT YOUR GREATER LOS ANGELES OR ORANGE COUNTY PENNEY'S!

HAS THREE OF ITS OWN

Lowly Hagfish May Aid Ailing Human Hearts

By BEN ZINSER
Medical Science Editor

The Pacific hagfish, a strange slithery sea animal with three hearts, may help science to find better ways to aid ailing human hearts.

A researcher told the American Heart Association scientific meeting in Los Angeles Saturday afternoon that the underwater creature already has provided valuable information about heartbeats.

Dr. David Jensen, La Jolla, of the Scripps Institution of Oceanography, disclosed he and his aids have hauled up more than 26,700 hagfish for study purposes.

The foot-long sea dwellers were taken from a small plateau at the bottom of a submarine canyon about 15 miles offshore from San Diego.

IF YOU PLACED Dr. Jensen's research animals end to end, they'd stretch for more than five miles. Curiosity about the hagfish was first prompted by what causes its main heart to beat. The organ is nerveless. In more advanced species nerves control heart activity, even though they do not initiate the heart.

Thus the hagfish's main heart provides a valuable research tissue. The question: How does a heart beat originate in nerveless muscle.

Dr. Jensen revealed Saturday he has isolated and purified a chemical that serves as the pacemaker

for the nerveless hagfish heart.

He calls the substance eptatretin—after the scientific name of the Pacific hagfish, Eptatretus stoutii.

HERE ARE some of the experimental achievements accomplished by eptatretin:

It has induced a spontaneous rhythmic beat in quiescent bits of heart muscle tissue of various species.

It has restored normal beat to isolated frog hearts which had been beating irregularly because of impairments in their conductive tissue.

It has, when injected into the veins of dogs, stepped up heart work, blood pressure and blood flow. Some were dogs with failing hearts.

It also has improved the electrical conduction of the pacemaking stimulus in dogs' hearts.

THESE experiments suggest that eptatretin may one day be able to improve human heart function.

Perhaps it could help in the treatment of a human heart-rhythm disturbance known as heart block. This

is a condition marked by interruptions or delays in the transmission of the pacemaking signal, a complication of heart disease.

Eptatretin has not yet been tested in humans, Dr. Jensen said.

Eptatretin, chemical tests have shown, is not adrenalin or one of the other stress hormones known to improve heart performance.

The hagfish is very low on the evolutionary scale but very high in scientific research circles these days.

Park Bench Removal Plan Delayed

LOS ANGELES (AP)—The plan to take the benches out of Pershing Square has been postponed for 30 days at the request of City Councilman Gilbert B. Lindsay.

The City Parks and Recreation Commission approved Lindsay's request to halt the \$100,000 revamping project on the downtown park, in a meeting highlighted by demonstrations by a group who want the park to stay the way it is.

WEDDED BLISS

Secret Is Coexistence

DENVER (AP)—Louis and Cora Chipman observed 70 years of marriage without a word of advice to newlyweds.

"Advice is the last thing young people want or need," said Mrs. Chipman, who was 20 when she married in Webster City, Iowa. Chipman, 90, said the secret of their own happiness is "peaceful coexistence."

BIG SAVINGS

on all types

DENTURES

at DR. CAMPBELL'S

1. HOW MUCH MONEY? After mouth examination, sample dentures are shown with prices molded therein. You see dentures. You see prices. You choose.
2. GRANTING CREDIT: You are asked 7 low simple questions. No credit cards. No finance company. I will uphold my reputation for easy credit.
3. PAYING AFTERWARDS: Dentures gladly fitted, adjusted, delivered with NO DOWN PAYMENT. First payment 45 days later. As long as two years to pay.

LOW, LOW PRICES
in LONG BEACH
446 PINE AVE.
FREE PARKING ON 4th & LOVELL
HE 6-4072

PHONE
for exact prices—
NOT ESTIMATES

NO EXTRA CHARGE
FOR DIFFICULT CASES

NO APPOINTMENT
NECESSARY FOR
EXAMINATION

FAST PLATE REPAIRS

PENSIONERS: BRING
IN YOUR I.D. CARD.
WE DO THE REST

CLOSED ALL DAY SAT.

NO MONEY DOWN

Firestone

5-HOUR

SUNDAY SALE

TODAY

NOON 'TIL 5 P.M., OCTOBER 27

TIRES! TIRES! TIRES!

This is IT! Our fiscal year ends next Thursday. We're winding up this year's business with this big FINAL SALE. Don't miss this unusual opportunity to buy top quality Firestone tires at savings you may never again equal.

Drive in, shop and SAVE TODAY!

Firestone

5253 GRAYWOOD AVE.

ME 0-6241

LAKEWOOD CENTER

FINAL 5 DAYS

BEGIN

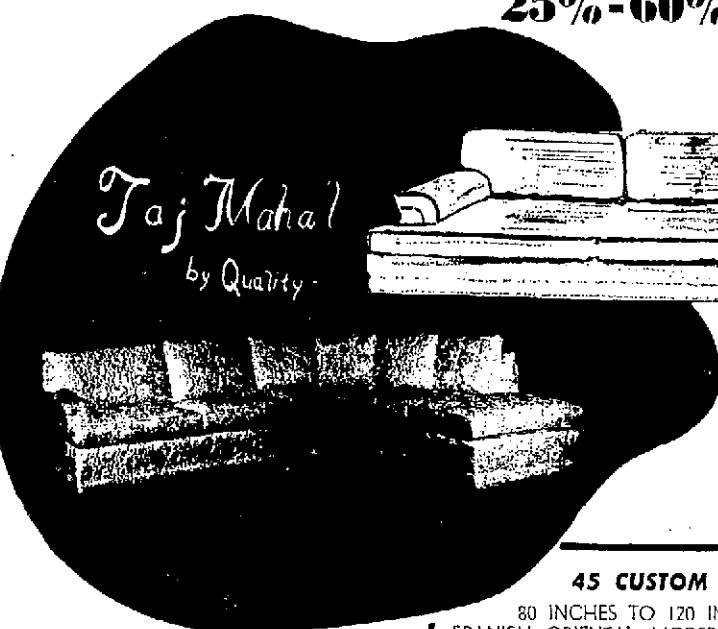
Today Sunday 11 a.m.-5 p.m.

FALL CLEARANCE

OUR ANNUAL FALL HOUSECLEANING OF
FLOOR SAMPLES

DISCONTINUED DESIGNS • MISTAKES • ETC.
MOST ONE OF A KIND • ALL AS IS • ALL AT

SAVINGS OF
25%-60%



Taj Mahal
by Quality

250
LAMPS
ON SALE

MODERN - ITALIAN
PERIOD - ORIENTAL
29.50-119.50 VALUES

12⁵⁰ - 50⁰⁰

45 CUSTOM SOFAS

80 INCHES TO 120 INCHES LONG
SPANISH - ORIENTAL - MODERN - ITALIAN - FRENCH
HIDE-A-BEDS, QUILTED PLASTIC, LOOSE PILLOW
324.50-744.50 VALUE

ON SALE
\$175 - \$575

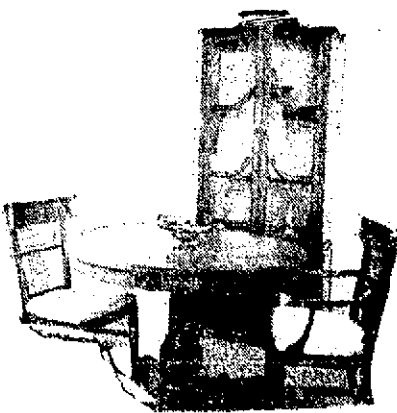
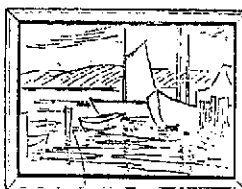
11 OVERSIZE SECTIONALS
MODERN - ITALIAN - ORIENTAL
QUILTED - LOOSE PILLOW BACK, CIRCULAR
SQUARE, TUFTED—349.50-874.50 VALUE

ON SALE
\$195 - \$695

145 PICTURES

AND WALL DECOR
PRINTS, WATER COLORS
ORIGINAL OILS
34.50-159.50 VALUES

ON SALE
15⁰⁰ - 95⁰⁰



11 DINING ROOM SETS

5-PIECE SETS TO 8-PIECE SETS
MODERN - ORIENTAL - ITALIAN
IN WALNUT, BLACK CHERRY, FORMICA
WHITE, WROUGHT IRON

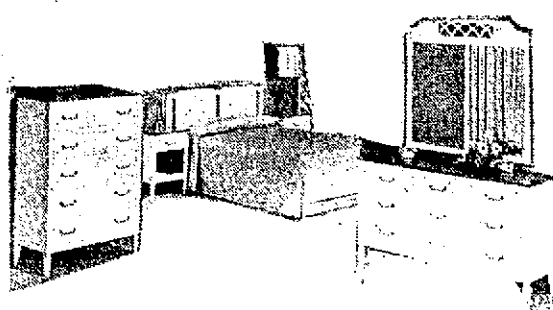
159.50-904.50 VALUE

ON SALE
\$95 - 594⁵⁰

Hundreds
of other

Odds and Ends
at Near and Below

Cost



20 BEDROOM SETS

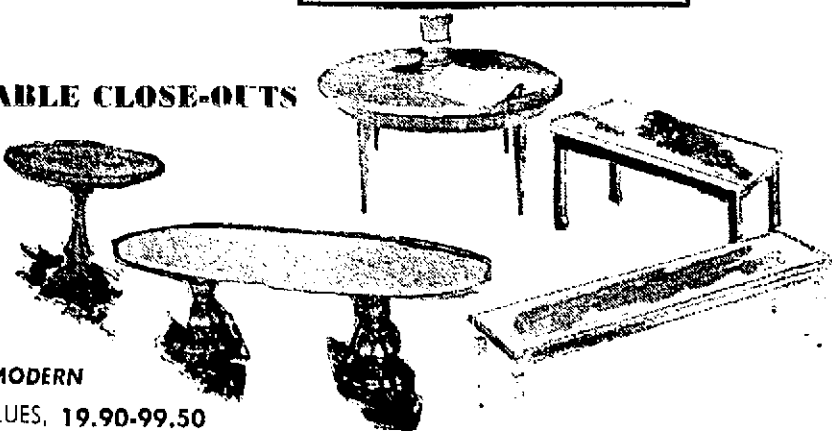
EACH COMPLETE WITH DRESSER,
MIRROR, BED, 2 NITE STANDS
ORIENTAL - ITALIAN - MODERN - FRENCH
IN BLACK, FRUITWOOD, WALNUT, WHITE
KING SIZE, STANDARD AND TWIN SIZE

294.50-794.50 VALUES

ON SALE
195⁰⁰ - 475⁰⁰

IMPORTED MARBLE TABLE CLOSE-OUTS

- 39.50 18 inch. ROUND CIGARET TABLE 24.50
- 189.50 OVAL PEDESTAL TABLE 99.50
- 139.50 42 inch. ROUND COFFEE TABLE 79.50
- 79.50 ORIENTAL END TABLE 39.50
- 119.50 60 inch. ITALIAN COFFEE TABLE 69.50



85 OTHER OCCASIONAL TABLES
ITALIAN - ORIENTAL - SPANISH - MODERN

39.50-179.50 VALUES ON VALUES, 19.90-99.50

1252 Long Beach Blvd. HE 7-3503 Shop Mon.-Fri. 9 am-9 pm. Weekdays 9 am-5:30 pm. Sun. 11 am-4 pm.

FOR LITTLE OLD LADY

Yule Tree Lit All Year Long

By ROBERT J. SERLING

NEW YORK (UPI)—It was one day last spring that a limousine carrying an airline crew crossed Park Avenue at 38th Street in downtown Manhattan. Capt. Bert B. Bruce of American Airlines, just in from Los Angeles and en route to the crew hotel, looked idly out the window and suddenly did a double-take.

"Look at the Christmas tree in that apartment window," he said to his crew. "Somebody must have forgot to tell them Christmas was over three months ago."

The tree was there, all right. Gaily decorated and glistening with lights and tinsel.

Bruce shook his head, wondered about it for a few moments and then put the incident out of his mind.

But on his next flight to New York, he couldn't help glancing up again when the limousine crossed Park and 38th. There was the tree, still lit as if it were Christmas Eve.

★ ★ ★

THE TREE STAYED in the apartment window the rest of the spring. Through June, July and August. Ditto September and midway through October. It became pure instinct for Capt. Bruce to look up everytime he passed the apartment house.

A couple of weeks ago, he was having coffee with another captain at Idlewild.

"Funny thing," the pilot commented. "Everytime we drive by an apartment house on Park Avenue I see a Christmas tree in one of the windows. The damned thing's been there since I can remember. I think it's bugged every flight crew that's gone by."

"Yeah," said Capt. Bruce. "It's been bugging me, too. I think I'll do some gumshoeing."

On his next trip to New York, Bruce checked in at his hotel and then took a taxi to Park and 38th Street. Casually, he introduced himself to the apartment house doorman and explained his mission.

★ ★ ★

"I'M NOT TRYING TO PRY," he assured the doorman, "but that tree is driving us crazy. I just wanted to know why."

"Oh, the tree," said the doorman. "It belongs to a little old lady. She's kinda lonely and says keeping a Christmas tree up all year makes everything seem a little more cheerful. Screwy, isn't it?"

"Not exactly," said Capt. Bruce.

He walked out on the street and looked up at the window.

The tree sparkled in the sunlight of Indian summer.

Capt. Bruce, a hard-boiled airline pilot, squared his shoulder, sighed and walked briskly away. For a moment, he found himself wanting to whistle Christmas carols and there was a lump in his throat.

Diamond Jubilee to Begin Thursday

(Continued from Page A-1)

financed through contributions and income projects," he stated. "Not one cent has come from John Q. Public in the form of tax money or city funds."

Harry Buffum and his finance committee are credited with making the celebration a financial success.

Besides the November events, Long Beach's birthday observance has sparked many "warm-up" events sponsored by the community and local clubs. Many organizations have heard the story of Long Beach's 75 years of progress through a fast-talking speakers' bureau that has functioned the past six months.

"THE LONG Beach Story" will be spectacularly staged in an original musical revue Nov. 1-11, 8:30 p.m., in Concert Hall.

Produced by Long Beach Civic Light Opera and featuring a star-studded cast of singers and dancers, the half-hour production will portray the personality of Long Beach and depict great moments in her history.

It heads a double-feature entertainment bill which also includes a performance each evening of the famed stage show, "South Pacific."

Also saluting the city's 75th anniversary will be a special Jubilee production on Nov. 7, 8:30 p.m., in Community Playhouse preceding the Community Players' opening-night presentation of "Strange Bedfellows."

ANOTHER stage spectacular, "Schools on Parade," will be presented by the Long Beach Unified School District on Education Day, No. 13, at 7:30 p.m. in the Arena.

Some 3,000 musicians and dancers will depict the highlights of Long Beach's 75 years and will present episodes forecasting the 1964 school year.

Special Jubilee events will be observed throughout Education Day in all Long Beach schools.

LONG BEACH'S role as a famed international port and world trade center will be celebrated on Harbor Day, Nov. 2, when mayors and civic officials from throughout Southern California will be guests of the Port of Long Beach for day-long festivities.

Commerce and industry will be showcased with events on Industry Day, Nov. 14, to spotlight companies and individuals who have contributed to the city's economic growth. Tours, exhibits and forums are being arranged by the Chamber of Commerce.

A HIGHLIGHT of the month's festivities will be what everybody loves—a parade.

Paying tribute to the heritage and founders of Long Beach, the street extravaganza will be staged on Ocean Boulevard on Nov. 16, starting at 2 p.m. It is being arranged in conjunction with the Forty-Niner Homecoming festivities at Long Beach State College.

Earlier in the day—Pioneer Day—a historical marker dedication will be held, 10:30 a.m., at 14th Street and Pacific Avenue by the Native Sons and Daughters of the Golden West. It will be followed by a luncheon sponsored by the Long Beach Historical Society for founder families.

LONG BEACH will play host to the California Senate and Assembly and to state constitutional officers on Nov. 22... and our military might will be on parade Nov. 23 with special exhibits open for public viewing at Long Beach Naval Base.

A formal military ball, with the secretary of the Navy as honored guest, will be held that evening.

Red China Space Theorists Not Lacking

By JOSEPH L. MYLER

WASHINGTON (UPI)—The Red Chinese are voyaging intellectually in space.

Whether they plan a physical space program is not known here. They may lack the engineering and industrial capacity, for the time being, actually to put artificial satellites in orbit.

But U.S. experts feel sure the Chinese scientists have the brain power to undertake space exploration when and if their country develops the necessary rocket power.

Communist China's interest in space was pointed up re-

cently by a rash of articles, digested here, on the scientific, mathematical, and engineering problems involved in earth orbital and interplanetary flight.

IN FOUR of the articles, Chinese scientists explored theoretically such matters as the effect of sunlight on a satellite's orbit and the knowledge of earth which could be obtained from space.

One of them listed 251 studies—mostly from English-language sources—ranging from navigation among the celestial bodies obtained by

for trips to the moon.

Four other articles dealt with astronomical research and four with atmospheric studies of the sort that in this country has contributed to space science.

Use of spacecraft for study of the earth was discussed by Chang Wen-yu of the department of earth sciences of the Chinese Academy of Sciences.

"Geological research," he said, "must not neglect the study of the earth as a planet. For by comparison of terrestrial data with data for other celestial bodies obtained by space probes, scientists will

lay a basis for further research (and) for space flight."

THE MOST recent of the space articles was published in June, 1963. Another reported on "the national celestial mechanics conference" held in December, 1962, in Nanking. Eight papers, according to the digest, were presented on "artificial celestial bodies and interplanetary navigation."

This country has good reason to believe some Red Chinese scientists are well-grounded in the basic theory of space flight. It helped to train two of them.

They were Dr. H. S. Tsien

and Dr. W.Z. Chien. Both were graduate students at the California Institute of Technology. Both worked on rocket and satellite research at Caltech's jet propulsion laboratory, which later became a part of the National Aeronautics and Space Administration (NASA).

CHEN returned to China voluntarily in 1946 and joined the faculty of the University of Peiping. Tsien stayed on for a while. Toward the end of World War II he went to the Massachusetts Institute of Technology as a professor, and five years later returned

INDEPENDENT PRESS-TELEGRAM
Long Beach 12, Ca. Sunday, Oct. 27, 1963
—A-13
to Caltech as Goddard professor of jet propulsion.
Tsien was deported in 1955. He took back with him, as had Chien earlier, a thorough grounding in fundamental space science and technology.

Softone DRY CLEANING
HOME DELIVERY SINCE 1906
Soft Water LAUNDRY
ME 6-3208

PENNEY'S
ALWAYS FIRST QUALITY

Fifth and Pine, Downtown Long Beach
MONDAY ONLY!

Spectacular Savings ON MONDAY SPECIALS!

Shop Early! All Quantities Limited! No Phone Orders or C.O.D.'s

• READY-TO-WEAR •

Better Dresses Reduced 4.44-24.88
Fur Trim and Self Trim Coats \$25 to \$55
Women's All-Wool Cardigan Suits 10.88

NYLON PRINT DRESSES 7.99
JERSEY

Assorted Maternity Wear 99c
Dacron Polyester Uniforms 5.88

• WOMEN'S SPORTSWEAR •

240 ASSORTED COTTON PRINT BLOUSES 50c

Dacron Polyester-Cotton Ankle Pants 2.99
60 Ankle Pant Sets 2.66
60 Dorm Shirt Blouses 1.88
60 Orlon Acrylic Shrugs 3.99

12 WOMEN'S JAMAICA SETS 50c

30 Women's Assorted Skirts 1.88 to 3.88

• GIRLS' DEPARTMENT •

50 GIRLS' BETTER DRESSES 3-14 1.44 to 2.44

32 Cotton Corduroy Car Coats, 7-14 12.88
48 Orlon Acrylic Sweaters, 7-14 1.88
38 Girls' Wool Skirts, 7-14 2.88

60 GIRLS' COTTON CORD ANKLE PANTS 99c

60 Girls' Ski Pajamas, 7-14 3 for \$5
55 Girls' Stretch Tights, 4-14 1.11

24 GIRLS' PLAY SHORTS and Tops 3-6x 25c

• INFANTS' DEPARTMENT •

8 Infants' Terrycloth Robes, 2-3-4 99c

68 COTTON CORD BOXER LONGIES 50c

24 Toddler Boys' 3-pc. Pant Set 52

48 2-PC. INFANTS' SLEEPERS 77c

20 One-piece Terry Creepers, 2-4 1.88
7 Infants' 1-pc. Playsuits, 1-2 1.77
72 2-piece Heavyweight Sleepers 1.98
42 Infants' Assorted Play Sets, 1-4 50c
21 Fleece-Lined Play Suits, 1-4 2.50

• BRAS and FOUNDATIONS •

30 "Lycra" Spandex Girdles 1.77
30 "Lycra" Spandex Panty Girdles 2.77
12 Mesh "Lycra" Spandex Girdles 99c
9 Cotton Mesh Girdles 99c
10 "Lycra" Spandex Long Leg Girdles 2.77
8 Long Line Bras 1.44

60 "LYCRA" SPANDEX SHEER ELASTIC BRAS 1.44

20 Discontinued and Soiled Bras 66c

• TOILETRIES •

12 15-Piece Home Hair Cut Sets 8.88
6 22-Piece Home Hair Cut Sets 10.88
4 "Lady Schick" Electric Shavers 5.88
22 Men's "Ronson" Shavers 12.88

• MEN'S FURNISHINGS •

25 "Ban-Lon" Knit Shirts (blue) 1.99
15 Display Soiled Dress Shirts \$1
300 Pr. Men's Dress Socks 3 for \$1

285 COTTON PLAID SPORT SHIRTS 50c

32 Men's Assorted Ties 25c
106 Men's Dress Slacks \$3
15 Men's Stretch Belts 50c
2 Dacron Polyester-Cotton Sport Coats \$5
18 Men's Lightweight Suits 19.99

• WOMEN'S ACCESSORIES •

"ARRESTA-RUN" NYLON HOSE 2 for \$1
SEAMLESS

60 Assorted Better Handbags 1.99*
30 Top Grain Leather Wallets 2.88*
100 Leather Purse Accessories 50c*
15 Pink Jewelry Boxes 1.44
200 String Tie Belts 2 for \$1

500 PIECES JEWELRY 12c*

• WOMEN'S LINGERIE •

7 Cotton Shifts 89c
4 Women's Cotton Pajamas 99c

60 WOMEN'S ASSORTED LONG SLIPS Size 32 1.22

115 Pr. Packaged Acetate Briefs 3/\$1
20 Fancy Nylon Tricot Sleepwear 1.99

20 TOP QUALITY BOUFFANT SLIPS 1.22

20 Acetate Petti-Pants 66c

• YARDAGE - BEDDING •

Assorted Remnants 1/2 Price
47 Better Bedspreads 9.99

63 ASSORTED THROW PILLOWS 27c

272 YDS. BETTER COTTON YARDAGE 5 yds. \$1

Short Lengths of Quilted Fabrics 34c yd.
Rummage Table Priced as Marked
600 4- to 6-inch Zippers 1c ea.
Huck Toweling (pink, red, blue) 4 yds. \$1
Kitchen Hand Towels 3 for \$1
Bath Towels 77c
Assorted Washcloths 5 for \$1
Assorted Bedspreads \$4
28 Dust Ruffles \$4
Assorted Towel Sets \$4
Assorted Lunch Cloths 1.44 to \$3
Pillowcase Sets 1.44
Assorted Blankets \$4-5.88-\$12

• LUGGAGE CLEARANCE •

12 Classic Hardside Luggage (3 sz.) 4.88*
1 Top Quality Hardside Pullman 8.88*
1 Top Quality Jumbo 29" Pullman 10.88*

30 FOLD-AWAY LUGGAGE 1.88 to 4.88*

• BOYS' DEPARTMENT •

80 BOYS' COTTON DENIM JEANS 4-12 88c

60 Orlon Acrylic Cardigan Sweaters 4.88
120 Boys' Baseball Shirts 25c
50 Orlon Acrylic Ski Sweaters 1.50
37 Boys' Assorted Sport Shirts 50c
28 Double Knee Cotton Cords 2.22
23 Boys' Assorted Jackets \$8
23 Boys' Better Suits 19.88
6 Boys' Suits, size 4 \$5
Boys' Suit and Sport Coats \$4-\$5-\$12
35 Boys' Vests 1.50
Boys' Assorted Pants 1.44-2.44

• WORK CLOTHING •

40 Heavy Twill Work Pants 5.88
15 Assorted Shop Caps 25c
4 100% Wool Work Sweaters \$4

100 MEN'S COTTON SWEAT SHIRTS 50c

18 Khaki Work Pants and Shirts 1.66 ea.

• CANDY DEPARTMENT •

Halloween Candy Clearance 29c lb.

• SHOE DEPARTMENT •

60 Women's Visual Pack Slippers \$1
100 Women's Assorted Better Shoes \$2

60 MEN'S AND BOYS' TENNIS SHOES 1.99

60 CHILDREN'S TENNIS SHOES 1.44

27 Men's Better Quality Shoes \$4 to \$8
11 Men's Shoe Shine Kits 50c

• CURTAINS - DRAPES •

Assorted Tier Curtains \$1 and 1.44

"EVERLON" RAYON PANELS 50c..

Better Tier Curtains 2.44-3.44 pr.
Ready-Made Draperies \$5-\$10-\$15

370 YARDS BETTER DRAPERY FABRIC 66c..

• HOUSEWARES DEPT. •

Assorted Table Lamps \$5 to \$20
6 Provincial Lamp Shades \$5
Assorted Better Pictures \$6 to \$30
16-piece "Melmac" set \$4
Assorted Size Hooked Rugs \$2 to \$10
1 9x12-ft. Braided Rug \$20
Assorted Boudoir Lamps \$3 to \$6
12 Wall Lamps \$4
Assorted Hosssocks \$6
Bathroom Scales \$5 & \$6
Bathroom Accessories 1.44 & 2.44
40 Assorted Pictures 8.88

HOUSEHOLD GADGETS 25c

SHOP PENNEY'S DOWNTOWN LONG BEACH EVERY NIGHT UNTIL 9 P.M.

Mme. Nhu Leads Silent Prayer for U.S. Heroes

(Continued from Page A-1)

and our aid is under American control which Tito's is not. And we're paying it back with blood and ideas.

"When we asked Mr. Lodge (Henry Cabot Lodge on a special Viet Nam mission) why and for how long the aid cuts were made he said they had been ordered by the State Department. When we asked the State Department they said it was requested by Mr. Lodge. . . . The cuts were made without discussing it with us so that we could minimize the effect of the cuts.

"I hear good tidings" she said, "the war is being won—not in the cities but on the countryside where the vast majority of our people live. Don't be misled because of one or two lost battles. There are bound to be lost battles but free Viet Nam will win most of them."

"So-called Buddhists" drew the Dragon Lady's hottest fire. There are 10 Buddhist leaders controlling two of 4,000 pagodas. They are Buddhist politicians infiltrated by Communists who incite naive and fanatic people to commit suicide for religious freedom, which has never been threatened, she said.

Mme. Nhu told of a Buddhist monk "in the haven of the U.S. Embassy in Saigon" who was a member of the Communist Viet Cong in the fight against the French. Another monk made a speech in Peking attacking American and South Viet Nam governments, thanked the Chinese Communists for supporting the South Viet Nam Buddhists and asked the Buddhist blessing Mao Tse Tung.

We hear in the press we're obliged to reform, she said, but how can we when we don't know what reforms you want. "We are now anti-Communist; to reform must we be soft on communism?"

Would reform require Mme. Nhu and her husband to leave the country "because world opinion wants it? At this crucial time and have our people suspect desertion? And without satisfactory reasons? Is world opinion under the Communist will? Is the court of world opinion such that only those aligned with communism can feel safe?"

Among her pungent fault-finding, Mme. Nhu included tribute: "I want to tell you how much we owe the American people. . . . I've discovered I am right to have faith in the American people despite the demonstrations."

Then again, she asked why do some sectors of the press deal with Viet Nam defeats



PICKETS PARADE before Beverly Hilton Hotel in Beverly Hills Saturday, protesting appearance of Mme. Ngo Dinh Nhu.

in headlines and our victories in only a few paragraphs.

In a four-day battle, two veteran Viet Cong battalions were devastated. American advisors confirmed 226 Viet Cong dead, but the battle was scarcely noticed. "But when we lose 40 men, as we did Sunday, it gets lost of publicity, and press accounts make it seem that we have not fought well."

Mme. Nhu said she greatly respects and appreciates contributions of American fighting men. "We want to be a good partner. The Viet Nam government has given orders to the Viet Nam army to avoid exposing American lives."

Last year we considered reducing American personnel in Viet Nam to show the war was going well. Then came the press distortions, she charged; accounts that Viet Nam wanted only our money, not Americans.

She charged misquotation on her reaction to Adlai Stevenson's mistreatment in Dallas as proof that Americans are fed up with those soft on communism.

Her accounts: "I never said that. Yesterday when I arrived

here I said I had asked people in Dallas what was the reason for the incident. People in Dallas told me there are people who think Mr. Stevenson is soft on communism and reacted against him. So my comment was, if this is true it would be the first sign that those believed soft on communism are not safe like before."

Asked her role in the Viet Nam government, Mme. Nhu replied:

"I have no role in the Viet Nam government and so far have not even talked with the minister of government. But, of course, people notice me (laughter) because I'm an arbitrator; quite influential because I have all the Viet Nam women behind me."

"Men are divided into many parties. Hundreds of them think they can replace members of government, but women are well organized and able to control the voting in Viet Nam. I'm so far unchallenged so that's the only reason people see me in my country."

Mme. Nhu will leave for San Francisco today (Sunday) and will leave the United States next Tuesday.

NO 'CLOSED DEAL'

World's Fair Has Open Concessions

In an effort to offset what he called a "misconception about concessions," Loren McCannon, acting general manager of the Long Beach World's Fair, emphasized last week that most of the fair contracts are "still wide open."

"There seems to be a misunderstanding particularly among the Long Beach merchants that the fair is 'some kind of a closed deal,'" McCannon said. "Nothing could be further from the truth."

Only eight contracts, and all of them are wholesale contracts, have been signed, McCannon said. The entire retail operation still is to be negotiated, he added.

"WE HAVE learned that at least one outside group has approached merchants telling them that they could negotiate contracts for the fair," he said, "and this may be the basis for some of the misconceptions."

"No one except fair officials is authorized to make of shopping centers as agreements," he pointed out, "and so far we have let only the fair. Most shopping centers do not use the sealed-

all with wholesale suppliers."

THE ACTING general manager also answered criticism that the sealed-bid procedure is not being used by the fair.

"We are as concerned as anyone that there be competition for contracts," he said. "But we don't feel that a fair operation is conducive to sealed bids. And neither to other fair operators."

"Because of the importance of originality and uniqueness in the concessions, we feel that a form of informal bidding with the final judgment resting in the hands of fair officials is the best method and that is the one we are going to use."

He pointed to the example of shopping centers as agreements, he pointed out, "and so far we have let only the fair. Most shopping centers do not use the sealed-

Seattle World's Fair Chief to Help L.B. Temporarily

(Continued from Page A-1)

quest for a world's fair endorsement for the California World's Fair.

THE BUREAU of International Expositions, with headquarters in Paris, is an international organization that grants official endorsements to proposed world's fairs and expositions. The Seattle World's Fair had earned the BIE endorsement. Such approval means that the 31 nations, members of BIE, are permitted to have national exhibits in the endorsed fair. The New York World's Fair, scheduled for 1964-65, was unable to obtain a BIE endorsement.

The Bureau of International Expositions has invited the California World's Fair to make a formal presentation at its annual meeting Nov. 12.

The Seattle World's Fair, under the leadership of Gandy, was the first inter-

national exposition held in this country since 1940. Held during a six-month season in 1962, it was a tremendously successful venture, attracting some 10,000,000 visitors, and clearing a profit of about \$1 million. In addition, the Seattle World's Fair left to the city of Seattle and state of Washington, several million dollars worth of permanent buildings and improvements.

The California World's Fair is projected as an international exposition about four times larger than the Seattle World's Fair. According to economic research reports, more than 40,000,000 visitors are expected to attend the fair here in its two-year period of operation.

THE EASIEST, quickest way to get tenants, workers, buyers is with Classified ads. Dial HE 2-5959 now.

bid method but let their contracts on the basis of how the individual businesses fit the over-all operation and then negotiate from there.

two main responsibilities," the job. "Second, we feel we must get the best business terms for the fair that we can to assure that the fair, although a nonprofit venture, makes the concessionaire handle money.

"WE FEEL that we have

Tremendous Values Made Possible Only By Our 176 Store Buying Power!

General Electric
"SNOOZE ALARM" CLOCK RADIO
• Automatic wake-to-music and/or alarm buzzer
• Lighted clock dial with switch
NO MONEY DOWN \$28.88
ONLY \$1 A WEEK

GENERAL ELECTRIC CLOCK RADIO
• Automatic wake-to-music feature
• Top quality GE Electric Clock
• Full range 4" GE quality speaker
\$15.88
NO MONEY DOWN • TERMS TO SUIT

General Electric
"TRIMLINE 100" STEREO Portable Phono
Plays all record speeds automatically or manually. Two 6" speakers with dual stereo amplifier. Plays both stereo or monaural records with separate volume controls. Beautiful vinyl and steel case.
Model 2131
ONLY \$69.88
No Money Down • \$1 A Week

IT'S O.K. TO OWE KAY!

KAY JEWELERS

(Mail to nearest store)
Please send me the GE _____

I agree to pay \$_____ a week.
☐ Charge to my acct. ☐ Open new acct.

Name _____
Address _____ Zone _____
City _____ Phone _____
Employer _____
Other Accts. _____

319 PINE AVE.
Downtown Long Beach HE 6-9248
Open Monday and Friday Evenings
Free Parking in Any Park & Shop Lot
5208 LAKEWOOD BLVD.
Lakewood Center • "Acres of Free Parking"
ME 3-0727 • Open Mon., Thurs., Fri. Even.

Rocky Raps N.Y. Union Chief at Convention, Is Condemned

KIAMESHA LAKE, N. Y. (AP)—Gov. Nelson A. Rockefeller adversely criticized the president of the state AFL-CIO at its own convention Saturday and the 2,000 delegates, in turn, condemned him for his remarks.

The Republican governor, a potential candidate for the GOP presidential nomination,

Mother, Baby Care Class to Start

A mother and baby care class will open for expectant mothers at 9:30 a.m. Wednesday, in Room 309, Department of Health, 2655 Pine Ave.

Morning sessions will also be held Nov. 1, 6, 8, 13, and 15.

The course is one of a series given by Nursing Services of Long Beach Chapter, American Red Cross. Prospective students are asked to call the Chapter to enroll. Registered nurses conduct the Red Cross class as a public service.

Physician to Queen Succumbs in London

LONDON (UPI)—Lord Evans, 60, personal physician to Queen Elizabeth II and doctor to the royal family for 17 years, died in his sleep Saturday in London's King Edward VII Hospital.

An expert on high blood pressure and kidney ailments, he was well known in the United States where he was a fellow of the faculty of radiologists and held an honorary doctorate of science of the Medical College of New York.

also attacked the national Democratic administration's economic and employment policies. He said it failed to reach its own goals.

THE DELEGATES wound up their annual state convention with a series of resolutions, including a unanimously-adopted one that read: "Resolved, that this convention heartily condemns the position of the Governor and heartily supports the position of our President in his report and in the position he has taken here this afternoon."

After Rockefeller left, Raymond R. Corbett, president of the state AFL-CIO, told the delegates that it was "not true" that he had failed to take advantage of the opportunity to confer with Rockefeller on problems affecting labor. He said Rockefeller accused him of this.

He cited conferences with

the governor on several subjects, including a controversial hospital-worker bill and the unemployment-insurance-tax formula.

"Yes, the governor's door was open to me," he said, "but his mind should have been open, too."

IN HIS address Saturday, Rockefeller had defended at length his labor policies against an attack by Corbett in a report to the convention on Thursday.

Rockefeller said he didn't know which hat Corbett was wearing—that of the president of the union group or the "delegate-at-large to the Democratic National Convention."

However, at one point in his attack on the national ad-feller on problems affecting labor, Rockefeller drew laughs with the phrase: "We must get the nation moving again—with vigor."

DRAPES DIRTY!
SPECIAL INTRODUCTORY OFFER for a Limited Time Only
25% OFF
Reg. Price 2.75 Per Panel

- Convenient Payment Plan
- We Take Down & Rehang
- All Work Guaranteed
- Custom Pleating

NO MONEY DOWN BANKAMERICARD

• FREE ESTIMATES • FAST SERVICE • FREE PICKUP & DELIVERY

DEL AMO DRAPERY CLEANERS

PHONE TODAY—4 Convenient Locations
LAKEWOOD—HA 9-2827 or HA 1-8287
BELLFLOWER—TO 7-8015
ANAHEIM—JA 7-9368
GARDEN GROVE LE 9-9003
Guaranteed No Shrinkage

Henry's ... CONTEMPORARY FURNITURE

1. 2. 3. bunk bed, trundle bed or twin beds . . . use this versatile piece of furniture — any one of three ways

A twist of the wrist changes these wonderfully adaptable bunk beds into space-saving trundle beds . . . or just as easily into twin beds. These sturdy beds are solid hardwood in beautiful walnut or striking white . . . the guard rail and ladder completely childproof. Beds, rails, guard rail and ladder included, springs and mattresses extra. . . . Henry's was very fortunate in obtaining a limited quantity of this functional furniture to sell at this unbelievable low price. . . .

\$79.95

Complimentary Decorator Service
2750 E. PACIFIC COAST HWY. • GE 9-0954 • OPEN MON. & FRI. 9-9
Convenient Terms • Ample Parking in Rear

Weightlessness Feared Disabling

By JOSEPH L. MYLER

WASHINGTON (UPI) — Astronauts subjected to long periods of weightlessness during extended space flights may not be able to perform tasks which require them to move around.

This was suggested today by two scientists who performed experiments to see what happens to a person's sensory-motor controls under abnormal conditions.

The experimenters were Dr. Richard Held of the Massachusetts Institute of Technology and Dr. Sanford J. Freedman of Tufts University. They reported their findings in the magazine Science.

Among other things, they tested the responses of people whose vision was distorted by prisms placed before the eyes. In other experiments the subjects' hearing sense was analogously distorted.

The result was loss of coordination which was more pronounced among people who move around than among those who remained still.

Held and Freedman noted that "optimistic forecasts have been made of man's ability to perform efficiently in outer space for indefinitely long periods."

But so far in space flight astronauts have not experienced "prolonged periods of free movement at zero gravity."

"For this condition," the scientists said, "we make a less optimistic forecast."

During weightlessness astronauts do not feel the familiar tug of gravity against which their muscles constantly work on earth.

This condition would produce a disorienting effect on an astronaut moving around inside or outside his spacecraft comparable to that induced in the subjects of their experiments, Freedman and Held said.

Failure of coordination may be prevented, the scientists said, "by restricting bodily movement."

Reducing Is Successful for Long Beach's Kathleen Breaux



Here you see Mrs. Kathleen Breaux as she looked a short time ago. She is wearing a size 16 dress. She measured 59-32-41. She was moody, unhappy and upset about her overall appearance.

Here you see Mrs. Breaux with Pat Walker, the national figure authority. Mrs. Breaux is now a size 12, measures 36-25-35. She lost weight and inches where she needed to lose and looks to a future of happiness.

PENNEY'S

ALWAYS FIRST QUALITY

ACRES OF FREE PARKING

End-of-Month CLEAN-UP!

You'll save even more during Penney's End-of-Month Clean-Up. Odd lots, special purchases, discontinued items, some slightly soiled... all priced to mean greater savings for you! Shop for these bargains! Charge it now at Penney's! Drastic Store-Wide Reductions.

Limited quantities. Broken sizes. Hurry to Los Altos Penney's! Save!

STARTS Monday 10 a.m.

Sorry, No Phone Calls

No C.O.D.'s

Doors Open 10 A.M.

- 131 only BETTER WASHCLOTHS.....11c
- 361 only BETTER HAND TOWELS.....22c
- 101 BETTER BATH TOWELS.....33c
- 500 yards BETTER YARDAGE....4 yds. 1.00
- 40 only TIER CURTAINS.....99c
- 12 only TABLE LAMPS.....2.00-5.00
- 1 Group MAPLE FURNITURE...10.00-50.00
- 1 Group BATH SHOP ITEMS.....50c-5.00
- 1 Group GLASSWARE GIFTS.....1.00-5.00
- 57 only PLAID BEDSPREADS.....2.00
- 25 only SCATTER RUGS.....2.00
- 40 only BATH MAT SETS.....2.00
- 1 Group BETTER LUGGAGE...3.00-20.00*
- 1 Group BETTER DRAPES.....5.00-15.00
- 11 only BETTER AREA RUGS...10.00-20.00
- 17 Sets 63-pc. MELMAC SETS.....19.88
- 1 Group DECORATOR PILLOWS.....99c
- 119 pair MEN'S WORK SOCKS.....15c
- 23 only MEN'S WORK SHIRTS.....99c
- 5 only 6 TRANSISTOR RADIOS.....6.88
- 3 only 22" BAR-B-QUE GRILLS.....2.99
- 1 only PATIO UMBRELLA ONLY.....5.00
- 13 only CHAISE CHAIR PADS.....2.99
- 23 only MOLDS FOR FLOWERS.....5c
- 110 yds. BETTER DRAPERY YARDAGE, yd. 50c
- 27 only MEN'S WORK PANTS.....99c
- 65 skeins MOHAIR YARN.....88c
- 1 Group WOMEN'S BLOUSES.....1.88
- 1 Group WOMEN'S WOOL SKIRTS...5.00
- 204 pair BOYS' SOCKS.....10c
- 16 only WOMEN'S BETTER DRESSES...1.00
- 48 only GIRLS' DRESSES.....99c
- 1 Group INFANTS' PLAYWEAR.....50c
- 23 only WOMEN'S HOUSE DRESSES...99c
- 24 only BOYS' DRESS VESTS.....50c
- 15 only GIRLS' BETTER BLOUSES.....50c
- 31 only GIRLS' PINAFORE SLIPS.....50c
- 58 only BOYS' SPORT SHIRTS.....50c
- 79 only BOYS' SWEATSHIRTS.....99c
- 144 only MEN'S SPORT SHIRTS...4/5.00
- 12 only WOMEN'S HEADBANDS.....10c
- 31 only WOMEN'S HANDBAGS.....50c*
- 1 Group WOMEN'S JEWELRY.....10c*
- 81 only MEN'S CUFF LINK SETS....25c*
- 240 Pair MEN'S SLACK SOCKS....4/1.00
- 151 only MEN'S DRESS SHIRTS.....2/5.00
- 81 only MEN'S LEATHER BELTS.....50c
- 89 pair MEN'S BETTER DRESS PANTS...7.99
- 60 pair MEN'S FLANNEL PAJAMAS...2.50
- 16 only WOMEN'S BLOUSES.....50c
- 10 only WOMEN'S ANKLE PANTS.....1.00
- 131 pair MEN'S COTTON PANTS...2/5.00
- 63 only WOMEN'S CUT-OFF JEANS...2.50
- FOUNDATION CLEAN-UP.....50c-4.00
- 1 Group COSTUME JEWELRY....4/1.00*
- 1 Group WOS BETTER DRESSES 4.44-7.44
- 1 Group WOS DACRON UNIFORMS...5.88
- 11 only WOMEN'S BOUFFANT SLIPS...1.00
- 1 Group WOMEN'S SWEATERS.....4.99
- 12 only WOMEN'S HOODED BLOUSES...1.00
- 1 Group WOMEN'S WOOL SUITS.....10.88
- 1 Group WOMEN'S JACKETS.....12.88
- 72 only PILLOWCASES.....25c
- 1 only REDWOOD CHAISE LOUNGE...18.88
- 5 only WOMEN'S ORLON SHRUGS...2.99
- 1 Group BOYS' SHIRTS.....3/5.00
- 1 Group MEN'S SPORT SHIRTS....2/5.00
- 5 only TODDLERS' WHITE SHIRTS...99c
- 9 only BOYS' ORLON SWEATERS....2.99
- 8 only RUBBER DOOR MATS.....88c
- 1 Group HOUSEWARE ITEMS.....77c
- 1 Group MEN'S BETTER SUITS.....24.88
- 1 Group BOYS' SLACK SOCKS....4/1.00
- 48 only WOMEN'S BLOUSES.....4/5.00
- 1 Group WOMEN'S SLIPPERS.....1.00
- 1 Group MEN'S T-SHIRTS & BRIEFS 2/1.00
- 1 Group GIRLS' KNIT PAJAMAS....1.66
- 1 Group LITTLE GIRLS' PANTS.....1.00
- 72 pair WOMEN'S NYLON HOSIERY 2/1.00
- 1 Group MEN'S SWEAT SHIRTS.....1.00
- 1 Group MEN'S SLACK SOCKS....3/1.00
- 9 only PLAID SUPERNAP BLANKETS...3.88
- 4 only FULL SIZE ELEC. BLANKETS...8.99
- 103 pair WOMEN'S CANVAS OXFORDS 1.99
- 50 pair WOMEN'S PLUSH SCUFFS...1.66
- 41 pair WOMEN'S PUMPS & FLATS...2.44
- 60 pair BOYS' CANVAS SHOES.....2.44
- 36 pair MEN'S DUCK OXFORDS.....2.99
- 15 pair MEN'S DRESS OXFORDS.....5.00
- 1 Group CANVAS OXFORDS.....1.99
- 36 pair GIRLS' PATENT SLIPPERS...2.99
- 45 only WOMEN LEATHER WALLETS 1.00*
- 5 pair WOMEN'S 3/4 LENGTH GLOVES...50c
- 67 only WOMEN'S BETTER HATS....2.00
- 1 Group MATERNITY CLEAN UP 2.00-5.00
- 59 only WOS CORDUROY DUSTERS...3.00
- 114 only WOS ORLON/WOOL JERSEY DRESSES.....3.99
- ALL REMNANTS.....1/2 PRICE
- 151 pair BOYS' DENIM JEANS.....1.00
- 4 only DAMAGED WEB CHAISE.....1.00
- 132 only JR. BOYS' BOXER JEANS...77c
- 17 only BOYS' KNIT PAJAMAS.....1.66
- 73 pair BOYS' COTTON PANTS....2/5.00
- 15 pair BOYS' SUMMER PAJAMAS...99c
- 200 pair INFANTS' TRAINING PANTS 4/1.00
- 1 Group DAMAGED TOYS.....AT 10c
- 101 only KING SIZE SHEETS.....4.99
- 300 yards CORDUROY YARDAGE...yd. 68c
- 440 yards COTTON FLANNEL...3 yds. 1.00
- 73 only FITTED BOTTOM SHEETS.....99c
- 11 only BETTER POLE LAMPS.....15.88
- 2 only REDWOOD BENCHES.....3.00
- 36 only BED PILLOWS, XL.....2/4.00
- 12 only TODDLERS SWEATERS.....1.33

as told by
Miss Pat Walker
National Reducing Authority

When I first met Kathleen Breaux and talked to her for only a few minutes, I could see basically what an attractive woman she really had been. Now she was disillusioned, unhappy, confused and frustrated. She was upset about many things including her overall appearance.

Having once been a size 12, she was now bulging in a size 16. She told me she was divorced and had been working until about a year ago at which time she became ill and could no longer work.

These events caused a change in her life. She was no longer active mentally or physically. Her interest in everyday activities lessened. She became moody and generally unhappy. She began to eat more, both out of habit and boredom.

As a result she gained unwanted inches and weight until her size 12 clothes no longer fit and she began to despair. She continued to gain weight until she became the bulging size 16 you see in the photograph.

I told Mrs. Breaux that she could continue to hide in her shell by finding excuses for her figure problems. She would continue to be a size 16 or even become larger until she faced the cold fact that she was settling for a second-rate life and figure. I told her if she wanted to change her life that we had the answer to her problem. All she had to do was have faith in our program, come in regularly and we would take care of her figure.

She looked at me with a hopeful smile that I so often see on a woman's face and said that was what she wanted. She did just as we told her. She came in regularly and we did exactly what we told her we would do. We gave her back the size 12 figure she was

mean to have.

Only women who have the same problems or problems relative to Mrs. Breaux's can fully appreciate her radiant, beautiful smile when we were being photographed because she is wearing a size 12 sheath dress. The way she stood with her head held high with pride written all over her face.

I told Mrs. Breaux she should be very proud of herself. She told me the greatest day was when she bundled her size 16 clothes into her car and drove to the home of an alterations woman.

That is only one of the many wonderful days she will have from now on. The days her friends and acquaintances will compliment her, noticing the dramatic changes in her figure, appearance and outlook.

We're proud of her, too, because she was our patron. Most important she believes the best part of her life is now starting.

—Pat Walker

Free Trial Treatment and Figure Analysis

Under Pat Walker's scientific personalized guidance, women can slim down as quickly and easily as the 5 million women who have successfully reduced with this service.

You can lose where you need to lose and you'll enjoy doing it. Pat Walker's personalized, comfortable service makes slenderizing a pleasure.

Try it! You can have a complimentary treatment and figure analysis at no obligation. Most women see changes in 10 days. Visits are only \$2.00.

For more information phone MIlacall 4-0672 or HE 2-2973, 8 a.m. to 9 p.m. Monday thru Friday. Collect calls invited!

HUSBAND SAYS THANKS FOR GIVING ME A BEAUTIFUL WIFE



Here you see Mrs. Irma Bender when she weighed 174 pounds, had a 44 inch abdomen, 42 inch hips and a 36 inch waist. She became a size 18 after having 4 children. She was a pretty size 12 before she had children.

Here you see Mrs. Bender as she looks today. She is a perfect size 12 and weighs 121 pounds. She lost 11 inches in her waist, 8 inches in her abdomen, 7 inches in her hips and reduced a total of 53 pounds and 59 inches.

Dear Miss Walker:

I don't suppose you get many letters from your patrons' husbands, but I am taking the liberty of writing you a word of thanks because you certainly deserve it.

The day my wife read about your visiting on the island we talked it over and decided we would come and see you. I was very impressed that such a busy person as you are would sitmarriage because she wasn't down and take so much time in a serviceman with kindness and understanding and his timid wife. I guess that is why you are the successful person you are.

I told you how pretty my wife was when we got married and what a different person she was then and how I met her. I was in the service and was from the mainland and how after having four children she had come to a size 18 with all kinds of figure problems.

It almost wrecked a good person as you are would sitmarriage because she wasn't down and take so much time in a serviceman with kindness and understanding and his timid wife. I guess that is why you are the successful person you are.

I told you how pretty my wife was when we got married and what a different person she was then and how I met her. I was in the service and was from the mainland and how after having four children she had come to a size 18 with all kinds of figure problems.

We used to go out and have fun when I was on leave and have other counties in to play cards or go to the beach. But after she got so big she found excuses for not doing all these things, or pretended to not feel well, and constantly feel sorry she once was. I remember you said "Your body is the house you live in; you can be proud of it or try to hide it." You were so very right! She was hiding it alright.

We used to go out and have fun when I was on leave and have other counties in to play cards or go to the beach. But after she got so big she found excuses for not doing all these things, or pretended to not feel well, and constantly feel sorry

Well, this is one sailor man who will praise you in every port. You have given me back my pretty, lovable and happy wife. It is even fun to watch her spend more money than we can afford on new clothes and I baby sit with our four kids while she goes to the beauty shop.

You did this for us, and forever and always, we'll be grateful to you and your company.

Sincerely,
Mr. F. Bender

IN PERSON! IN LONG BEACH and LAKEWOOD SALONS!

Miss Pat Walker, due to the many requests for a personal consultation, will be available in the Lakewood Center and Downtown Long Beach Salons. This is your opportunity to get advice about your very own figure problems from the nationally recognized figure authority. She will be here for a limited time, before leaving, to open a NEW SALON IN SAN FRANCISCO. Phone NE 6-6475; ME 4-0672; HE 2-2973 to reserve your personal appointment with Miss Walker.

LAKEWOOD CENTER	LONG BEACH	THE VALLEY	HONOLULU	PASADENA
4996-98 FACULTY ME 4-0672	423 EAST FIRST ST. HE 2-2973	7254 RESEDA BLVD. DICKENS 5-1213	1551 KAPOLANI BLVD. Phone 95-296	532 SOUTH LAKE 5Ycamore 5-8888
Hours: 8 a.m. to 9 p.m.	Hours: 8 a.m. to 9 p.m.	Hours: 8 a.m. to 9 p.m.	Hours: 8 a.m. to 9 p.m.	Hours: 8 a.m. to 9 p.m.



Recognize Him?

Sure you do! It's good old Oscar Jordan, 62-year-old New York housepainter, whose life has been somewhat complicated lately by his striking resemblance to Nikita Khrushchev. But he takes the complications in stride—especially when they include a drink on the house from a startled bartender or a wide-eyed doubletake from a blase denizen of Park Avenue. "What do I think?" asks Oscar. "Well, I'll settle for two nuclear inspections a year—if Kennedy will."



—Copyright 1963 by Independent Picture Service, Inc.

Russia in No Race to Reach Moon First, Khrushchev Says

(Continued from Page A-1)

who recently attended a Moscow-sponsored press rally in Algiers. He received them in the Kremlin Friday, but his replies to their questions were not released for publication until Saturday night.

He spoke of the moon race after being specifically asked when the Soviet Union might land a man on the moon.

Khrushchev began by claiming he didn't know when this might be possible. Then he said:

"I have read reports that the Americans want to land a man on the moon by 1970. Well, we wish them success. And we will see how they fly there and 'come ti earth,' or rather 'come to moon,' and most of all—how they take off (from the moon) and come back. We will study their experience."

HE ADDED:

"We do not want to compete in sending people to the moon without careful preparation. It is clear that such a competition would

HOUSTON (UPI) — The United States will continue its program to put a man on the moon by 1970 despite Soviet Premier Khrushchev's revelation that the USSR has withdrawn from the lunar race, the National Aeronautics and Space Administration (NASA) said Saturday.

"We feel it is very useful to have an authoritative statement from the Russians," a NASA spokesman said. "We will continue to conduct our own program according to our own needs."

"We have repeatedly said the moon is worth exploring and most of the things necessary for that mission are required for our own general mastery of space."

not be a help, but on the contrary, a hindrance, because this could lead to the death of people."

As for grain, Khrushchev said crop failures had given the Kremlin the choice between rationing and purchases from capitalist coun-

tries. He said the second course was chosen "to avoid unnecessary hardships for the population."

"Negotiations are being conducted now on the purchase of wheat in the United States," he said, "but we do not know yet whether we will buy wheat there or not."

"If the Americans put forth any kind of discriminatory conditions to the sale of wheat then we will not make a purchase of wheat in America."

His quibbling about the wheat purchase came as no particular surprise, but his statement about the moon race did.

On their recent trip to Cuba, Mexico, and New York, Soviet cosmonauts Gagarin and Valentina Tereshkova repeatedly said the Soviet Union is preparing for flights to the moon.

In Havana, Miss Tereshkova even said Gagarin had been appointed captain of the first moon crew.

In New York, Gagarin said six Soviet cosmonauts are in training for moon flights.

MIRACLES TO COME

California Studies Future Freeways

By JIM McCAULEY
I, P-T Sacramento Bureau

SACRAMENTO—California, which became the nation's most populous state in the freeway era, is betting its future on new 80-mile-an-hour traffic speedways ringed by skyscrapers and rapid transit corridors.

The Independent, Press-Telegram has learned that possible new developments include:

Skyscrapers on girders towering over freeways. The state already has a policy of encouraging overhead commercial development, and several promoters are discussing the possibility of crowning freeways with buildings.

Construction of commercial and parking areas under freeways. A used-car lot already is in business under an elevated portion of the Santa Monica Freeway. Other such deals are pending.

Widening future freeway routes so there will be room for rapid transit corridors in the center. An Oakland freeway plan recently was scrapped to make room for a rail corridor when the Bay Area Rapid Transit District was formed. The transit district will pay for its middle-freeway corridor by sharing the costs for a wider route.

Interchange bottlenecks—such as the traffic chaos in downtown Los Angeles are being eliminated in freeway plans now on the drawing boards. The target: 80-mile-an-hour traffic flow someday.

Maximum freeway speed now is 70 in a few posted areas, 65 elsewhere.

W. L. Warren, freeway design engineer, said freeway flow will be improved by adding additional lanes a considerable distance ahead of turn-offs. Existing freeways get clogged easily because there aren't enough lanes to handle criss-crossing traffic at turn-offs.

Also, future curves are to be stretched out to 3,000 feet—compared to today's sharper freeway curves of 2,000 feet in length. More gradual curves enable more vision and higher speeds.

"WE TRY to keep ahead of the legislature on probably future speed limits," said Warren. He noted that the 1963 legislature boosted speed by five mile an hour on some freeway sections.

"A speed limit of 75 miles an hour or 80 is likely someday," he said. Result: new freeways are being designed to handle 80-mile-an-hour speed.

The state also is experimenting on freeway surface texture and color to funnel traffic faster in the right direction. The theory: maybe the turn-off lanes to Long Beach all will be marked with blue signs, and brightly colored blue stripes would set apart the turn-off ramp lanes for Long Beach—contrasting with other colors to other

destinations.

California freeway designers also are watching a Chicago test on painting an entire lane a separate color.

UNDER WAY at a test plot in Sacramento is a unique experiment on texture. Freeway engineers are testing different road surface textures that give autoists varying jolts. Maybe off-lanes to Garden Grove should have a different cement or asphalt texture so they give your car a new pattern of ride-jolts to reassure you that you are on the proper lane, reason the freeway planners.

Warren said the state has the policy of encouraging commercial developments where possible over, underneath and alongside freeways in business sections of urban areas. But his job is concentrated on planning for the immediate future.

Congestion Relief — The New York Port Authority mounts television cameras every thousand feet in expressway tunnels. Receiving screens are in toll booths so traffic can be metered through toll gates to avoid stoppages.

Closing On-Ramps — Chicago's Congress Street Expressway uses electronic sensors on bridges to transmit the speed of vehicles and measure traffic density. Object is to shut off on-ramps temporarily when a freeway section becomes overcrowded.

"All of the work anywhere thus far is experimental; unfortunately, they still have traffic jams," said Woolley.

California is considering research on freeway surveillance and control measures.

An experimental project should be under way soon. However, freeway planners still are well aware that California driving will remain a congested challenge.

"It will take more human effort to pilot a California vehicle down a freeway than to orbit a space vehicle round the world," some highway officials say.

Other state officials are scanning the distant transportation horizon, where even more dramatic developments are being proposed by some transit planners.

Roger S. Woolley of San Diego recently gave this recap on the status of new ideas being watched by California transportation men:

Automation—Cars would be locked into electronic controls on the pavement under a plan being tested by Radio Corporation of America at a quarter-mile track in New Jersey. The laboratory there uses a cable built into the pavement, though some control by a human driver still is required and laboratory speed has been held down to 15 miles an hour.

Demos Hope to Run Glenn and Win Ohio

WASHINGTON —The Kennedy administration is trying quietly to nudge astronaut John H. Glenn Jr. into the race for the Senate in his native Ohio.

Neither the White House, nor the Democratic National Committee is going to get caught with its hand in this situation. The reason: Democratic Sen. Stephen M. Young is giving off hints at 74 that maybe he'll run again.

But a highly placed official conceded that the administration would be mighty happy if Young chose to retire and the glamorous Glenn, first American to orbit the earth, sought the nomination to succeed him.

GLENN, a lieutenant colonel in the Marines, has no public affiliation and some Republicans have been looking longingly at him as a possible GOP candidate for Young's seat. Glenn's parents are registered Democrats but he describes himself as an independent.

President Kennedy's strategists are more worried about Ohio in the 1964 presidential contest than almost any other state. They have been getting some Ohio Democratic congressmen gloomy estimates about the President's chances of racking up the state's 26 electoral votes.

THE ANTI-Kennedy political rebellion in the South makes it only a little less than imperative that the President reverse the 1960 result, when he lost Ohio to former Vice President Richard M. Nixon by 273,000 votes. The Republicans are stirring in Ohio, too. They might very well come up with Rep. Robert Taft Jr. as a senatorial candidate. Taft hasn't disclosed his plans but he might have to fight former Sen. John W. Bricker for the nomination.

DR. RAYMOND, DENTIST, Says:

★ THANK YOU for my best year—THANK YOU Long Beach and surrounding cities.
★ Patients sending friends and relatives have caused this outstanding all-time record.
★ Thousands of my patients use NO MONEY DOWN for dentures.
★ Over 50,000 Upper, Lower, and Partial Dentures made in 20 years.

NOW . . . ALL THIS WEEK!
BIG SAVINGS

NO MONEY DOWN
PAY NOTHING FOR 12 WEEKS
24 Months to Pay — for

DENTURES
also Bridges and Restorations
X-RAYS

PLATES PUT IN
IMMEDIATELY AFTER EXTRACTIONS

NO TIME LOST FROM WORK. You need not be without your teeth for even one day! Ask about Dr. Raymond's IMMEDIATE RESTORATION PLAN.



Dr. E. P. RAYMOND, Dentist
Over 20 yrs. in dentistry, 18 yrs. at 1st & Pine

PENSIONERS AND SENIOR CITIZENS WELCOME—FAST PLATE REPAIR

PHONE: HE 6-3939—NO APPOINTMENT NECESSARY FOR EXAMINATION

Dr. Raymond
DENTAL PLATES

Uppers Lowers Partials
CORNER FIRST & PINE STS.

122 W. FIRST ST.
LONG BEACH

Modern Dental Plates
Aided by "modern" dental plate materials and "improved techniques," used in the construction of dental plates. Dental Science has followed a "progressive" path that resulted in dental plates more natural in "appearance," better fitting and more "comfortable" to wear than thought possible a few short years ago. Ask to see samples of modern dental plates, upper, lower and partials. GOOD dental plates need not be expensive. THE COST IS SMALL.

MY BEST OFFER
Make 1st payment after Jan. 1, 1964. No Interest. No carrying charge.

NO MONEY DOWN
WITH ANY EXTRA FEES PAID UP FRONT

Low Prices
You who need Dental Plates, take advantage of BIG OCT. SAVINGS which will in no way change my well established policy. Good Denture plates conform with the high standards of the dental profession at LOW PRICES.
DR. E. P. RAYMOND

Butter's

LAKEWOOD CENTER
QUALITY—VALUE—SERVICE SINCE 1877

OPEN EVERY 5 NITES WEEK

We Give and Redeem 24¢ Green Stamps

Make new 1964 ADMIRAL COLOR TV YOUR BEST COLOR TV BUY!

**NO MONEY DOWN
ONLY \$6.00 WEEKLY**

3 MAJOR IMPROVEMENTS

- Greater Dependability**
ADMIRAL GOLD PRECISION WIRED CHASSIS.
- More Natural Color**
NEW ADMIRAL ELECTRONIC COLOR BALANCER
- Easier Tuning**
WITH NEW ADMIRAL CONTRAST BRIGHTNESS CONTROL.

ADMIRAL QUALITY
Proved by 10 Years Color Experience

ADMIRAL®
The "PLAYMATE II" Model P1104
Portable TV
(11" overall diag. 60 sq. in. viewable area)

NOW ONLY \$99.95
Adjustable Matching Stand Only \$3.95.

ADMIRAL®
The KINGSHAVEN Model Y6191
ALL-NEW SOLID-STATE
Stereophonic High Fidelity with FM/AM, FM Stereo Multiplex Radio

250 WATTS OF POWER FOR TRUE STEREO REALISM!

ALL-NEW ADJUSTABLE "VARI-GRAM" TONE ARM
that can't harm record grooves...
YOUR RECORDS CAN LAST OVER 3,000 PLAYS!

Sophisticated Danish Modern lowboy. "Vari-Gram" Tone Arm with "floating" stylus, "Custom Touch" adjustment; Admiral-built Professional changer. Solid-State FM/AM, FM Stereo Multiplex radio with tuning meter, AFC, FM Stereo Sentry light. Push-button controls. 8 speakers—two exponential horns, two 15" woofers, two 6" mid-range and two 3 1/2" tweeters. 27" h., 75" w., 19" d. Genuine Walnut Veneers and selected hardwoods.

THE ELSINORE—125 watts of power. Model Y6161.

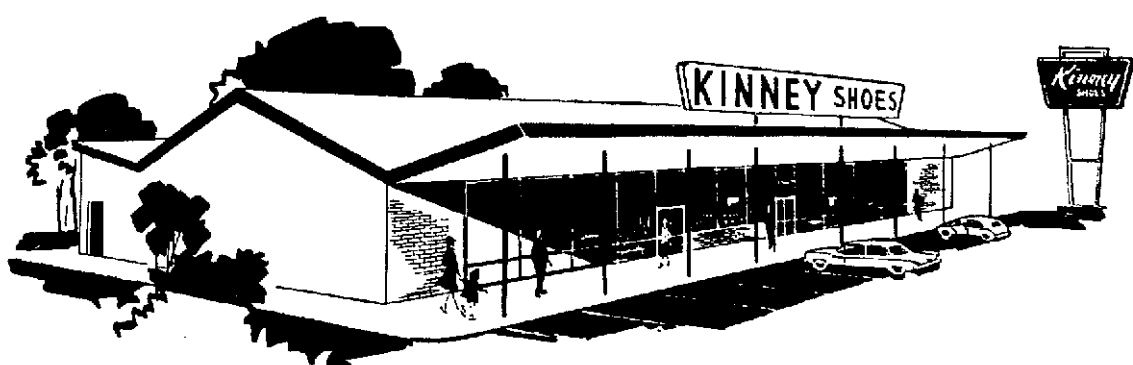
NO MONEY DOWN—\$8.00 PER WEEK

LAKEWOOD CENTER Metcalf 3-8101 Garfield 3-0901
MONDAY THRU FRIDAY, 9:30 TO 9:30
SATURDAY, 9:30 TO 5:30; SUNDAY, NOON 'TIL 5

OPENS TODAY!

A GREAT NEW KINNEY SHOE CENTER IN LAKEWOOD

COME TO OUR OPEN HOUSE TODAY . . . NOON TO 5 P.M.



DOOR PRIZE COUPON I

Bring this coupon with you when you visit the new Kinney Shoe Center . . . It is your opportunity to win one or more wonderful prizes, including a Portable TV Set or a sturdy and gracefully designed Huffy Impala Bicycle.

NAME

ADDRESS

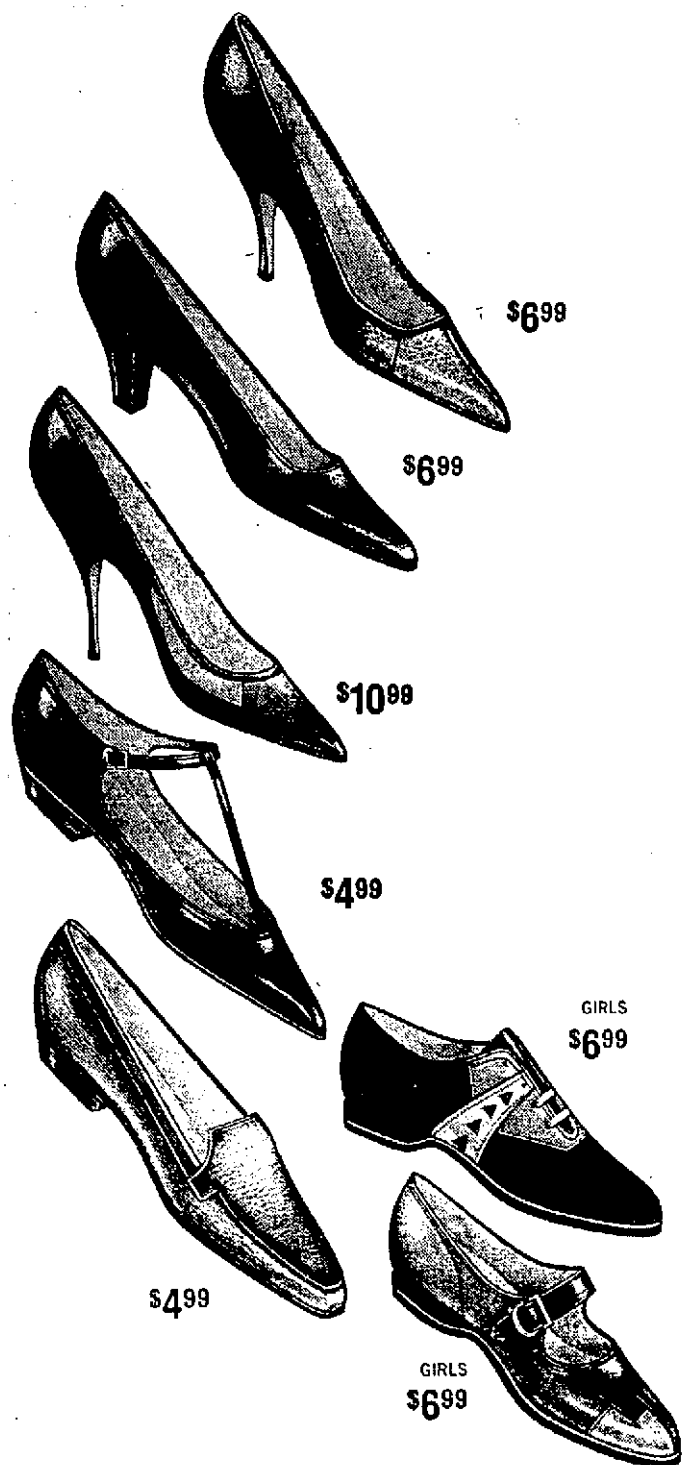
PHONE

COME TO AMERICA'S SHOWPLACE OF SHOE FASHIONS

Bring your family. Come see what makes a Kinney Grand Opening an event to remember. You are face-to-face with fashion at every glance when you step into the glamorous new Kinney Shoe Center. Discover shoe creations so wonderfully new . . . so breathtaking in every fashion detail . . . yet so low in price you'll want several pairs.

... SEE MORE THAN A THOUSAND NEW FALL STYLES!

For recognized value . . . for true fashion supremacy . . . enjoy a new shopping thrill at Kinney's . . . the store of tomorrow . . . here today! Modern-spectacular, designed to give you the maximum of shopping convenience and pleasure! Drive right in and park your car a few steps from Kinney's door!



Free Gifts

AT OUR NEW STORES ONLY!

Free FOR WOMEN AND TEENS
Manicure Set—Baronet Madras Billfold or Parker-type Pen, with the purchase of shoes.

Free FOR MEN AND BOYS
Shoe shine Kit or Men's Wallet with every purchase of shoes.

Free FOR CHILDREN
Doll, Rifle, Sewing Set, Games, Pencil Box, or Pen and Pencil Set, with the purchase of shoes.

ASK FOR THESE FAMOUS KINNEY NATIONALLY ADVERTISED BRANDS:

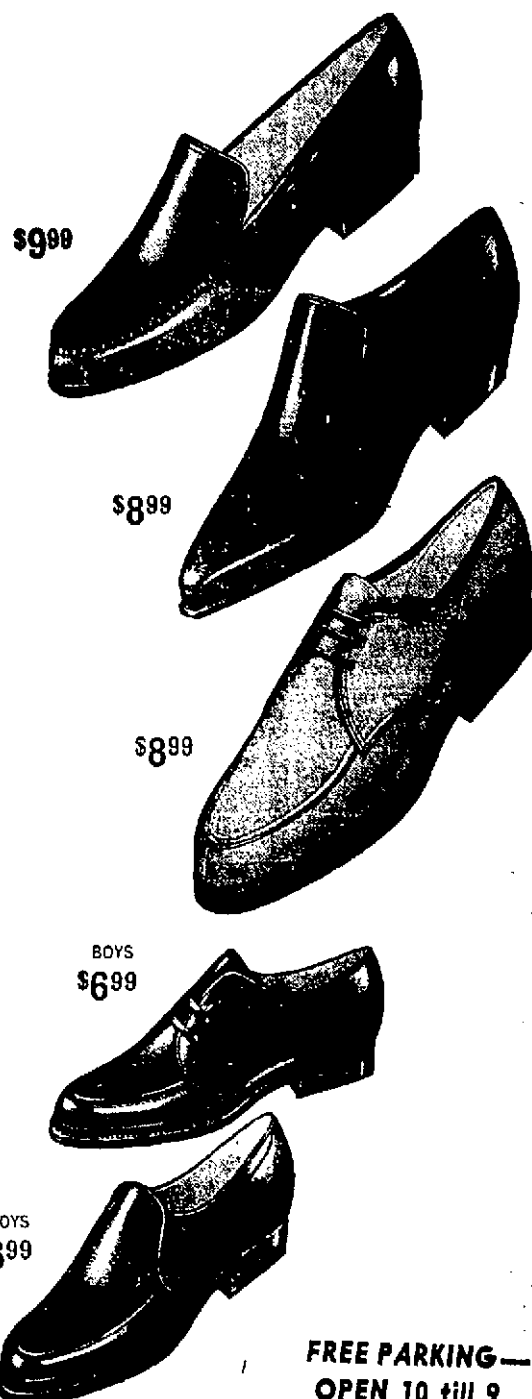
Flings for the Young 'N Smart STUART HOLMES shoes for men
Guy OF PARIS fashion shoes KINNEY KAPERS for casual wear
Boys for the family JOE LAPCHICK Gym Shoes
 Women's Styles to \$10.99 Men's Styles to \$15.99



Robin Hood, SHOES FOR CHILDREN!

See the thousands of smartly styled back-to-school shoes for boys and girls. They're all on open display for easy selection. And remember, fit comes first at Kinney. Every pair of Kinneys' Robin Hood shoes is carefully checked for correct fit. Kinney measures the foot 5 ways, then double checks the fit.

\$5.99 to \$7.99



FREE PARKING—
OPEN 10 till 9

Kinney SHOES

in LAKEWOOD at 5720 N. BELLEFLOWER BLVD.
 Corner of South St. & Bellflower Blvd. in Lakewood

BRIGITTE HALTED BY OFFICIALS

PARIS (AP) — Brigitte Bardot, fleeing the ardor of her British fans, returned to Paris from London Saturday and promptly ran into trouble with French customs officers.

Bareheaded and wearing a brown suit, the film star jumped into a motor car on the runway and started to ride off. But at the edge of the field, two customs guards halted the car.

One told her she was subject to a fine for having attempted to cross the customs without inspection or authority. Brigitte smiled, and penitently promised not to do it again. The guards then let her off with a "severe warning."

U.S. Prestige Lowest Ever, Nixon Says

NEW YORK (AP) — Former Vice President Richard M. Nixon arrived Saturday from abroad where he said he never had seen American prestige lower than at present.

"There is a feeling that President Kennedy is trying hard and is sincere," Nixon told an airport news conference. "But there is a quality of uncertainty."

"Too many voices are speaking out in Washington," Nixon said. "I have never been abroad when American prestige was lower than it is now."

ON FLYING in from Paris, Nixon said "There is a feeling that no one is in charge. The attitude is a reflection that government by press release is catching up with the administration."

He complained that "You have to read both the afternoon and the evening papers to know what is going on."

Nixon had been in Paris on a business trip.

Turning to the national Republican scene, Nixon predicted a GOP victory in 1964 based on what he termed "a very striking increase in Republican chances and a sharp decrease in administration popularity in the past three or four months."

HE SAID it appeared that Arizona Sen. Barry Goldwater at present was the front-runner among the unannounced candidates for the GOP presidential nomination.

The former vice president said he felt New York Gov. Nelson A. Rockefeller "definitely will be in the race" for the nomination.

Rockefeller is expected soon to announce whether he will seek the nomination.

"No one is going to win the nomination in this day and age, either Democrat or Republican, without actively seeking it and making a decision at this time or before the first of the year," Nixon said, adding that he expected Goldwater also to announce his candidacy soon.

NIXON advised Rockefeller and Goldwater, if they become candidates for the nomination, to engage in debates on the issues. Goldwater has turned down a Rockefeller bid for such a debate.

Added to that, Nixon said, the GOP candidate probably would have to debate the Democratic candidate, who, he assumed, would be President Kennedy.

"I may say that it might be well for the Republican nominee to get in some practice," Nixon said.

Roybal Asks Funeral Cost Study

WASHINGTON (UPI) — Rep. Ed Roybal, D-Calif., has asked President Kennedy to have his Consumer Advisory Council investigate the "excessively high cost of funerals" with an eye toward possible legislation.

Roybal also proposed that the council study what he said was the high cost of medical care.

Roybal noted in a letter to Kennedy that funeral practices and costs have been the subject of several books and articles recently. A network television program dealt with the subject.

FAA Open House

Long Beach's aerial traffic cops will observe Federal Aviation Day here Friday by inviting local residents to watch them in action during open house at all Federal Aviation Agency facilities at Long Beach Municipal Airport.

In celebration of the FAA's fifth birthday since its creation in 1958, visitors will be welcomed to the agency's four local offices from 10 a.m. to 4 p.m. Friday.

THESE INCLUDE:

The control tower atop the airport terminal building which exercises jurisdiction by radio over an average of nearly 30,000 aircraft take-offs and landings per month.

The General Aviation District office, north of the terminal building, where pilot and aircraft licenses are issued.

The Engineering and Manufacturing Office, 2825 E. Spring St., where licenses are issued to

homebuilt and modified aircraft.

The Systems Maintenance Sector office, on the third floor of the terminal building, which keeps the airport radar and communications equipment in working order, including navigational radio aids.

"We regard ourselves as, in a way, an advance guard of the Chamber of Commerce," Stan Dilatash, chief tower op-

erator, says.

"For those who fly their airplanes here for the first time, were the first contact they have with our city. And we try to give them a good impression."

In the past five years, he pointed out, activity at the Long Beach field has grown from 266,234 take-offs and landings annually to 338,286.

By this yardstick, Long Beach's national ranking in 1958 was 11th. Now,

Dilatash said, the city facility is the third-busiest airport in the United States, behind Chicago's O'Hare Field and Los Angeles International Airport.

Throughout the country, as many as 70,000 people may be in the air at any given moment, the tower chief said. Total number of civil aircraft in the nation has grown in the past five years from 69,700 to 86,300.



AIR TRAFFIC CONTROL... Talks in DC7

Test Shows Whole World Within Reach of New Polaris Missile

CAPE CANAVERAL, Fla.—Polaris streaking across the sky, trailing a plume of fluffy white smoke from its solid fuel. The first stage dropped off at an altitude of about 75 miles and the second stage ignited to propel the warhead section to the target area.

The Navy's third-generation Polaris A3 missile passed its first submarine launching test Saturday and officials hailed the success as a major step toward bringing all land areas of the world within range of the Polaris submarine fleet.

The nuclear-powered submarine Andrew Jackson fired the long-range A3 while cruising submerged about 30 miles off Cape Canaveral and the bullet-shaped rocket performed flawlessly on a 2,300-mile strike down the Atlantic tracking range.

"AN EXCELLENT launch," the Navy reported.

Compressed air ejected the 31-foot rocket from one of 16 vertical launch tubes that stand in pairs along the spine of the submarine. The projectile popped from the chamber like a cork from a champagne bottle and darted with lightning speed through some 50 feet of water, bursting to the surface a split second after launching.

The first-stage motor, activated by a timer, ignited with a blinding flash a few feet above the water and sent the

FIND WHAT you want when you want it by reading Classified ads. Turn to Classified now.

Rear Adm. I. J. Galantin, director of the Polaris program, was aboard the submarine as an observer. He labeled the firing a "significant milestone in the fleet ballistic missile development program" and another advancement in this nation's development of defense weapons designed to "prevent nuclear war and maintain peace."

COUPON CAR WASH

WITH
COUPON
ONLY

25¢

Just fill up your tank with gas... no matter how much it takes.

Coupons good any day through Nov. 3rd. Union Oil credit cards accepted. Open 8:30 to 5:30 and Friday 9:00 to 5:00 P.M. Sunday 10:00 to 2:00 P.M.

Los Altos
Car Wash

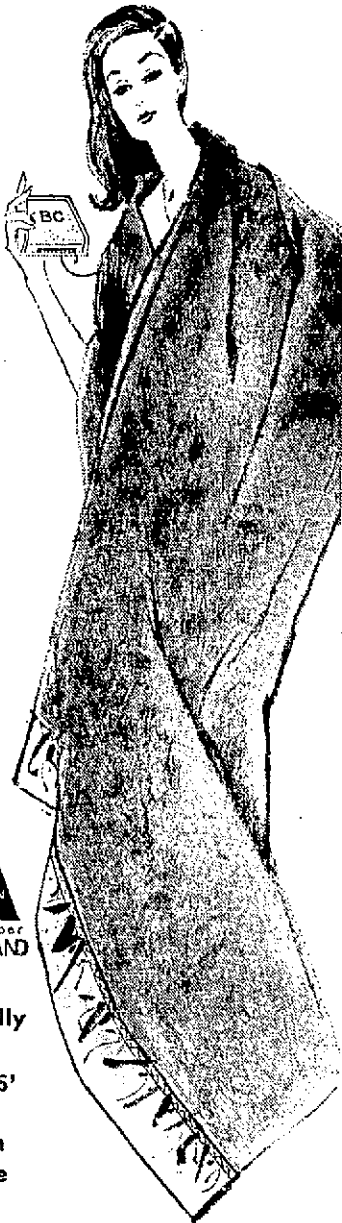
STEARNS at BELLFLOWER BLVD.

2 hours W. of Bellflower on Stearns, Los Altos Shopping Center

PINE AT BROADWAY DOWNTOWN LONG BEACH

Buffums'

BEDDING



A
ACRYLIC
CHEMSTRAN

personally
yours!
BUFFUMS'
OWN
southern
elegance

New! The control case that can be personalized with your monogram, a color or design to harmonize with your bedroom decor.

The personalized control automatically adjusts to a changing room temperature. Southern Elegance is incomparably light and luxurious in 100% Virgin Acrilan®. Completely washable, won't shrink, made, not or mildew. Each carries a mothproof and non-allergenic lifetime guarantee, and a five year guarantee against mechanical defects. Twin 29.95, Full size 34.95. Dual Control 39.95, King-size 49.95.

9:30 TO 5:30, MONDAY, FRIDAY 9:30 TO 9, PHONE HE 6-1841

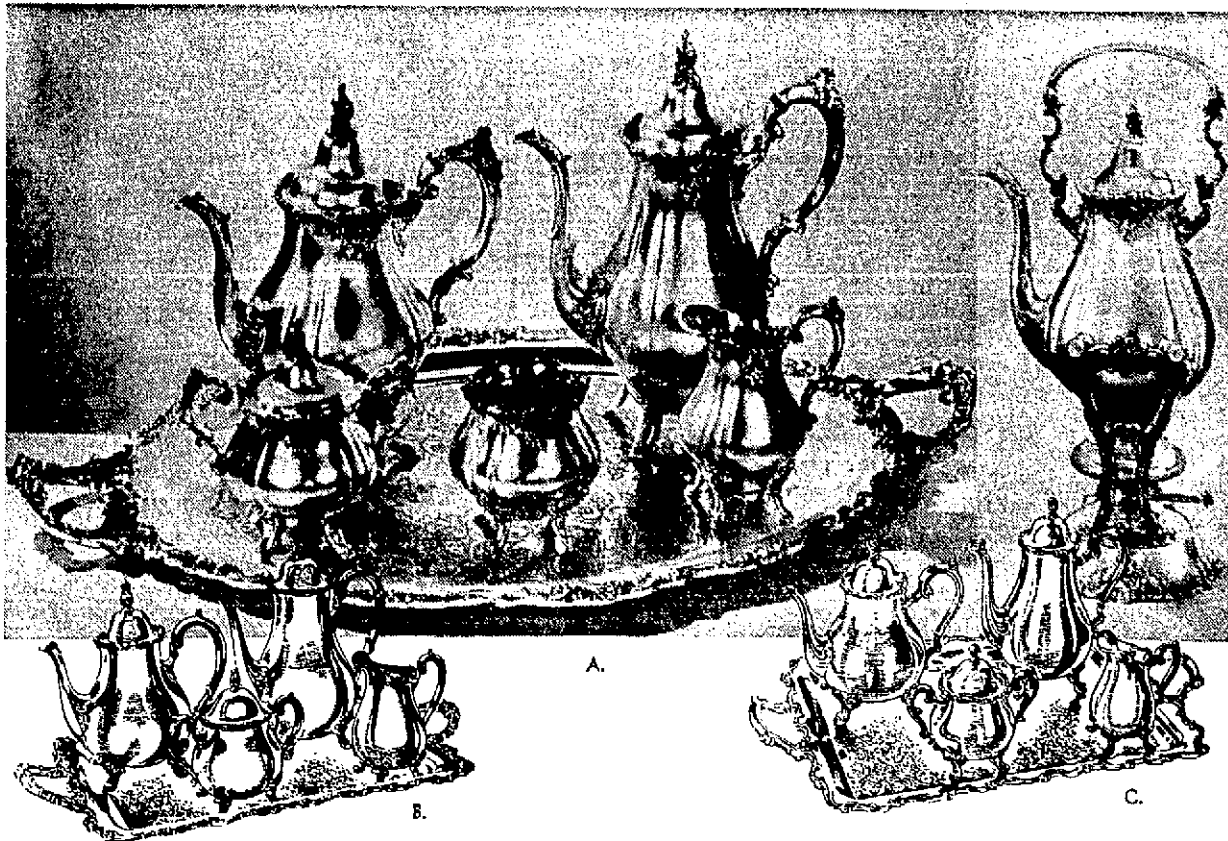
PINE AT BROADWAY DOWNTOWN LONG BEACH

Buffums'

SILVERWARE

9TH ANNUAL

"TALK OF THE TEA TABLES"



... starting Monday, October 28th

A dazzling array of sterling and fine silverplated tea and coffee services—one of the finest collections in Southern California! Many are specially priced for this event—many are values never before offered! Why not start your set with just a coffee pot—or add to the service you already have... in time for holiday entertaining! Trays are "event-priced" too!

A. Baroque by Wallace. 5-pc. Set, Reg. 275.00 225.00
Kettle in matching Baroque, Reg. 150.00 100.00

B. American Rose by International. 4-pc. Set, Reg. 155.00 125.00

C. Joanne by International. 4-pc. Set, Reg. 155.00 125.00

All prices include Fed. tax

Buy thru BUFFUMS' SILVER CLUB

Nothing down! No Interest! No Carrying Charges!

Pay only 5.00 per month up to 120.00 purchase 7.50 per month up to 180.00 purchase
10.00 per month up to 240.00 purchase

SHOP MONDAY NIGHT TILL 9 P.M.

MONDAY, FRIDAY 9:30 TO 9, OTHER DAYS 9:30 TO 5:30, PHONE HE 6-1841

Street Naming Keeps Pace With Rocket Age

By WILLIAM JONES

Southland cities are in revolt: over the idea that sticks and stones may break your bones but names will never hurt you.

Indiscriminate name-calling is as old-fashioned as not telling your kids the facts of life.

Though the cities cannot do anything about a guy named Snodgrass, they can now offer Snodgrass the opportunity to live on streets with such luxurious names as Movie Lane and Cum Laude Avenue in Los Angeles County and Top of the World Drive and King Ferdinand IV Court in Orange County.

STREET NAMING has finally snagged on to the orbiting rocket age.

As a matter of fact, the missile maniac can now live on Mercury Drive in Westminster which—naturally—empties into Milky Way.

For those who don't know this area, the streets

are near Galaxy Drive, Universe Avenue and Jupiter Circle.

The general procedure now for street naming is for the tract developer to submit his suggestion to city or county where it is checked for duplication, conflict with neighboring or extending streets and obviously suggestive or zany titles.

In most cases today, the developer gets his name lists from "books" compiled by his civil engineers.

HUGH HALDERMAN of Jennings - Halderman-Hood Inc. of Santa Ana, a civil engineer for 15 years, said the 10-year revolution in street name-calling has resulted in three major changes:

1. "Governmental restrictions.

"Some cities, like Buena Park, are laying out their communities in one-square-mile plots with special names. For example, in one plot all street names start with 'San'

like 'San Dimas' and 'San Clemente.' Another plot starts with 'El.'

"What this does is to help direct the fire and police department into your area—and it also helps your long-lost cousin find you.

"Another restriction now is that many cities submit lists of approved names to the developers for choice. An example is Brea.

2. "Developers have lost their egotism. Ten years ago, the longest, widest street in a tract carried the name of the subdivider even if he was named Snodgrass. And the side streets carried the first names of his children.

"Today when I suggest naming a street after him, a developer tells me, 'Over my dead body.'

3. "More serious thought given by the housing developer to attach a distinctive, prestige name to a street. Like Brentwood or Bel-Aire, you know. Along with this, they try to give a tract a general

theme and then name streets accordingly."

A CURRENT trend, along with landscaping, are Polynesian themes.

Luau Lane in Huntington Beach passes by Molokai Drive, Tiki Circle, Leilani Drive and Lanai Circle.

Not a Hula in the

group. But in the Yorba Linda area, you can try Tango Avenue. Los Angeles County has swinging Cha Cha Drive.

Los Angeles County has Kickapoo Terrace, Muscatel Avenue, Tavern Trail and Wildloop Road.

And try Chiang Kai-shek Road on for size during your Christmas card addressing campaign. Or imagine the problem of a kid telling a policeman where he lives.

There are also New Deal Street, Little Boy Drive, Peekaboo Road, Wo-He-Lo Terrace, Flying Mare Lane and Flathead Terrace.

yote Place or Heroine Highway. The idea is to be grandiose in name-calling. Such as:

Grand Canyon Drive (apologies to Arizona), Revere Drive (apologies to Paul) and Top of the World Drive (apologies to Nepal).

CIVIL ENGINEER Halderman admits the problem of thinking up names is getting worse.

"We built one huge development and used the theme of islands for names.

"At the beginning we used up all the exotic islands of the Pacific.

"Now we're at about the Arctic Circle."

WHO DREAMS up these names?

"Well," begins Halderman, "when our secretary isn't busy, 'we ask her to get out her little shorthand book and get something inspiring like a dictionary or encyclopedia.

"Then, she looks up the names of trees or birds—or cuts of meat, for all I know."

AT CITY PARKS

L.B. Halloween Carnivals Set

Plans for a dozen carnivals, all going on at the same time but at widespread locations throughout the city, were completed Thursday by the Long Beach Recreation Commission.

The simultaneous events will be the annual Halloween parties for children, scheduled for 6:30 p.m. Oct. 31 in city parks. Total attendance in recent years has risen above 5,000.

Attractions will include costume parties, game booths, entertainment and refreshments.

Scenes of the parties will be Adm. Kidd, Bixby, Drake, El Dorado, Houghton, MacArthur, Ramona, Somerset, Silverado, Veterans, Wardlow and Whaley Parks.



THE accent is on local history right now, and that inevitably brings up the name of a man who made Long Beach history his hobby and a vital part of his professional work for so long he was looked upon as the city's unofficial historian.

Long Beach has never had an official historian, or the late Walter H. Case undoubtedly would have carried that title.

More than anyone else, he collected and recorded over the years a vast volume of information about the earlier years here. And he published the results of his research, which means that it is still around for beneficial use.

CASE (1883-1960) began newspaper work in Long Beach in 1905, first working on the staff of the old Telegram. He became managing editor of that paper, later became editor of the Sun, and was on the editorial staff of the Sun and the Press-Telegram after the merger of those papers. He retired in the mid-forties.

Early in his newspaper career, Case began his probings into the history of the city by the long beach. As the place grew from a village to a major metropolis, he faithfully reported his findings for the expanding population.

For years, he authored a column in the paper under the heading, "Did You Know That—" which chronicled the events of earlier years. In the 1920's he put his extensive knowledge of those years into book form, and eventually four books were published. For many years, they have been the basic reference works on local history.

WHEN I came to Long Beach in 1949 to take a newspaper job, I knew virtually nothing of the history of the town. Some one sent me to Walter Case's books, and what I learned there has been a great help to me in column and editorial work. This year, I was asked to

compile a condensed review of historical highlights for an illustrated volume to be published in connection with the Diamond Jubilee Celebration. (It will be out in November.) Of course, Case's works were most helpful on that subject.

So I have some personal reasons for being thankful for Walter Case's efforts. This Jubilee season is an appropriate time for paying tribute to this local historian.

AND while I'm at it, I want to expand that tribute to all who dabble or dig deep in local history. There are many such people, and some excellent writings on this subject appear regularly in these modern years.

I'm thinking of people like Mamie Krythe, Hortense Hoffman and others whose writings can be sampled today in the fine Jubilee special sections of this paper or whose works appears sometimes in Southland Magazine and elsewhere.

It's a matter of community significance, too, that a Long Beach Historical Society has been recently established and is moving along well. And that Donald A. Oleson of City College is running a class this year in Long Beach history.

And, going way back, a final word in tribute to such early writers as Jane Harnett and Sarah Hathaway Bixby.

All of these have helped to preserve the story that helps make this an interesting and pleasant place in which to live, and gives us a better understanding of our community.

NOW comes the major schedule of Diamond Jubilee events. To newer residents, especially, here's a suggestion that they participate as spectators, or otherwise, in these programs.

This is an opportunity to bring the people of the area closer together.

Let's make the Jubilee a happy and worthwhile community experience.

Independent-Press-Telegram

SUNLAY, OCTOBER 27, 1963
EDITORIALS, PAGES B-2

Veterans Day Parade Nov. 10

All branches of the Armed Forces and their bands will be featured in the Veterans Day Parade at 1 p.m. Nov. 10 in Long Beach.

Spotlighted for special honor in this year's parade will be the U.S. Army and the American Veterans organization. Gen. John K. Waters, commanding general, U.S. Continental Army Command, Fort Monroe, Va., will be grand marshal. Edmund M. Gulewicz, national commander of the AMVETS, will be an honored guest along with city officials, commanders and presidents of various veteran organizations and auxiliaries.

Official band for the parade will be the 6th Army Band from the Presidio, San Francisco. A total of 15 bands, 14 drum corps, motorcycle drill teams, mounted units, floats and veteran groups and their auxiliaries and the 40 and 8 will participate.

Director Fred Nessler said the parade will start at Alamitos and Ocean Boulevard, travel west on Ocean to Pine Avenue, proceed north on Pine to Broadway and west on Broadway to Chestnut, where it will disband.

Testimonial to New L.B. Judge Slated

Newly appointed Judge Max Z. Wisot will be honored at a testimonial dinner in the Edgewater Inn at 7:30 p.m. Dec. 1st.

A no-host cocktail hour will precede the dinner.

Co-chairmen of the event are Assemblyman Joseph M. Kennick and Attorney Charles Litwin. Reservations may be made by calling the Jewish Community Federation.

Battleship Men Plan Reunion

Reunion of U.S. sailors who have served on battleships is planned for San Diego next summer by the American Battleship Association.

All persons who have served on BBs—1 to 64—are asked to send names and addresses to "Battleship" P.O. Box 11199, San Diego, 23.

LBSC Engineering Courses Accredited

The Engineers Council for Professional Development has accredited civil, electrical and mechanical engineering courses at Long Beach State College, the school announced Saturday.

The only other state college with an accredited engineering program is San Jose State, the college said.

Fire Loss Highest in Five Years

Long Beach fire loss rose last fiscal year to \$1,175,393, the highest in five years.

The per capita loss of \$3.30 also was the greatest in recent years, but was substantially below the national average, Fire Department officials said.

Comparable damage figures for the previous year were \$1,027,796, or \$2.90 per capita. Fire calls increased from 2,297 to 2,463.

In an annual report, Fire Chief Leonard V. Foster noted that 43 per cent of the 1962-63 loss was caused by the six largest fires, a percentage consistent with previous years.

THE THREE most destructive

blazes occurred within a period of less than three weeks in February and March, 1963, one at a factory and two at warehouses. Damage in the three was \$333,010.

As in previous years, careless smoking and children playing with matches were the principal causes of fire.

Smallest loss experienced here in any recent year was \$708,796 in 1958-59, for a per capita figure of \$2.18.

Besides fighting flames, the department continued a year-round program of fire prevention, Chief Foster reported.

Among these activities by uniformed companies were inspections for hazards in 23,699 dwellings; inspections of 6,904 commercial and industrial installations; inspections of 15 private water systems; 221 sprinkler systems; 180 standpipe installations and 334 fire escape; fire drills and inspections at 82 public and private schools; examination of 4,683 fire hydrants; tours for 8,792 organized children's groups at department installations.

In addition the Fire Prevention Bureau performed 17,415 inspections, made 331 fire investigations and appeared before 90 groups to further a public education program.

Cost of Fireplace Wood Increases; Orange, Walnut Supply Nearly Gone

Story and Photo
By DICK EMERY

Hungry fireplaces in Southland homes are gobbling firewood so fast there's a waiting list for such choice woods as walnut and orange.

Oak firewood reaches here only after a 190-mile haul by truck from the Sierra foothills southwest of Sequoia National Park.

Douglas fir firewood—cheapest and most abundant—is trimmed from timber brought here by rail from Oregon and Washington for industrial uses.

AND, ONE BY ONE, the Southland's eucalyptus groves are being cleared away for homesites. Most eucalyptus firewood here comes from Orange County and San Bernardino County.

Walnut—what little remains—comes from Elsinore and Chino, where groves are being bulldozed out for building tracts. The orange groves available for firewood are nearly gone.

It takes 16 orange trees, 30 years old, to supply one cord of firewood. The labor of cutting up orange trees for firewood is so great that most tract construction companies won't bother with it. They bulldoze the trees into a pile and burn the pile.

Result of all this is that the homeowner gets a shock when he looks at the price list of home-delivered fuel for his fireplace: Douglas fir, \$43 a cord; eucalyptus, \$46; walnut, \$47; orange, \$53, and oak, \$56.

An honest cord of wood measures 128 cubic feet—standing four feet high, four feet wide and eight feet long.

IT IS EASY TO BUY "cords" of green wood which are of short measure and poor fuel quality from

transients. The fireplace owner gets better treatment from established firms which sell only seasoned wood.

One of the harbor and South Bay area's biggest dealers in firewood is a years-old three-generation family enterprise at Channel and Gaffey Streets, San Pedro.

The business is owned by George Goland, whose father, Al Goland, and son,

Greg Goland, 17, help manage and direct the outfit's four truck crews and two storage yards.

"Fir is the best seller," Goland said, "because it starts easier. People can get a fire going with it. Orange and walnut are in great demand because of their aroma. Oak burns slowly, with coals.

"Newcomers to this area are horrified at the price they must pay for wood.

First Aid Classes Scheduled

An extensive program of First Aid classes to open in varied locations the first week in November is announced by Max Bryan, chairman, Safety Services, Long Beach Chapter, American Red Cross. Enrollment may be made at the opening session.

Evening standard First Aid courses from 7:30 to 9:30 for six weekly sessions will open Nov. 5, Room 1079, Boyd High School, 235 E. Eighth St., with Howard Riggs, instructor; Nov. 6, physical education classroom, Lindbergh Jr. High School, 1022 E. Market St., Mrs. Margaret Hegdale, instructor; Nov. 7, auditorium, Jefferson Jr. High School, 750 Euclid Ave., Paxton Klaus, instructor; Nov. 7, Stanford Jr. High School, 5871 Los Arcos St., C. P. Wageman, instructor.

A Tuesday morning standard course will be held 9:30 to 11:30, opening Nov. 5, at Simms Park Recreation Hall, 16614 S. Clark Ave., Bellflower.

The first instructor's course of the season will be conducted Tuesday and Thursday evenings, 7 to 10 p.m., starting Nov. 5, at the Red Cross Chapter, 319 W. Broadway, with Charles Walters, instructor. Students must be 18 or older with an advanced First Aid certificate acquired within the last three years.



GEORGE GOLAND... Modern Paul Bunyan

PACIFIC CHRISTIAN COLLEGE

AABC Grants Accreditation

Pacific Christian College of the National Education Association, Long Beach has been granted formal accreditation by the Accrediting Association of Bible Colleges.

The association, which accredits professional undergraduate and religious colleges, is a member of the American Council of Education and is recognized by the U.S. Department of Health, Education and Welfare and

Sierra Club to Meet

Orange County Chapter of the Sierra Club will meet Tuesday in the Spurgeon Room of the Santa Ana Public Library to view color slides taken by Bill Hawkins on his trip to Japan.

facilities of the First Christian Church.

The coeducational college, located at 4835 E. Anaheim St., prepares students who plan to enter Christian careers, such as the ministry, as well as those who desire a Christian education in the fundamentals of the faith, church history and related subjects.

The college has many students who also are attending Long Beach state or city colleges to take liberal arts courses.

IT WAS chartered in 1928 in Los Angeles under the name of Pacific Bible Seminary. Classes were started the following year, and in 1930 the school moved to Long Beach where it used the

number 173 and represents

Following the 1933 earthquake it moved to rented quarters at 16th and Linden streets and in 1940 constructed the first unit of its present campus. The name was changed to Pacific Christian College in 1962.

Four buildings have been constructed since then, including the Horst Memorial Library, completed in 1963. Five other buildings have been acquired.

DR. KENNETH A. Stuart, president of the college since 1954, said that plans are being completed for the construction of a men's dormitory. The present study body

10 states and three foreign countries.

The college engages in strong athletic competition and has an active alumni association. It sponsors the Pacific Christian Convention annually in Long Beach which will be held this year on Nov. 6, 7 and 8 and is expected to attract 2,500 delegates.

Woman in Man's World, Topic

Mrs. Nell Gabler, commercial placement supervisor, State Employment Service office here, will speak on "A Woman in a Man's World," at the Chamber of Commerce Community Forum at 7:15 a.m. Wednesday at the Crown Cafeteria.

EDITORIAL

Rocky-Barry Battle Healthy for Republicans

CLEARLY GOV. Rockefeller of New York does not intend to run away and hide just because public opinion polls show Sen. Goldwater to be the heavy favorite at this time for the Republican presidential nomination.

Aware of the shifting sands of political fortune, Rockefeller continues to tour the country and deliver speeches; nor does he blanch at the thought of invading such active Goldwater territory as Southern California. The New York governor possesses a combination of tenacity and equanimity which will serve him well in his struggles with the vigorous Arizona Senator.

★ ★ ★

ROCKEFELLER IS REFUTING the contention that his nomination would give the voters no clear-cut alternative to President Kennedy. Although the differences of thought between Kennedy and Goldwater are sharper, the differences between Kennedy and Rockefeller are significant, especially in the field of domestic economic policy. Here, Rockefeller has inherited some of his famous grandfather's instincts for frugality.

Both Rockefeller and Goldwater differ with President Kennedy in certain areas of foreign policy, and yet the two Republicans are at variance with one another on certain foreign policy issues. Witness their contrasting positions on the United Nations, of which Rockefeller is a strong supporter but in which Goldwater has small confidence. On the issues of civil rights they are not even close.

The battle between Rockefeller and Goldwater is one of the healthiest things to happen to the Republican party in a long time. Contrary to the belief of some partisans, intraparty debate does not necessarily hurt the party's chances against the opposition. It lets off tension and bitterness the way a steam valve lets off excess pressure, and it directs public attention to the personalities of the party and their thinking on public issues. If not carried too far, a fight within the party is stimulating rather than harmful.

Perhaps Rockefeller and Goldwater will see fit to focus even more attention on the party by entering the presidential primaries in California. It would be in the finest democratic tradition for the top candidates to collide here and let the voters of a major state express their sentiments. The voters get little enough chance to influence the decisions of national political conventions.

★ ★ ★

TO SOME CYNICAL political observers the outcome of the Rockefeller-Goldwater conflict might seem academic, since it is highly unlikely that President Kennedy, having all the advantages that go with incumbency, can lose in 1964.

However, if the Republican party is to emerge as a vital and contending force in subsequent elections, it must maintain a strong circulation and exercise its muscles. From this point of view, Goldwater and Rockefeller in their fight for leadership of the GOP serve a most useful and worthy purpose, regardless of what may happen to them personally.

DAVID LAWRENCE

Next--a 'March' on President Kennedy?

WASHINGTON—Maybe there will have to be another "March on Washington," and this time the demonstration may have to be directed to President Kennedy himself.

For the Reverend Dr. Martin Luther King Jr., hero of the last "March" and perhaps the most prominent of the Negro integration leaders, feels that Mr. Kennedy has "retreated" on the proposed "civil rights" legislation. Dr. King has just said in a public speech that "no President can be great or even fit for office if he attempts to accommodate political expediency with human rights."

This criticism came as a result of the efforts of the President and the Attorney General to obtain a "civil rights" bill which would get through both houses of Congress. Dr. King accused the administration of using "bad tactics" and said that, "if you start with a weak bill, and then get it watered down," it could become "a nothing bill."

The President, however, is much more familiar with what goes on behind the scenes in Congress than is Dr. King. Having been a member of the House as well as the Senate, Mr. Kennedy

is acquainted with the many difficult barriers that arise through ordinary parliamentary procedures, and these can block the passage of legislation. He feels that, if there is an opportunity to obtain later a separate bill that is stronger, he could always give his support to it.

THE NATION is witnessing at the moment one of the unfortunate political results of the numerous "marches" and demonstrations throughout the country which, instead of helping the Negro cause, have made it even more difficult than before to get results in Congress. This is because the Negro leaders themselves are not united and one set of politicians here is not sure which bill will get them the most Negro votes at the polls, while another set of congressmen see ways of mobilizing votes of resentment. For a good deal of opposition has been created among businesses to be affected by the proposed law.

There are fundamental differences between what is being called a "strong" bill and a "weak" bill. Thus, the President would be content with a bill which provided safeguards for the right to vote, the speed-up of public-school desegregation, and the banning of discrimination in "public accommodations" and in programs which the federal govern-

ment itself operates.

Extremists, on the other hand, take the position that the bill on "public accommodations" should be aimed not merely at hotels and motels, restaurants, lunch counters, retail stores, gasoline stations and places of entertainment, but also at any business operating under state or city "authorization, permission or license."

It was this sweeping provision which members of the House Committee of the Judiciary were ready to champion. It caused dismay in the ranks of the administration because of a fear that such a clause would arouse nationwide opposition since it could be applied to private schools, social clubs, law firms, insurance companies and apartment houses.

THE SO-CALLED "strong" bill also included an authorization for the Attorney General to intervene by means of an injunction suit wherever there was any claim of denial of rights, privileges or immunities secured by the Constitution or laws of the United States. It has been felt by critics of this particular provision that such a law would open the way to legal controversies on freedom of the press and freedom of worship and a host of other questions where Congress hitherto has not delegated any such broad

power to the Department of Justice.

As soon as it became evident that the bill was of an extreme nature, some of the members of Congress who do not want to see any legislation at all passed seized the opportunity to help get the "strong" bill out of the House committee and on to the floor, where it might readily be drafted and no substitute enacted at this session of Congress.

Being practical politicians, the President and the Attorney General are anxious to get some "civil rights" legislation passed right away. They would like to avoid a lengthy controversy in Congress during 1964 as the presidential campaign approaches. If they could succeed in having enacted the first comprehensive "civil rights" legislation passed by Congress in more than 100 years, they would

be satisfied. The administration, of course, is following a normal and natural course in politics. Many of the Negro leaders, on the other hand, have gotten an exaggerated impression of what the "March on Washington" really meant in a political sense and are insisting on an "all or nothing" procedure.

THERE ARE, moreover, some Republicans in Congress who are quick to take advantage of this situation and who will not only help to get the bills out of committee but will vote for them on the floor because they wish to put their Democratic opponents in a hole and go before the Negro voters in the populous states as having championed a really strong "civil rights" measure. The whole controversy is characteristic of the game of politics.

DREW PEARSON

Industries Develop Patents at Expense of U.S. Taxpayer

WASHINGTON—It's been lost in the headlines over taxes and civil rights, but a quiet move which could save the taxpayers a good many millions has been launched by Reps. Carl Elliott, (D-Ala.), and Wright Patman, the Texarkana Democratic trust-buster. They want to break up the patent cabal fostered by the Defense Department.

A total of 25 big corporations are getting 78 per cent of the research and experimental work for the Defense Department, according to Patman. This is not only a \$7.7 billion piece of gravy, but Patman points out that the giants of industry are able to keep the patents developed with the taxpayers' money.

"These patents are piling up by the tens of thousands," Patman warned the House Rules Committee recently.

"The research grants are made for all kinds of industrial product and process improvements, and these improvements have civilian uses just as much or more so than military uses," warned the Congressman from Texas. "There is no expectation that the corporations will repay the funds."

Alabama Congressman Elliott is now launching a probe of Defense Department spending on research and development. He will check on what General Dynamics, with \$508 million in federal research contracts, is doing with its patents; also Lockheed with \$500 million of research money; Boeing with \$497 million; North American Aviation with \$401 million, and General Electric with \$383 million.

Other corporations at the top of the preferred list include Martin-Marietta, \$333 million; Western Electric, \$268 million; Aerojet General, \$202 million; Douglas Aircraft, \$181 million; Sperry Rand, \$153 million; International Telegraph and Telephone, \$140 million; Pan-Am World Aviation, \$107 million; Hercules Powder, \$103 million; RCA, \$101 million, and Shikoku Chemical, \$92 million.

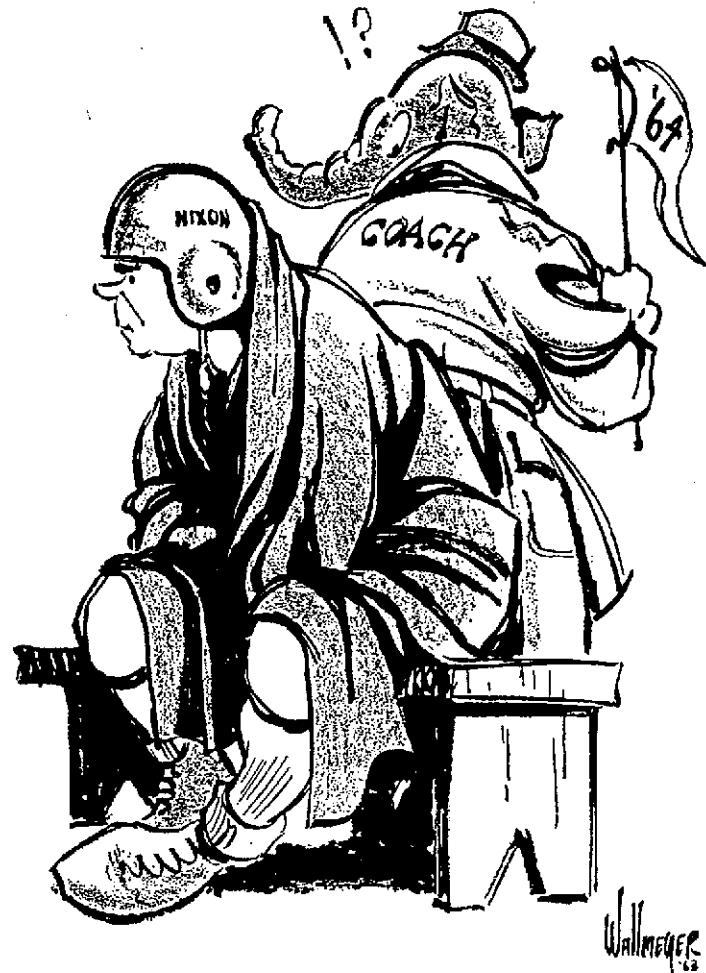
THE LAWYERS of California really turned out to welcome Chief Justice Earl

Warren, former Governor of California, at the recent Warren homecoming week.

When Warren ran for governor the last time he rolled up a margin of one million votes which would indicate that he is not without some popularity in his home state. However, he appeared even more popular as Chief Justice, even though the John Birchites did picket him.

Among other things, Warren attended ground-breaking for a new law building at the University of California at Berkeley, called the "Earl Warren Legal Center." There are now so many Earl Warren buildings that Warren's grandchildren probably will get confused.

There was a time when his son, Earl Warren Jr., was a bit independent and preferred to be called by his nickname. He has now got over that, and when his own son was born he telephoned his father in Washington to say that he had named him Earl Warren, III.



Rocky's Hope: Issues Debate Will Show Barry's Extremity

I, P-T Political Editor

ROCKY'S GRANDPA, John D. Rockefeller, was on his knees behind his desk when an associate entered the office. "I'm looking for a dime I dropped," he answered when asked about it.

The associate told him, in effect, "Forget it." Whereupon John D. responded in some heat, "Forget it? Don't you realize that a dime is 5 per cent interest on \$2 for a whole year?"

Rocky told the tale in Los Angeles last week to demonstrate his own approach to fiscal integrity in his handling of New York State affairs.



ROCKEFELLER

running fast." Interestingly, Rocky had some good words for Nixon: "He's a very able Republican and has taken some very sound positions."

ROCKY TOOK exception to a reporter's reference to him and Barry as enemies. "We're good friends," Rocky said. But apparently the political friendship ceases right at the edge of the platform.

This was best illustrated by Rocky's claim that the right-to-work issue is a hot one which the Republican party cannot be "ambivalent" about. This could have been almost an echo of Richard Nixon's appraisal earlier this month when he told U. S. News and World Report that Ohio was no cinch for Goldwater because the late Bob Taft had a labor position more to the center than Goldwater's, adding:

"Right-to-work killed (U. S. Sen.) Bricker in '58, and it killed Knowland in California in 1958, which is the reason I say that this issue is the one that I would imagine Kennedy's labor-union supporters will hit Goldwater over the head with."

THE POLITICAL burden of right-to-work is no longer political theory, said Rockefeller, it's a matter of major political significance.

The Governor brusquely denied a reporter's suggestion that he had engineered Nixon's entry into a law firm which the Rockefeller control in order to use him in a stop-Goldwater effort. "I had never heard of the law firm before," Rocky asserted. The idea he would use Nixon to stop Goldwater is a complete fabrication, he said.

Rockefeller also refused to reveal the nature of the advice he had given President Kennedy, at Kennedy's request, on the Bay of Pigs invasion of Cuba. "It would not be in the interest of a solution of the matter," he said, "and the situation which existed then is now gone."

MAIN BASIS of his confident remarks after leaving California seemed to be that, while Goldwater leads the polls, it's because of the response of many Americans in their worry over the future of this nation and of the future of freedom. He implied that once the major issues are debated or fully discussed, the stands embraced by Goldwater will be rejected as extreme and, in fact, policies which Goldwater, as president, would not have the power to effect.

SOME OTHER items from the cutting room floor after Rocky's appearance:

Asked if he had any second thoughts about his remarriage in view of his popularity slump in the polls, he gave his most emphatic answer of the day, "I certainly do not!"

Most obvious other single irritant to the Governor was the picket lines of Barry Goldwater partisans, some of whom carried such signs as "Rocky, go home." "This is Goldwater country," and "You're not welcome."

My attack on the radical right has been called divisive, said Rocky, but it seems to me these picket lines are divisive. And it's been going on for about two years through his tours in 30 states, he said. Goldwater told him he couldn't control these people but, said Rocky, "I would take some action" if similar discourtesies were aimed at Goldwater in New York.

Los Angeles visits of New York Sen. Jacob Javits and Oregon Gov. Mark Hatfield were coincidental with the Rockefeller visit, he said.

Former Vice President Richard M. Nixon became a topic. "I consider him a candidate," Rocky said flatly. Hatfield seconded the nomination: "He's on the track and

Public Forum

**Hits Harassing
of Engle Family**

EDITOR: Thank you for your very fine editorial page on Oct. 14. This is one of the best editorial pages I have seen in quite some time. Your editorial "The Big Thaw" and "Lessons of Defeat" were excellent. Public Forum was also very good.

I agree with Walter Ridgway on Mr. Vallachi. I'm delighted to see you have David Lawrence, John S. Knight and Virginia Kelly. Excellent!

I am in complete agreement with Miss Kelly's sentiment on Sen. Clair Engle and his wife. The harassment of the Engles is a disgrace. But, why the shock? Isn't this about what one would expect of Pat Brown? **MRS. MURIEL A. BURNETT** 147 E. Scott St.

**Thank You for
A Quick Siren**

EDITOR: I would like to publicly thank the sheriff's department, rescue squad, fire department, and the ambulance service for the prompt, efficient and courteous manner in which they handled a hysterical mother's plea for help.

Sunday, Oct. 20 at 10 p.m. my 18-year-old son suddenly became numb and had difficulty breathing; not knowing exactly what to do first, I called the sheriff's department. Before I had hung up the receiver, I could hear the siren of the rescue squad coming to our aid.

This was our first experience with an emergency of this kind, and my husband and I are very grateful for this highly capable public service, available any day, any time.

Hats off to our wonderful sheriff's department! **PATRICIA L. ANDAHL** 9631 Glandon St., Bellflower

**Opposes Prayer
Amendment**

EDITOR: I see by a recent edition that Mrs. Nelson has already sent out 15,000 petitions to ask for a change in our Constitution to "permit nondenominational prayers in public school."

Why is Mrs. Nelson going to so much trouble and ex-

pense? Is she single-handedly taking on the religious training of all the children in this country for the present and future? Why? Does she think that the parents all over this nation are not capable of training their children without her efforts and the efforts of the so-called California Christian Citizens?

What is the object? I have yet to hear one logical reason for prayers in our public schools.

"PERMITTING" prayers in public schools will have the effect of giving a local school board the right to institute prayers of their own selection at any time they wish. Perhaps they will state to the students that those who do not wish to participate may leave the room. We know that none of the students will wish to appear conspicuous and will therefore not leave the

room, but will participate against the wishes of their parents and their own wishes. This will be participation by compulsion because of the desire to conform, and certainly unethical.

This sort of thing has never been done in this country as regards religion, and amending the Constitution would have this exact effect.

MRS. HARRIET HAYS 2669 La Vere Dr.

**Mme. Nhu's Sin:
She Against Reds**

EDITOR: In this era of Harvard Socialism Mme. Nhu like our other allies Chiang-Kai-shek, Batista, Trujillo, Salazar, and Franco is guilty of the unpardonable sin: she is anti-Communist.

D. SPIVEY 217 W. San Antonio Dr.

CAPITAL CAPERS

Nobody Is Too Coo-koo to Meet

I, P-T Washington Bureau

WASHINGTON—Allen W. Dulles, former Director of the Central Intelligence Agency, was reminiscing about his rather full life recently. He said early in his career as an intelligence officer he learned one important lesson. He recalled that in 1917 he was stationed as a young foreign service officer in Bern, Switzerland. One Sunday afternoon, he received an invitation to have tea at a friend's house to meet what was described as an "interesting but slightly coo-koo young man." Dulles declined saying he had a date to play tennis. For the rest of his life Dulles regretted his decision. The "interesting but slightly coo-koo young man" was Lenin and a couple of weeks later he left Switzerland for Russia to direct the Bolshevik revolution.

"After that experience," said Dulles, "I never turned down an invitation to meet anyone. I wasted an awful lot of time meeting a lot of crazy people, but in this intelligence game, you just never know."

WASHINGTON IS LOSING one of its most popular diplomats. Habib Bourguiba, son of the current President of Tunisia, is departing in order to become mayor of the city of Tunis. Things being the way they are in Tunisia it looks very much as if poppa is grooming his son for high, if not the highest, Tunisian office. Young Bourguiba has had plenty of international experience. Quite obviously he is now learning the Tunisian domestic scene from the bottom up. Keep an eye on him in the future.

WHEN ASKED RECENTLY whether he could control his wife, the Vietnamese strong man, Ngo Dinh Nhu, replied: "No. It's the same here as in any other part of the world." President Kennedy must sometimes sigh and think the same. Mrs. Kennedy was recently able to spend a couple of weeks traveling around the Greek islands on the yacht of Aristotle Onassis and to make a three or four day state visit to Morocco. However, the other day she couldn't even come downstairs in the White House for a lunch with the Bolivian President despite the administration's emphasis on Latin-American relations.

INDEPENDENT - Press-Telegram

Herman H. Ridder	Publisher
Daniel H. Ridder	Co-Publisher
Harold M. Hines	Assistant to Publisher
Samuel C. Cameron	General Manager
Malcolm Epley	Executive Editor
Miles E. Sines	Managing Editor
L. A. Collins Sr.	Editorial Columnist
Everett Hoeking	Sunday Editor
Harry Karna	Editor Editorial Page

Comic Advertisement Representative:
Metropolitan Sunday Newspapers, Inc.
Member: Audit Bureau of Circulations
National Representative: Sawyer-Ferguson-Walker Co.

Civil Rights: How Far Will Congress Go?

By HARRY SHARPE
United Press International

President Kennedy had to go to bat last week to try and keep members of his own party from supporting a stronger civil rights bill than he thinks Congress would pass.

It was an unusual situation, centered in the House Judiciary Committee where the legislation was being drafted.

The President wants a strong bill to take into the election year, but not one so tough that Congress would axe it out of hand. He prefers half a loaf now, rather than no loaf. But liberal Democrats and some Northern Democrats on the committee pressed for the whole-hog approach — a measure so all-encompassing that House and Senate alike would kill it automatically.

They gave no hint of

surrender, but Judiciary Committee Chairman Emanuel Celler, D-N. Y., was persuaded to delay final action until Tuesday to allow time to woo their votes. Celler said meantime that he would try to draft a substitute that would have the blessing of both Democratic and Republican leaders who discussed the situation with the President.

House Republican Leader Charles A. Halleck, Ind., indicated he would intervene to help Kennedy, but said he did not intend "to twist any arms." Both he and Senate GOP Leader Everett M. Dirksen, Ill., still had doubts that the measure would pass this year, even though the White House has given it top priority.

ON THE political front, New York Gov. Nelson A. Rockefeller, potential GOP presidential candidate, turned his main fire on conservative Sen. Barry Goldwater of Arizona whom highly placed Republicans regard as front-runner for the nomination.

Rockefeller told a San Francisco audience that if elected, Goldwater would pull the United States out of the United Nations. He cited statements Goldwater has made. He also renewed his challenge to Goldwater to debate pressing issues—a bid Goldwater has rebuffed on grounds Republicans should not quarrel but should unite for the common purpose of unseating President Kennedy.

Goldwater told Hartford, Conn., newsmen that he would withdraw from the U. N. "under circumstances . . . if Red China is let in, we should get out." The General Assembly had rejected again Red China's bid for membership, presented by Albania.

REPUBLICAN National Chairman William E. Miller heatedly denied published reports that he and the national committee were



—Associated Press Wirephoto

RETURNS TO WORK

Pola Negri, 66, one of the queens of silent movies, tries to make friends with a cheetah which will appear in movie in which she will star. Miss Negri last week in London announced she is starting work on "The Moonspinners," a Walt Disney film.

prejudiced in favor of Goldwater. He said he would be glad to step aside if there was anybody who could do a better committee job for the party as a whole.

GOP analysts now envision a nominating convention in which Goldwater could win on the first ballot if he beat Rockefeller in a series of preference primaries next spring. But they also conceded that balking favorite son delegations could force nomination of a compromise candidate. Former Vice President Richard M. Nixon is regarded by some as a deadlock choice.

AFL-CIO leaders said they want Goldwater nominated — not because they love and admire him, but in the belief that his labor views would solidify trade union support for Kennedy's re-election. Goldwater favors right-to-work laws, which Rockefeller also wants to debate.

THE PROBLEMS of

Cuban Communist Premier Fidel Castro multiplied in the wake of Hurricane Flora, which knocked the props from under the island's shaky economy and killed at least 1,000 persons. Castro faced a staggering rebuilding job and asked the United States to lift its crippling economic blockade immediately.

In the same breath he shouted that "We don't want Yankee imperialism." He previously had rejected help for the distressed Cuban people offered by the American Red Cross.

On the heels of Castro's bombast, Cuban jet fighters strafed an American-owned freighter in international waters. The State Department denounced the incident as unprovoked and flatly rejected Castro's blockade request.

Ships blacklisted by the United States for engaging in trade with Cuba now total 187 — 56 of them British.

SOVIET negotiators arrived in Washington to close a deal for \$250 million of surplus U.S. wheat for bread-short Russia, but balked at high American shipping charges. The President had agreed to the sale after consultations with his advisers and congressional leaders.

American negotiators thought the shipping obstacle could be overcome. Meanwhile, the Commerce Department approved sale of two million bushels of yellow corn to Communist Hungary for \$3,337,560. Corn does not come under the same law that restricts Iron Curtain wheat sales.

The President, in a massive assault on trade barriers, said the United States would willingly cut tariffs on about 87 percent of its imports if other nations in the General Agreement on Tariffs and Trade would do likewise.

IN NEW YORK, a special federal grand jury was convened to investigate recent selective increases in steel prices. Neither the White House, the Justice Department nor steel leaders would talk about the inquiry. Kennedy recently said he was watching price developments in steel and other industries closely, obviously in preparation to check any inflationary trend.

The snail-like pace of Congress quickened a bit when the Senate passed a \$1.9 billion construction-aid bill for the nation's 2,000 public, private and church-connected colleges and universities. The House already had passed a \$1.2 billion version.

The President signed into law his much-cherished \$355 million bill to combat mental retardation through improved maternal and infant care. Awaiting his signature this week is a bill to attack both retardation and mental illness.

ON OTHER news fronts, U.S. Air Force planes wound up "Operation Big

Life" in 63 hours, transporting an entire division of 14,500 fully-equipped troops from Texas to West Germany without misadventure.

The maneuver demonstrated how swiftly troops could be rushed to potential trouble spots. Moscow called it "a provocative demonstration aimed at aggravating international tensions."

In Dallas, Texas, United Nations Ambassador Adlai E. Stevenson had to fight his way through a right-wing mob that cursed, booed, pushed and spat on him after a United Nations Day speech in which he drew standing ovations. A woman rapped him on the head with an anti-U.N. placard. Police arrested a university student. A heck-

ler forcibly was removed from the audience. Jack Goren, head of Dallas U.N. association, blamed John Birchers and followers of former Maj. Gen. Edwin Walker. He said they "had disgraced Dallas and the good manners of Texans and Americans."

A BOMB scare aboard the liner Rotterdam temporarily held up the departure from New York of Yugoslav President Tito who wound up a not-too-happy visit to the White House and New York.

American-Serbian pickets were on hand almost everywhere he went branding him "murderer" or "pig". His Washington reception was tempered by the fact that he has one foot in the Communist camp.

FOREIGN PRESS VIEW

USAF Operation Big Lift Catches Europe's Interest

U. S. policy in Europe and Latin America came under editorial scrutiny last week in European newspapers with Operation Big Lift and the threat of reduced U. S. forces abroad catching the interest of Lisbon and Copenhagen writers.

The Lisbon evening newspaper DIARIO DE LISBOA said the ferrying of 16,000 U. S. soldiers from Texas to Germany was a prologue to revision of the present deployment of U. S. troops in Europe.

The "technically impressive feat" supported the U. S. contention its troops do not have to be stationed in Europe to be available on short notice.

POLITIKEN of Copenhagen said Big Lift showed the large force was available on short notice. It warned the Russians and assured Germany and France and it provided a base for arguments on reducing units abroad with an eye to cutting expenditures outside the United States.

Franco-German relations worsen every day because of President Kennedy's attitude toward President Charles de Gaulle and his plans for France and Europe, the French weekly political journal OBSERVATEUR said.

NEUES OESTERREICH said in Vienna that Washington looks with favor on the new German chancellor, Ludwig Erhard, "chiefly as a champion of free enterprise."

The liberal morning newspaper NYA TIDNING of Uppsala, Sweden, described U. S. policy under the headline: "Latin American Nasserism."

"The U. S. reaction on military coups in Latin America has so far been hesitant and indulgent. Concerning Argentina and Peru the United States first chose to break off relations and suspend all aid, but after some time everything went back to the old order."

"The political backward steps on the continent have for the time being put the program of the Alliance for Progress out of effect."

"Its results up to now are utterly modest in the economic field. In the political field, the results are doubtlessly hard to find."

And in Stockholm, the respected DAGENS NYHETER looked back on 1st year's Cuban crisis and said it was clear at this distance the United States is not ready to retreat before the Soviets.

The Antwerp, Belgium, GAZET VAN ANTWERPEN said the United States has gained gold, reduced surplus wheat, and added a new gesture to reducing world tension through wheat sales to the U.S.S.R.

DR. BEAUCHAMP PLAYS

with ALL THE CREDIT YOU NEED!

Start Paying AFTER DEC. 14th

New Dentures In One Day

Come in before 11 A.M. any day except Saturday (office closes at 1 o'clock Saturday). Plates delivered same day.

NO MONEY DOWN!

Dr. Beauchamp's Easy Credit Terms

AND very low prices. MAKE modern dentures available to everyone. Make your first small payment after Dec. 14th, then take as long as 2 years to pay on approval of credit. You can make your own credit terms. Any reasonable offer is accepted. We welcome your credit account. When you are quoted a low price that low price is exactly what you pay.

All Credit is Strictly Confidential

And handled by us . . . no finance company or bank to deal with. NO DELAY - NO RED TAPE - WORK STARTS IMMEDIATELY - USE YOUR CREDIT

PLATE WORK • FILLINGS • CROWNS

INLAYS • EXTRACTIONS • REPAIRS

PENSIONERS WELCOME

DR. BEAUCHAMP

PHYSICIAN - DENTIST - CHIRO

438 PINE AVE.

FREE PARKING — GROUND FLOOR LOCATION

HE 5-0240

LAST 4 DAYS

MAY CO MIGHTY 9 WINNER

FALL SALE



MAY CO CALIFORNIA
LAKEWOOD | SOUTH BAY | BUENA PARK



'DADDY'S BACK' ... and 3,000 relatives and friends gathered Saturday morning in Long Beach Harbor to make the homecoming a joyous reunion as the USS Princeton returned from a nine-month tour of the Pacific.

FOG DELAYS HOMING CARRIER

3,000 Relatives Hail USS Princeton Crew

By CHARLES SUTTON

A stubborn, soupy fog caused an hour-and-a-half delay in the arrival here Saturday of the USS Princeton, spoiling an otherwise perfect homecoming for the 1,200-man crew of the big flattop.

But no one seemed to mind much—least of all the 3,000 relatives and friends who gathered on Pier E in Long Beach Harbor to greet the arriving servicemen, just back from a nine-month tour of duty in the Pacific.

"What's ninety minutes when you've already waited nine months?" asked a pretty young woman as she scanned the fog-shrouded horizon for a first glimpse of the gray lady.

SCHEDULED to dock at 9:30 a.m., the Princeton finally put in at 11 o'clock. Several minutes later, the crowd was scrambling up her gangplanks.

First aboard was Mrs. Jacqueline Boyum, whose husband, Capt. J. H. Boyum, commands the 18-year-old carrier.

She was followed by her daughter, Mimi, 19, her two sons, Mike, 17, and Bill, 12, and her niece Lorraine Van Meter, 20.

The 888-foot flattop, designated an amphibious assault carrier by the Navy, left Long Beach last February for an extended tour of the Western Pacific.

She carries a complement of 400 Marines as part of her crew and is employed by the Navy for a novel form of amphibious warfare



REUNION
On the Pier

known as "vertical envelopment."

As the Navy explains, the term applies to a system of landing Marines on enemy-held beaches in carrier-based helicopters.

It puts the enemy in a rather uncertain position, since he never can be sure

whether the mobile troops will land behind him, in front of him or to the side.

The Princeton operated mostly from Subic Bay in the Philippine Islands the last time out. Now that she's back, she's due for an extended rest—something like four or five months—and some repairs in dry dock, a Navy spokesman said.

Among those on hand to greet her Saturday were Mrs. Alice Turner and her two children, Herbert, 10, and Teresa, 6.

The Turners, of 1043 Channel St., San Pedro, were among the earliest to arrive at the dock, getting there at 8 a.m.

BUT THEY almost didn't make it, said Mrs. Turner, whose husband, Herbert, 31, is a Marine staff sergeant.

"We nearly hit another car on our way here in the fog," she explained. "The kids got quite a fright, but none of us was hurt, thank goodness!"

Mrs. Turner was all "butterflies" as she waited for the big ship to moor.

"We haven't slept in a week, we've been so excited," she said. "Teresa's so anxious to see her daddy her hands are cold."

Teresa's hands may have been cold, but her heart warmed to the sight of her father a short time later.

And that's the way it was for most of the others who met their fathers or sons or husbands Saturday. Heartwarming!

New Job Office for L.B.

I.P.T. Sacramento Bureau

SACRAMENTO—California employment service hopes to open its new \$200,000 Long Beach office at 1350 Locust Ave. by mid-1964.

Officials have recommended a \$2,900-a-month lease deal for a new building on Locust Avenue—based on a bid offer of owners Mr. and Mrs. Russell F. Dansby, of 426 Monrovia Ave., Long Beach.

Construction go-ahead now awaits approval of the lease deal by the State Finance Department and the U. S. Labor Department. Long Beach's existing California Employment Department Building at 1313 Pine Ave. will continue to house auditing, disability, unemployment insurance and casual labor offices.

MAY CO CALIFORNIA



SALE!
LAST
11 DAYS!

Have Your Child's
Photograph Taken
Now for Christmas
giving... before the
rush begins

ANY SIZE...
ANY FINISH

1/2
PRICE

Have the beautifully posed
and lighted professional
portrait you've always
wanted, at half the price
you'd usually pay. FOR
EXAMPLE: three 5x7"
photographs, reg. \$18.00,
now only \$9.

Photograph Studio Floor

Telephone
ME 3-0111

our PARIS CURL CUT

2.50

Pin curls were never like this... the curl is actually cut in to stay, with the expertise of our scissor wizards. And our pretty Paris Permanent lets you keep it that way. Plan to come in for a Paris Curl Permanent, with cut, 9.90.

Just say "Charge it"

Call today for an appointment:
phone ME 3-0111,
may co. beauty salon.



MAY CO CALIFORNIA
LAKEWOOD | SOUTH BAY | BUENA PARK

PRESCRIPTION FOR CHARM INTRODUCED EXCLUSIVELY AT THE MAY CO.



SILKEN FLATTERY FOR YOUR FACE... CAMOU- FLEUR, BY PRESCRIP- TIONS FOR CHARM

Concealing those little skin imperfections is usually a big problem. But not with Camoufleur. This fluid foundation, one of the 5 dramatic new Prescriptions for Charm cosmetics, gives better cover than any make-up you've ever known. It is fortified with B.C.F.A., which takes it into your skin, creating a silken-textured "veil" of quiet loveliness. Five shades... come in today for the one that's perfect for you... let Camoufleur help to make the beautiful difference in you. Camoufleur, 1.75

plus 10% Fed. tax



ENJOY A 'FACE-LIFT' WITH PRE- SCRIPTIONS FOR CHARM FACIAL UNCTION DAY

We call this amazing new beauty preparation a "face lift while you dress", and here's why. After 25 years, the basic skin factor, which attracts and holds moisture in the skin cells, diminishes. Now this essential element, which we call B.C.F.A., has been synthesized, and can be coaxed into the skin in wonderful Facial Uction Day. Work it into your face before you dress in the morning... each drop brings water into and under wrinkles, lines, sags, hollows. Contours seem lifted... you look younger and fresher. Start this very day to use it... watch it make a beautiful difference in you! 3.00

plus 10% Fed. tax

MISS PIERCE PRESCRIPTION CHARM REPRESENTATIVE

will be in the May Co.'s Cosmetic department Monday, Oct. 28th through Friday, Nov. 1st at the Valley Store to assist in solving individual skin problems.



SCIENCE INDUCES WATER INTO THIRSTY SKINS, SO FADING BEAUTY GETS A SECOND CHANCE

You've probably tried dozens of other cosmetics in your search for a lovelier you... but when you use PFC, you have an exciting and rewarding experience in store. They are based on a wonderful new break-through by cosmetic scientists, embodying a new type of beauty fluids using synthetic skin elements never before available in cosmetics. In every one of these 5 luxurious preparations, there's the promise of a new look of beauty for every woman. Start your PFC beauty care today... then prepare to be delighted with the beautiful difference in you. For your night-time beauty routine:

SKIN CLEANSER DEEP, a remarkable pore-deep cleansing formula, which offers sensitive skin the vibrant glow of thoroughly clean tissue without a whisper of irritation. 2.50

FACIAL UCTION NIGHT, seems to take deep residence in your skin on contact. It's richly based with precious oil of mink, and fortified with linoleate esters. Use it... then enjoy real "beauty sleep." 4.50

* prices plus 10% Fed. tax



PAMPER YOURSELF WITH PRE- SCRIPTIONS FOR CHARM SKIN UNCTION HANDS AND BODY

After your bath... when your skin is weather-roughened, detergent-roughened... any time when you want your skin to feel caressingly soft, smooth on Skin Uction Hands and Body. It contains linoleate esters for softening, organosilicon oxides for protection. Lovely extra: its subtle floral scent! Use it just one of five Prescriptions for Charm, dramatic new cosmetics that make a beautiful difference in you! Come in, see them, try them. Skin Uction Hands and Body (a generous-size bottle!) 3.00

plus 10% Fed. tax

YOUR FACE MIRRORS YOUR PERSON- ALITY

You are told that your inner confusions and frustrations show themselves in your face, as is often the case, the more highly charged and vital a woman you are, the more quickly does your face mirror your problems. Perhaps here is your golden opportunity to conquer at least one of the perplexities that are telling on you, and making you feel and show the years that you, as a woman, need not (indeed, should not) acknowledge. If claims and counter-claims in mixed-up cosmetic double talk have you confused, then please carefully consider the following facts: science has now released small quantities of some interesting new elements for your skin. Fine stores throughout the country have been selected to recommend unctions, using these discoveries... that are found in prescriptions for charm.

Accounting Jobs in Assessor's Office

I. P.T. Los Angeles Bureau

Men with accounting experience are being sought for 30 positions in the business division of the county assessor's office.

County Assessor Philip E. Watson said requirements for the posts, which pay a starting salary of \$608 monthly, include completion of 12 units of accounting in an accredited school, or state registration as a public accountant.

Also required, Watson said, is either seven months continuous accounting experience in connection with assessment work, or three year's accounting or auditing experience.

Deadline for filing for the positions is 5 p.m. Friday, Nov. 1. Applications can be made in Room 101, Long Beach County Building, 415 W. Ocean Blvd., or in the Civil Service office in the Hall of Administration, 222 N. Grand Ave., Los Angeles. Further information may be

No Ladies

After 8 P.M.

NEW DELHI (UPI)—Police have asked hotel owners here to inform their guests it is against the law to entertain lady visitors in their rooms after 8 p.m. The hotel owners have agreed.

A police official said the step was taken to stop call girl activities. Prostitution is unlawful in India.

HAPPY 75th BIRTHDAY
TO
LONG BEACH



READ THE TECHNOCRACY MAGAZINE

"A UNIQUE SOLUTION
TO A
UNIQUE PROBLEM"

TECHNOCRACY, INC.

R. D. 11832
P. O. BOX 16

SECTION 5
LYNWOOD, CALIF.

MAY CO CALIFORNIA

LAKEWOOD
8100 Lakewood Boulevard
phone: ME 3-0111

SOUTH BAY
4100 S. Bay Blvd.
phone: 870-2811

BUENA PARK
1600 N. Main St.
phone: 827-4000

Lakewood & South Bay shops open 10 a.m. to 6 p.m. Monday through Friday. Saturday 10 a.m. to 5:30 p.m. Buena Park shop 10 a.m. to 5:30 p.m. Monday through Friday. Saturday 10 a.m. to 5:30 p.m.

Death Notices

ENDERS—Dr. Arthur, 91, Rita G., 41, of 7600 E. Rosecrans Blvd., died Thursday. Surviving are wife, Lennie; daughter, Mrs. Ruth Anne Wimbush, two grandsons. Private service Monday, Holton and Son Mortuary. Family requests contributions to Crippled Childrens Foundation.

WHITE—Joseph Rudolph, 71, of 1434 Rose Ave., died Friday. Surviving is sister, Mrs. Mabel E. Mounce. Service Tuesday, 11 a.m. Mottel's Mortuary.

SMITH—George A., 87, of 330 Chestnut Ave., died Saturday. Surviving are wife, Rena May; son, Beaumont A. Services Monday, 1 p.m., Patterson & Snively Mortuary.

WALLACE—Mrs. Olive, 80, of 1025 St. Louis Ave., died Friday. Surviving are sisters, Mrs. Dorothy Cannon, Mrs. Annie Clark. Services Tuesday, 3:30 p.m. Patterson & Snively Mortuary.

HICKS—Marian N., 26, of 5954 Coke Ave., died Thursday. Surviving are husband, Robert H. Sr.; son, Robert H. Jr.; daughters, Elizabeth E., Constance M. Service Tuesday, 10 a.m. Dilday Family Funeral Directors.

BUCKMASTER—Maude S., 94, of 2219 Oregon Ave., died Saturday. Surviving are son, Nathaniel Jr.; daughters, Marian Buckmaster, Mrs. Constance Sinott, Mrs. Virginia Cooper. Private service Monday. Dilday Family Funeral Directors in charge.

WARD—Arthur B., 68, of 4426 E. Seventh St. died Saturday. Surviving are wife, Lucille M.; son, Charles W.; brothers, Frank W. Bert Ward; sister, Mrs. Jessie Nicholson. Service Monday, 2 p.m. Dilday Family Funeral Directors.

GIVEN—Sadie E., 83, of 534 Junipero Ave., died Saturday. Surviving is daughter, Miss Lois E. Services Monday, 3:30 p.m. Dilday Family Funeral Directors.

HACKETT—Harold H., 59, of 5573 E. Seaside Walk, died Saturday. Surviving are wife, Sadie; sister, Mrs. James P. Vogel. Private service at Dilday Family Directors. Family requests donations to Memorial Hospital Cancer Research.

ANGLESEY (Paramount) —

RAMIREZ (Artesia) — Ricardo, 6, of 11930 E. 168th St., died Friday. Surviving are parents, Mr. and Mrs. Frank A. Ramirez; sister, Patricia; brothers, Raymond, Arthur, Raul. Wake today, noon to 10 p.m., Artesia Mortuary Garden Chapel. Graveside service Monday, 10:30 a.m., Artesia Cemetery.

SOUZA (Cypress) — Mary, 76, of 9341 Grindlay St., died Friday. Surviving are daughters, Mrs. Mary Jaques, Mrs. Norma Silva, Mrs. Ala Mae Cardoza; five grandchildren, nine great grandchildren. Rosary Monday, 8 p.m., Artesia Mortuary Garden Chapel. Requiem Mass Tuesday, 9:30 a.m., St. Irenaeus Church.

McLAIN (Paramount) — Francis George, 56, of 16428 1/2 Bixler St., died Friday. Surviving are wife, Lauree; daughter, Mrs. Georgina Fullmer; son, Francis George Jr.; mother, Mrs. Edith McClain; sisters, Mrs. Genevieve Williams, Miss Loma; brothers, Henry L., James B.; six grandchildren. Service Monday, 11 a.m., Rosecrans Mortuary.

TINGLEY — Troy L., two months, of 6103 Eberle St., died Friday. Surviving are parents, Mr. and Mrs. Noah Tingley; sisters, Nancy L., Nola N.; brother, Norman A. Graveside service Monday, 11 a.m., Forest Lawn Memorial Park, Cypress.

NADEAU (Bellflower) — Bill, 52, of 9242 Park Ave., died Thursday. Surviving are wife, Leila; mother, Mrs. Mabel Carney; brothers, Bruce Delos. Service Monday, 1 p.m., Church of Our Fathers, Forest Lawn Memorial Park, Cypress.

THOMPSON — Elnora I., 80, of 6230 Lemon Ave., died Thursday. Surviving are daughters, Mrs. Ozena Fish, Mrs. Haru Rogers; brother, Charley Crosswhite; sisters, Mrs. Retta Cowle, Mrs. Jessie Damon, Mrs. Ardis Ostram; three grandchildren, five great-grandchildren. Services 10 a.m. Monday, Hunter Mortuary.

Rene Sebring Smith Final Rites Monday

Miss Rene Sebring Smith, an investment broker's representative, general secretary of the Long Beach Y.W.C.A. from 1924 until 1944, died Saturday at her home, 4430 Olive Ave.

Miss Smith was on the national staff of the Y.W.C.A. from 1944 to 1946 and was executive secretary for the late Congressman Clyde Doyle from 1946 to 1948. She later was active for 10 years as

Five Navy Vessels Off to Canada

Five ocean minesweepers of Pacific Mine Force will leave Monday for Canada to participate in an eight-day exercise with Canadian minesweepers.

The USS Engage, Fortify, Inflict, Impervious and Loyalty, all of Mine Division 71, will leave Long Beach to join four Royal Canadian Navy minesweepers at Esquimalt, Canada, for the exercises.

CANADIAN ships are from Canadian Mine Squadron 2, which visited Long Beach in August to participate in similar exercises off the Southern California coast.

The deployment to Canada is an annual operation for ships of the Pacific Mine Force, with Canadian ships paying a similar annual visit here.

Mine Division 71 is commanded by Lt. Cmdr. D. H. Cambell, of 32222 Seagraven Drive, Palos Verdes Peninsula.

The minesweepers are scheduled to depart from Pier 9 at 9 a.m.

Romania Signs Ban

VIENNA, Austria (AP) — Communist Romania has ratified the limited nuclear test-ban treaty of Moscow, radio Bucharest reported Saturday.

Miss Smith, a graduate of Miami University, Oxford, O., did graduate work at Columbia University and Union Theological Seminary. Until recently she was active in community and civic affairs. Survivors include her sisters, Mrs. Hallie Tague, Mrs. Ethel Stute and Mrs. Edna Ketenbrink; brothers Howard, Kenneth and Clifford Smith. Service will be in First Congregational Church at 3:30 p.m. Monday. Friends may call at Patterson & Snively Mortuary until 2 p.m. Monday. Burial will be in Indiana.

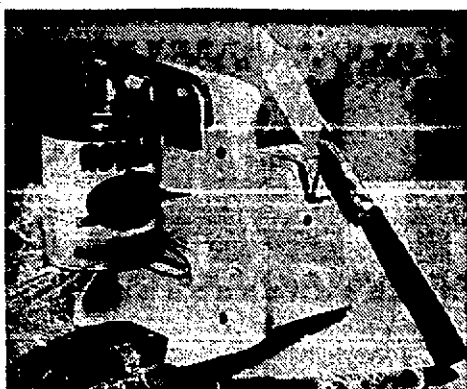


LEADS FROSH

David Whitmore, business education major of Palos Verdes Estates has been elected president of freshman class at Long Beach State College.

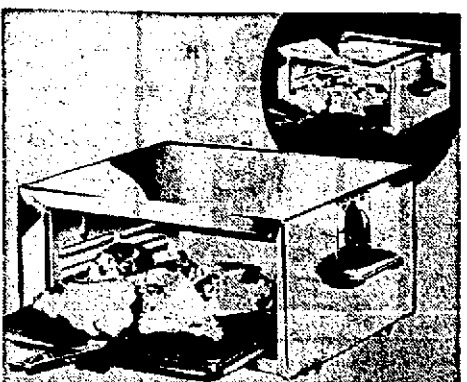
Walter Stolen

Karen E. Carlson, of 850 E. Carson St., told police a burglar rifled her wallet Saturday and took \$140 in cash when she went out of the house for a few minutes, leaving the door unlocked.



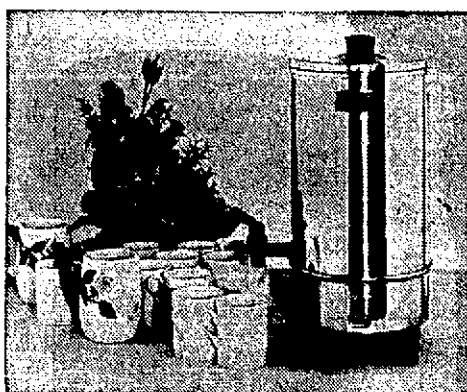
DURACREST ELECTRIC CAN OPENER & KNIFE SHARPENER 9.88

Opens every can easily and safely. Then sharpens all your knives to factory-fresh keenness. Ours exclusively too.



NEW SUNBURST PORTABLE BROILMASTER 9.88

Cook quickly and deliciously with Cal-Ray tubular heating element that seals in flavor and accurate 6-position Thermo Control.



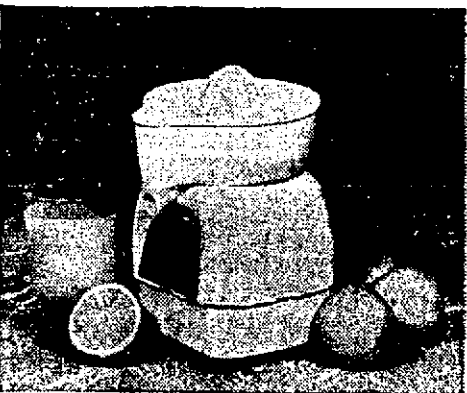
WEST BEND 12-30-CUP COFFEE URN 9.88

Perfect for the office, for party nights, family gatherings. Completely automatic, with a signal light for coffee ready.



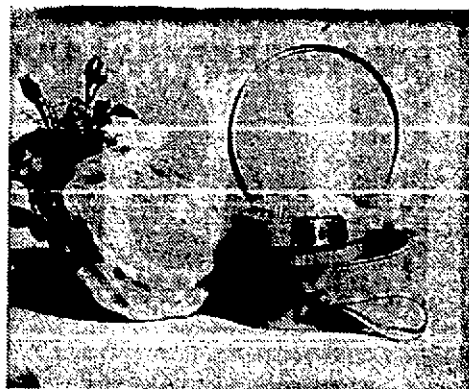
WESTINGHOUSE 2 TO 8 CUP AUTOMATIC PERCOLATOR 9.88

The percolator with the famed 'flavor control' for perfect results every time. Easy-pour, easy-clean open spout.



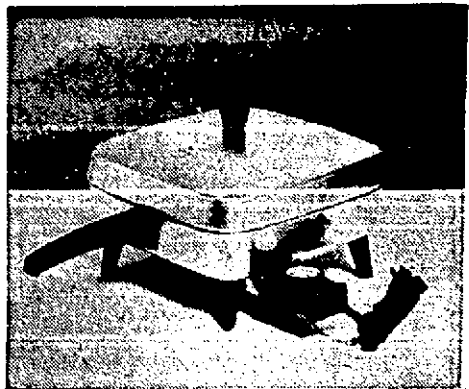
SILEX ELECTRIC JUICIT BY FAMED PROCTOR 9.88

Fresh juice (more juice, too) instantly and easily, with all the fresh tangy flavor intact. Easy and reliable to use.



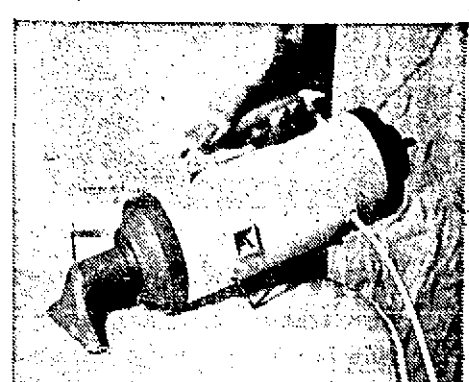
DURACREST HAIR DRYER IN ZIPPERED CARRY CASE 9.88

With an easy-to-read push button heat selection for your complete, drying comfort. The large hood fits any hair-do.



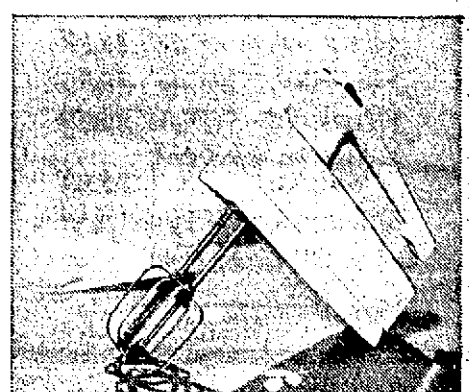
DURACREST AUTOMATIC FAMILY-SIZE SKILLET 9.88

Our own special brand—this family aluminum skillet with vented cover and removable controls for easy washing.



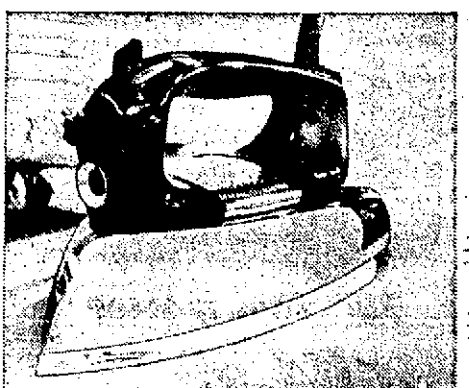
TROY PORTABLE VACUUM CLEANER 9.88

This powerful, lightweight little cleaner will handle chores anywhere — home, office, car or boat. Weighs 3 1/2 lbs.



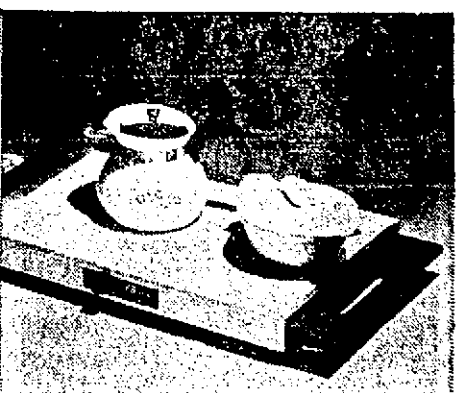
WESTINGHOUSE 3-SPEED PORTABLE MIXER 9.88

This is a full-power portable mixer, with a thumb-tip, 3-speed control and detachable cord. In sparkling white.



GENERAL ELECTRIC STEAM AND DRY IRON 9.88

The even-heat sole plate gives penetrating steam for ironing all fabrics. Just set the easy-read dial. Model F60.



THERMOSTAT HOT TRAY BY CORNWALL 9.88

Keeps food hot for hours without drying. Just set the thermostat and this handsome hot tray does the rest.

PROCTOR 2-SLICE AUTOMATIC TOASTER 9.88

Complete with color control dial for toast just the way you want it, every time. Chrome with black trim.

may co. appliances 74

MAYCO CALIFORNIA

LAKEWOOD
5100 lakewood boulevard
phone: ms-3-0111

SOUTH BAY
artesia at hawthorne
phone: 370-2511

BUENA PARK
1st palma & dale
phone: 827-4000

Lakewood & South Bay, shop every night till 9:30 Monday through Friday-Saturday 9:30 a.m. till 5:30 p.m.; Buena Park: shop 9:30 a.m. till 9:30 p.m. Mon. Wed. Thur. Fri. Sat.-Tuesdays 9:30 till 5:30

SHOP EVERY NIGHT TILL 9:30 Monday through Friday — Shop Saturday 9:30 a.m. till 5:30 p.m.

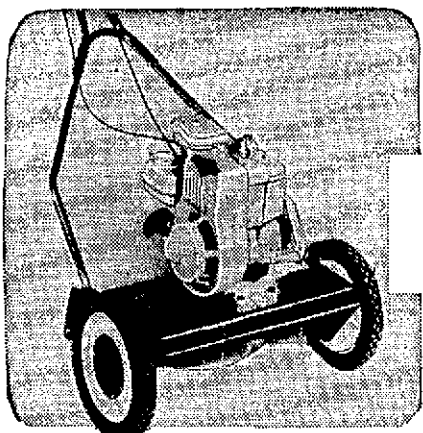


Unpainted ready-to-finish knotty pine furniture by maywood

These specially selected pieces are all smoothly sanded and ready to paint or stain as you wish. All with scalloped bases, center guided drawers and hardwood knobs to match or stand alone.

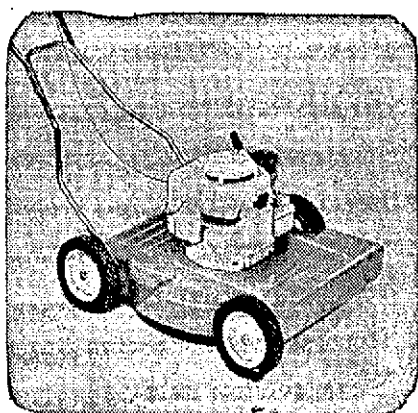
- 4-drawer chest, 28"x15"x34" **14.99**
- 5-drawer chest, 28"x15"x40" **16.99**
- 10-drawer chest, 42"x15"x34" **26.99**
- 12-drawer Mr. & Mrs. chest, 55"x15"x34" **29.99**
- 30" bar stool **3.29** 24" bar stool **3.19**
- 18" bar stool **2.69**

May co. hardware 87



18" reel mower 64.99

18" reel power mower with a 2-h.p. Briggs & Stratton engine, combination belt and chain drive, adjustable cutting height, clutch and throttle controls on handle.



20" rotary mower 34.99

20" rotary power mower with 3-h.p. 4-cycle engine, adjustable cutting height, easy-pull recoil starter, throttle control on handle.

May co. garden equipment 62

LAST 4 DAYS

MIGHTY NINER MAY CO FALL SALE



Save 1.60 a gallon on
magicolor rubberized latex paint

4.39 gallon
REG. 5.99

A completely washable paint that brushes or rolls on in minutes, drying in just 20. Your brushes clean in water with no spatter, no muss and no odor.

Save 2.00 a gallon on
magicolor semi-glo satin finish enamel

6.95 gallon
REG. 8.95

This one coat satin enamel has a built-in primer, dries with a hand rubbed effect. Odorless, scratch and stain resistant. Washable, 15 colors, white. For kitchen, bath, furniture and woodwork.

Save 1.10 a gallon on
magicolor 3-way redwood finish

2.89 gallon
REG. 3.99

Stains, seals and finishes in just one coat. Dries to a high gloss, resisting rain and sun. Restores old redwood coloring, makes your fences look like new.

May co. paints 87

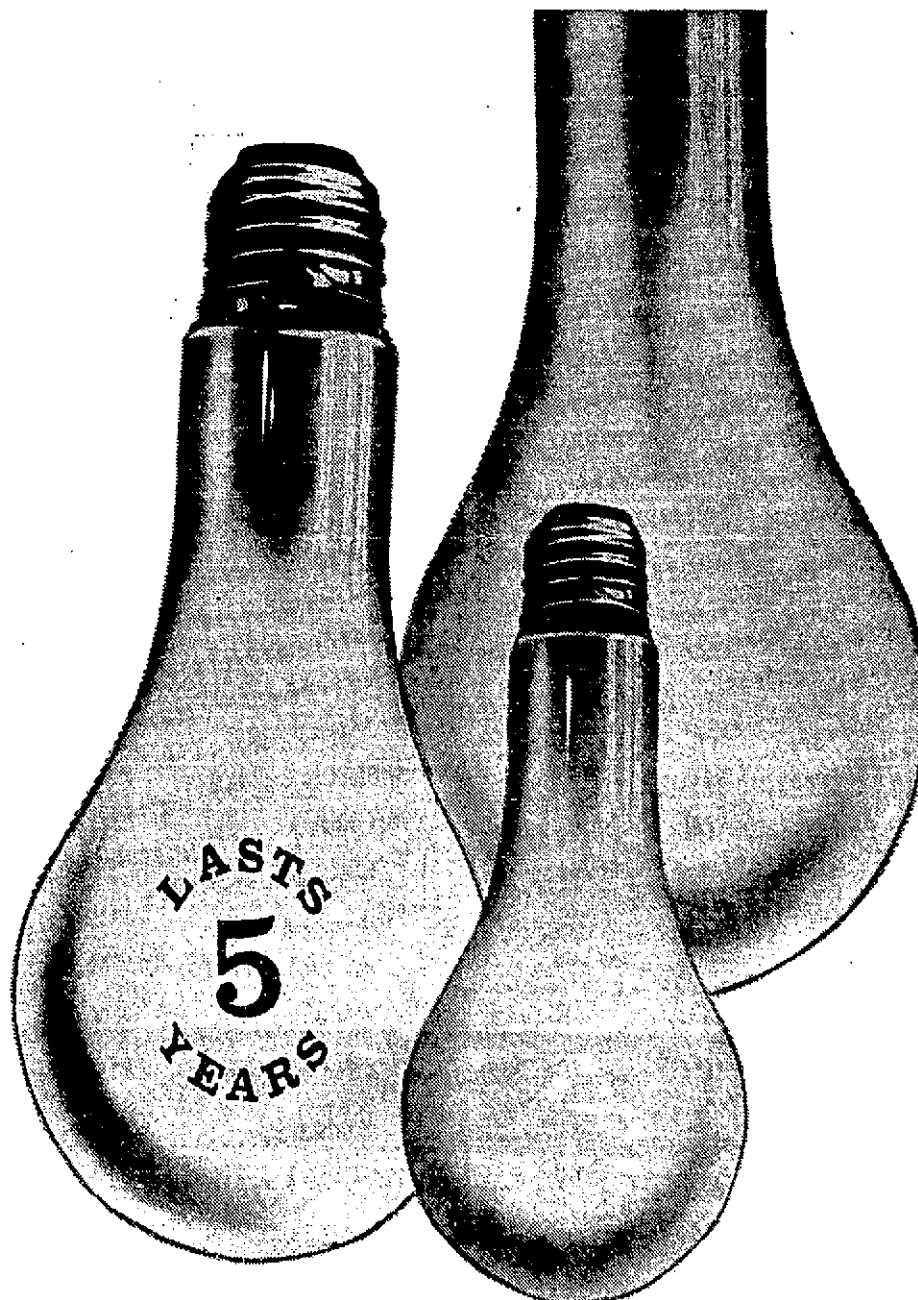
MAY CO CALIFORNIA

LAKEWOOD
8100 lakewood boulevard
phone: me-3-0111

SOUTH BAY
artistic at hawthorne
phone: 370-2511

BUENA PARK
la palma & dale
phone: 827-4000

Lakewood & South Bay shop every night till 9:30 Monday through Friday-Saturday 9:30 a.m. till 5:30 p.m.
Buena Park shop 9:30 a.m. till 9:30 p.m. Mon. Wed. Thur. Fri. Sat.-Tuesdays 9:30 till 5:30



SALE! Marvelite light bulbs — guaranteed to burn 5 years

39c
REG. 69c VALUE

Now is the time to replace all the bulbs in your home with Marvelite . . . guaranteed to burn for five years, outlasting ordinary bulbs 13 to 1. Perfect for motels, hotels, apartments. May Co. will replace these bulbs if they burn out within five years.

- 25, 40, 60, 75, 100 watt bulbs **39c**
- 150 watt bulbs **89c**
- 3-way bulbs are guaranteed for 2 years.
- 30-70-100 watt medium base bulb **89c**
- 50-100-150 watt medium base bulb **1.19**
- 100-200-300 watt mogul base bulb **1.69**

May co. appliances 74

SHOP EVERY NIGHT TILL 9:30 Monday through Friday — Shop Saturday 9:30 a.m. till 5:30 p.m.

SUNDAY
CLASSIFIED
ADVERTISING
DEADLINE
FRIDAY
5:00 P.M.

INDEPENDENT, PRESS-TELEGRAM Classified ads

REGIONAL OFFICES
BELLFLOWER — TOLSON 6-1721
9333 East Belmont
GARDEN GROVE — JE 7-9129
7424 Garden Grove Blvd.
LAKEWOOD — ME 3-8744
5056 Pecan Avenue

Phone HEmlock 2-5959

LONG BEACH 12, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

SECTION C



LONG BEACH
DIAMOND JUBILEE
1888 - - 1963

DIAMOND JUBILEE

1888
1963



LONG BEACH
DIAMOND JUBILEE
1888 - - 1963

The Independent, Press-Telegram takes
great pride in the progress of Long Beach



LONG BEACH
DIAMOND JUBILEE
1888 - - 1963

Congratulations to Long Beach
the Diamond City of the West

It is a privilege to participate in the development
of such a wonderful Metropolitan Community



BRAND NEW
BELMONT HEIGHT APTS.
DE LUXE 1 & 2 BEDROOMS

For rent unfurnished,
Ready for occupancy November 1st

W.W. CARPETS
PRIVATE LAWYERS
BALCONIES

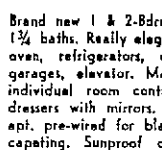
LOTS OF CLOSETS
BUILT-INS

325 GLADYS AVE.
BETWEEN 3RD & 4TH
1 BLK. EAST OF TEMPLE



SHEER
ELEGANCE

(Downtown Long Beach)
5 Blocks to Ocean
5 Minutes to Freeways



Brand new 1 & 2-Bdrm. Gold Medal all-electric with
1 1/2 baths. Really elegant apt. residences. Built-in range &
oven, refrigerator, disposal, Dishwasher, Subterranean
garages, elevator, Marble Pullmans, Radiant heat with
individual room control. Built in chest of drawers &
dressers with mirrors. Imported crystal chandeliers. Each
apt. pre-wired for black & white or Color TV. All-wood
capeting. Sunproof draperies, floor to ceiling. Com-
pletely soundproofed building. Bombproof basement.
Adults. Lease if desired.

700 E. 5th Corner of 5th & Lime
HE 5-4555 \$140 & Up

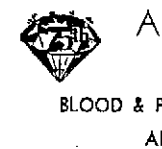


DONATED ITEMS
FROM SOUTHERN CALIFORNIA'S
FINEST HOMES & STORES

FURNITURE CLOTHING

Baby beds, strollers, ranges, washers, TVs, radios,
Our Special Bed with spring and mattress, \$10.
Men's, Women's, Children's complete wardrobe for every
occasion—hats to shoes, neckties, dresses, play.

AS IS DEPARTMENT
Antiques, dishes, cooking utensils, curtains & drapes—plus every
type and description of items used in the American home.
MILITARY ORDER OF THE PURPLE HEART
Chartered by the U.S. Congress
218 LOCUST
Open every night 11:30 P.M.



ANNOUNCEMENT
COMMUNITY

BLOOD & PLASMA SERVICE, INC.
ANNOUNCES

The opening of a new blood bank to
the Long Beach area. All blood types
needed. Donors compensated for their
services. Open daily 9 a.m.-5 p.m. 135
Ocean Ave. HE 5-8586.



METRIC REALTY
Fullerton
3720 Valencia
714-525-6467

LONG BEACH, 3740 E. 7th ST. 213-434-8434

SPLIT LEVEL HOMES

★ ONLY FIVE LEFT ★

PAY SMALL DOWN OR TRADE YOUR HOME

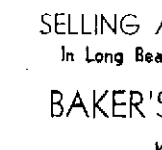
Open All Day, Every Day Until Sold

MOVE IN TODAY

1 BLK. SO. GARDEN GROVE BLVD. ON NEWHOPE

BETWEEN 14TH & 15TH STS. 1/2 MILE

WILL COOPERATE WITH BROKERS



SELLING APPLIANCES
In Long Beach Since 1935

BAKER'S APPLIANCES

Is now joining
KELVINATOR

to celebrate their 50th Anniversary
with a big sale . . .

KELVINATOR FOODRAMA \$445.00
KELVINATOR BOTTOM FREEZER \$245.00
KELVINATOR 14CU. FT. FREEZER \$275.00
KELVINATOR 2SPEED WASHER \$162.00
Biggest trade-in in Long Beach. Your old appliance makes
the down payment. . . \$10 month buys one

9th & Pacific Open Evenings HE 2-3924



1910 LONG BEACH DIAMOND JUBILEE 1963

S C M CORPORATION
CONGRATULATES

Long Beach and Its Citizens
Serving California Since 1910

MARCHANT CALCULATORS AND ADDING MACHINES

Long Beach, California and Country Club Manor.

Lloyd Stanley, District Manager
2142 LONG BEACH BLVD.



Verne
Holmes

33 Yrs

A Part of the
Long Beach Story

VERNE HOLMES
DODGE

75th & Atlantic GA 4-8603

Clara
Lane's

Social
Introductions
of Long Beach

A National Organization
for Particular People
Established 28 Years

Don't Be Alone

Come in, call or write today!

3115 E. 10th 434-0383



BEACH CITY
CHEVROLET

Since 1947

A part of the
Long Beach story

BEACH CITY
CHEVROLET

3001 E. Pac. Cst. Hwy.
GE 3-7421

Herman
Cotter

Since 1933

Specializing in
Fine Late Model
CADILLACS

Cotter Cadillac

2165 Long Beach Blvd.
HE 6-7234



BECK
ANTIQUES

1,000'S
OF THINGS

GOLD COINS & JEWELRY
GLASS - CHINA - GUNS
FURNITURE, PAINTINGS, etc.

BUY SELL APPRAISE

2026 CHERRY AT WILLOW
Phone GA 4-6611



TENNEY
REALTY

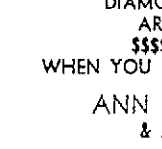
IS PROUD
TO BE A
PART OF
THIS
WONDERFUL CITY

WE ARE IN BUSINESS TO
SERVE YOU FAITHFULLY

RIGHT NOW WE ARE PRACTICALLY
SOLD OUT AND WOULD CERTAINLY LIKE TO
HELP YOU SELL OR TRADE
YOUR PROPERTY.

RALPH W. TENNEY
REALTORS

1315 South St. GA 2-0971



DIAMONDS
ARE
\$\$\$\$\$

WHEN YOU DEAL THRU

ANN NEFF REALTY
& ASSOCIATES

BUYS! SELL! TRADE!

We are the heart of the Real Estate action in Los Cerritos, Blakely
Knolls, California Heights and Country Club Manor.

LOCATED ON
"THE BUSIEST LITTLE STREET IN TOWN"
AT CARSON & L.B. BLVD.
4142 BUSINESS ST.



W. F. ALEXANDER REALTY

Serving Long Beach for 15 Years
HOMES-LOANS
INCOMES-EXCHANGES
COMMERCIAL-INDUSTRIAL
We Buy Equities
We Trade

333 E. PACIFIC COAST HWY
GA 6-3303



MILLIE JEAN'S
POODLE
SALON
AND
GIFT SHOP

EXPERT GROOMING
POODLES & SPECIALTY
(ALSO OTHER BREEDS)

GIFTS

UNUSUAL & UNIQUE GIFTS
FOR ALL OCCASIONS

3630 SANTA FE AVE.

LONG BEACH

GA 7-0893



1951 LONG BEACH DIAMOND JUBILEE 1963

FLO BAILEY

EMPLOYMENT AGENCIES

Have served the better companies and ap-
plicants in this community since 1951 and in
the past 12 years have had the pleasure of
placing top-flight people in thousands of key
positions.

1323 E. Compton Blvd., Compton—
NE 5-8038

8731 E. Firestone, Downey—TO 1-9281

1409 Cravens, Torrance—FA 0-3722

500 South Main, Orange—
(Code 714) 547-9141

Member of California Employment Agency Association



Ellis-Schrader, Inc.

OFFERS A CAREER

in

REAL ESTATE

We Will Soon Open Our

10th

Real Estate Office

to be located in the Lake-
wood area. Fully air condi-
tioned, modern & spacious,
with fine reception room &
private consultation rooms.

WE NEED SALESMEN

interested in making Real
Estate a profitable full-time
career. We offer to licensed
personnel (or those willing to
be licensed), in addition to
an excellent office . . .

Free Schooling
Benefits from extensive
Floor Time
Advertising Program
Generous Bonus Plan
And—a chance to work
with experts

Come on in & let's talk it over.
Ask for Mr. Shinn.

5715 Lakewood Blvd. ME 3-5123

Ellis-Schrader



POLLY PRIEST

EMPLOYMENT AGENCY

1240 Pine Ave.
No Deposit

HE 7-0907
Pay As You Earn

File Clerks . . . to \$280

Account'g Clks. to \$325

Secretaries . . . to \$375

Genl. Office to \$300

Typist \$265

Inventory Contr. . . . \$350

Figura Clerk \$285

Asst. Blpr. \$325

ONLY A PARTIAL LISTING



BUY-SELL-EXCHANGE
NOTHING TOO LARGE
OR TOO SMALL

STORMY ALLEN KEATS

REALTOR

2 LOCATIONS TO SERVE YOU

1242 PINE, L. B. HE 5-7417

17881 Granda Ave., Elsinore
PHONE 678-7689



DRIVERS
WANTED

AGE 21 OR OVER

JOB SECURITY

FULL TIME

GOOD EARNINGS

DIAMOND CAB

1444 SAN FRANCISCO

COMMUNITY BLOOD & PLASMA SERVICE INC.

The opening of a new blood bank to the Long Beach area. All blood types needed. Donors compensated for their services. Open daily 9 a.m. to 5 p.m. HE 6-5555, 135 W. Ocean Ave.

CHRIS'S MODEL STUDIO

Models available for photographers. Professional models from Long Beach. 1 to 10 p.m. in outdoor fully equipped studio. 1222 N. La Brea. HE 4-2086; MO 2-8609

Florists

FROM \$2.50 FLOWERS FOR

Forest Lawn Funerals DELIVERED INSTANTLY HELPFUL COUNSELING CHARGE BY PHONE The flower shop in Forest Lawn. Oceanside 1-2517 or Taylor 8-3133

Funeral Notices

CHRISTENSEN-PINO

34 REDWOOD AVE.

ARMSTRONG-Jessie M. age 75, of 34 Sevenside, died Oct. 25, 1963. Burial at Forest Lawn. Mrs. Lina Gardner, daughter, Mrs. Thomas A. Armstrong, daughter, Mrs. Norman D. MacDonell, daughter, all of Long Beach, Calif., are survivors. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

COON FUNERAL HOME

11th & Q Sts.

KOBATA-Sada of 1291 W. 23rd St. died Oct. 25, 1963. Burial at Forest Lawn. Mrs. Kikue Kawai, daughter, Mrs. Kikue Kawai, daughter, all of Long Beach, Calif., are survivors. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

PATTERSON & SNEVELY

4505 LOCUST

NADEAU-Bill beloved husband of Mrs. Mary Ann Nadeau, died Oct. 25, 1963. Burial at Forest Lawn. Mr. Nadeau was 74. He was a member of the Long Beach Chapter of the American Legion. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

NESSERLOTT-Mary age 74, of 27 E. Carson, Long Beach, died Oct. 25, 1963. Burial at Forest Lawn. Mrs. Nesslerott was 74. She was a member of the Long Beach Chapter of the American Legion. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

WESTMINSTER MEMORIAL PARK

Westminster Memorial Park, Westminster, Calif. Directed by WESTMINSTER MEMORIAL PARK.

Funeral Notices

ARMSTRONG-Jessie M. age 75, of 34 Sevenside, died Oct. 25, 1963. Burial at Forest Lawn. Mrs. Lina Gardner, daughter, Mrs. Thomas A. Armstrong, daughter, Mrs. Norman D. MacDonell, daughter, all of Long Beach, Calif., are survivors. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

COON FUNERAL HOME

11th & Q Sts.

KOBATA-Sada of 1291 W. 23rd St. died Oct. 25, 1963. Burial at Forest Lawn. Mrs. Kikue Kawai, daughter, Mrs. Kikue Kawai, daughter, all of Long Beach, Calif., are survivors. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

PATTERSON & SNEVELY

4505 LOCUST

NADEAU-Bill beloved husband of Mrs. Mary Ann Nadeau, died Oct. 25, 1963. Burial at Forest Lawn. Mr. Nadeau was 74. He was a member of the Long Beach Chapter of the American Legion. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

NESSERLOTT-Mary age 74, of 27 E. Carson, Long Beach, died Oct. 25, 1963. Burial at Forest Lawn. Mrs. Nesslerott was 74. She was a member of the Long Beach Chapter of the American Legion. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

WESTMINSTER MEMORIAL PARK

Westminster Memorial Park, Westminster, Calif. Directed by WESTMINSTER MEMORIAL PARK.

Funeral Notices

ARMSTRONG-Jessie M. age 75, of 34 Sevenside, died Oct. 25, 1963. Burial at Forest Lawn. Mrs. Lina Gardner, daughter, Mrs. Thomas A. Armstrong, daughter, Mrs. Norman D. MacDonell, daughter, all of Long Beach, Calif., are survivors. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

COON FUNERAL HOME

11th & Q Sts.

KOBATA-Sada of 1291 W. 23rd St. died Oct. 25, 1963. Burial at Forest Lawn. Mrs. Kikue Kawai, daughter, Mrs. Kikue Kawai, daughter, all of Long Beach, Calif., are survivors. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

PATTERSON & SNEVELY

4505 LOCUST

NADEAU-Bill beloved husband of Mrs. Mary Ann Nadeau, died Oct. 25, 1963. Burial at Forest Lawn. Mr. Nadeau was 74. He was a member of the Long Beach Chapter of the American Legion. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

NESSERLOTT-Mary age 74, of 27 E. Carson, Long Beach, died Oct. 25, 1963. Burial at Forest Lawn. Mrs. Nesslerott was 74. She was a member of the Long Beach Chapter of the American Legion. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

WESTMINSTER MEMORIAL PARK

Westminster Memorial Park, Westminster, Calif. Directed by WESTMINSTER MEMORIAL PARK.

Funeral Notices

ARMSTRONG-Jessie M. age 75, of 34 Sevenside, died Oct. 25, 1963. Burial at Forest Lawn. Mrs. Lina Gardner, daughter, Mrs. Thomas A. Armstrong, daughter, Mrs. Norman D. MacDonell, daughter, all of Long Beach, Calif., are survivors. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

COON FUNERAL HOME

11th & Q Sts.

KOBATA-Sada of 1291 W. 23rd St. died Oct. 25, 1963. Burial at Forest Lawn. Mrs. Kikue Kawai, daughter, Mrs. Kikue Kawai, daughter, all of Long Beach, Calif., are survivors. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

PATTERSON & SNEVELY

4505 LOCUST

NADEAU-Bill beloved husband of Mrs. Mary Ann Nadeau, died Oct. 25, 1963. Burial at Forest Lawn. Mr. Nadeau was 74. He was a member of the Long Beach Chapter of the American Legion. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

NESSERLOTT-Mary age 74, of 27 E. Carson, Long Beach, died Oct. 25, 1963. Burial at Forest Lawn. Mrs. Nesslerott was 74. She was a member of the Long Beach Chapter of the American Legion. Service Monday, 10 a.m. at Forest Lawn. Burial at Forest Lawn. CYPRESS.

WESTMINSTER MEMORIAL PARK

Westminster Memorial Park, Westminster, Calif. Directed by WESTMINSTER MEMORIAL PARK.

SCHOOLS

Instruction Information Preparation

QUALITY at PVI

IF YOU WANT THE BEST IN CAREER TRAINING CALL OR COME IN TODAY

FREE PLACEMENT — DAY OR EVENING CLASSES IN:

1401 Programming — IBM Key Punch
PBX Receptionist — NCR-3100 — Stenotype
Complete Secretarial — Comptometer
Interior Decorating — Medical Detailing
Upholstery — Power Sewing — Electronics Tech
Electronic Assembly — Radio and Color TV

PACIFIC VOCATIONAL INSTITUTE

HE 7-2961

1825 PACIFIC AVE., LONG BEACH
1820 W. PAC. CST. HWY., TORRANCE, CA 5-3161
COMPTON, NE 5-6596 SAN PEDRO, TE 3-0311

EMPLOYMENT AGENCIES

Consult These Placement Experts

marina

508 Area Building, 5th and Pine
call HE 4-9911
FREE PARKING

FREE JOBS

steno, personal dept., opp. career-minded gal. — \$390
payroll clerk, exp. piece work experience helps — \$350
typist, sharp on fence, aggressive — \$325
clerk typist, mature gal, responsible — \$325
acc. accounting clerk, IBM card knowledge helps — \$325
clerk typist, fast, accurate, comp. — \$325
IBM keypunch trainee, no experience, car. — \$300
order clerk, light type, some running — \$270
general office, will train, learn and earn — \$260

FEE JOBS

secretary, advertising dept., like pressure — \$350
p/b receptionist, l. type, front office, top company — \$330
a/r clerk, coding, good memory — \$325
IBM key, 1 year's experience, surprise fringes — \$320
jr. steno for engineering, light skills o.k. — \$305
a/p clerk, older gal, some typing — \$280
file clerk + typing, excellent local company — \$265
steno-typist, downtown l.b., hurry — \$260
general office, potential for bright gal — \$260

OPEN HOUSE DIRECTORY

Use this handy directory to find the home of your choice. For classified information regarding these properties... Turn to "HOMES FOR SALE" Classification 131 thru 143.

ADDRESS	PHONE	DISTRICT
9535 Naples	HA 1-8211	Bellflower
14913 Bayou	TO 6-6410	Bellflower
238 Newport	GE 9-0404	Belmont Heights
3031 San Anselmo	GA 3-6576	Lakewood Area
4663 Deebayor	GE 9-0404	Lakewood Area
2612 Greentop	GE 9-1425	Los Altos
6713 El Salvador	ME 4-7947	North Long Beach
3529 Arabelle	GA 2-3376	North Long Beach
275 E. Adams	GA 4-4712	North Long Beach
435 E. 52nd	GA 7-8412	North Long Beach
12 E. 53rd St.	GA 2-6255	North Long Beach
1433 Hungerford	GA 3-7981	North Long Beach
440 Plenty	UN 4-4374	Norwalk
6134 Walnut	426-4697	West Side
14002 Elmercraft	GA 4-5262	West Side
2565 Easy Ave.	GE 8-0074	Wrigley
2051 Fashion	GA 6-3903	Wrigley
2782 Maine		
2715 San Francisco		
2-BEDROOM AND DEN OR FAMILY ROOM		
3824 Linden Ave.	GA 2-0018	Bixby Knolls
3503 Orange	HE 6-2935	California Heights
11162 Essex Drive	HE 7-1281	Los Alamitos
1841 Pasadena	HE 7-1251	Poly High District
45th Way at Orange	GA 3-5401	Ridgewood Manor
2212 Rose Ave.	HE 5-6903	Signal Hill
3261 Oregon	GA 4-4712	Wrigley
3 BEDROOMS		
18010 Belshire Ave.	925-5078	Artesia
115 Paloma	GE 9-2191	Belmont Heights
5043 Gundry Ave.	GA 3-3450	Bixby Area
1080 Marcellus	GA 3-5467	Bixby Area
1089 Marcellus	TO 6-3736	Bixby Area
5401 E. 27th St.	TE 2-2685	Downtown
5081 Caspian Way	534-9006	Huntington Beach
8451 Indianapolis	GA 3-5468	Huntington Beach
2312 Denmead	DA 5-1495	Lakewood Area
6208 E. La Jara	GA 6-6184	Lakewood Area
6733 Hanbury	429-8540	Lakewood Area
6240 Harvey Way	HA 5-7514	Lakewood Area
4758 Josie	HA 5-7484	Lakewood Area
4713 Leviside	GE 1-6515	Lakewood Area
6761 Nixon	HA 5-7484	Lakewood Area
4350 Quigley	HA 9-8713	Lakewood Area
3332 Sandwood	HA 5-7484	Lakewood Area
5408 Sunfield	LO 6-4168	Lakewood Plaza
3515 Iroquois	HA 5-6647	Lakewood Plaza
3202 Knoxville	HA 1-4843	Lakewood Plaza
3106 Ostrom Ave.	425-7515	Lakewood Plaza
3015 Stevely	GE 4-0935	Lakewood Plaza
3350 Studebaker	GE 3-0433	Lakewood Plaza
5820 Appian Way	NE 8-2550	Naples-Marina
3219 Dameron	GE 7-7981	North Long Beach
1666 Washington	430-9845	North Long Beach
12041 Martha Ann Dr.	GE 1-2534	Rossmoor
700 E. Ocean	430-7033	Seal Beach
6254 E. 6th St.	GA 6-3903	State College Area
3203 Pine	GE 4-3494	Wrigley
1835 San Francisco		Wrigley
3 BEDROOMS AND DEN OR FAMILY ROOM		
13739 Hanwell	TO 6-6410	Bellflower
1169 E. 36th St.	427-9732	California Heights
4223 Pixie	HA 1-4283	Lakewood Area
7218 Kildee St.	HA 1-6598	Lakewood Area
6724 LaMarimba	433-7357	Lakewood Plaza
2624 Ostrum	HA 9-5917	Lakewood Plaza
2833 Radnor Ave.	HA 9-1424	Los Altos
6433 California	GA 2-8802	North Long Beach
11921 Davenport Road	GE 1-6989	Rossmoor
3161 Woodstock	GE 1-7883	Rossmoor
3231 Fashion	GA 6-3903	West Side
3149 Pine Ave.	HE 7-1281	Wrigley
741 W. Hill	HE 7-1281	Wrigley
4 BEDROOMS		
10011 St. Vincent Circle	HA 5-1203	Cypress
3330 La Jara	HE 2-7832	North Long Beach
4 BEDROOMS AND DEN OR FAMILY ROOM		
5390 E. 8th St.	GE 3-0433	Alamitos Heights
2009 Roxanne	430-1630	Los Altos
3322 Kenilworth	HA 5-6416	Rossmoor
DUPLEX		
1847-49 Columbia	HE 6-9701	West Side
HOME AND INCOME		
4622 E. 3rd St.	GE 4-0935	Belmont Heights
1008 E. Ocean Ave.	HE 6-9701	Seal Beach
HOME WITH POOL		
5362 Sisson Drive	VI 7-3969	Huntington Beach
INCOME PROPERTY		
5841 Gardania	GA 2-6356	North Long Beach
1852 Canal	GE 9-0404	West Side
OWN-YOUR-OWN		
901 Linden Ave.	HA 9-1770	Downtown
437 W. 3rd St.	HE 5-1889	Downtown
1728 E. 3rd	GE 9-2191	East Side

Funeral Directors

HOLTON & SON

5100 1st St. East
HE 6-9672

Cemeteries-Mausoleums

3500-MOST beautiful, palm shaded, dual grave—Jewish section. Side view. Near main entrance. Valued at \$300. GE 9-7446.

2-BURIAL lot in Rose Hills Cemetery. Beautiful location. Owner leaving state. Value \$240. Sacrifice \$100. Call 510-5100.

MUST SELL 2 cem. plots in Bexley. Green Hills Mem. Pk. Pk. 16378. HE 4-5200.

CHICHO 101s Green Hills Cemetery. Val. \$400. Call 5475. GA 7-1256 or HE 9-5894.

Personals

BILLS PRESSING

We may help you solve your bill without any cash. We have a plan to fill your income. A wonderful service to set you straight, which could eliminate your debts. This is not a loan. Evening appointments. No counseling fee.

Financial Arrangers

115 PINE ST. ROOM 535
435-2423

MORGAN HALL

ATTENTION LODGES, CLUBS, & LOCAL UNIONS. We have a hall for any size group at rates, rates on monthly, meeting, etc. We have a kitchen with all banquet facilities. 15 halls to choose from. Free parking. HE 2-2989

WE BUY OLD GOLD

FINE WATCH REPAIRING
DIAMOND SETTING

Ring Sizing—While You Wait
Diamonds and Jewelry. Also fine jewelry. Repairing. Valued at \$100. Call 510-5100.

ESMERALDA is a beautiful home. Just come from the Peace Corps. Want to Long Beach. Beautiful home. Call 510-5100.

BUST DEVELOPING

French designed machine. (partly) enlargement. No pain. No needles. Consider financing to suit you. Mrs. Olson. JA 7-8156.

\$50 CASH

To churches, lodges or other organizations for selling lost jewelry. Valued at \$100. Call 510-5100.

THE LADY from San Pedro who in company with small son and mother, who look lady's antique watch by mistake. Valued at \$100. Call 510-5100.

COMPLETE DENTURE SERVICE

Repairs While You Wait
Pension Work—Credit
DE. C. A. VARR. GA 7-7906

MEN-Atlantic Ave. Health Club. Gym will make you feel better in one month. No charge. We make you gain or lose weight.

VISITING ENGLISH Collector wants to purchase old books, paintings, and memorabilia. Call 510-5100.

FLORIST will sell DANVILLE. Perles. Fun. Friends. HE 6-6111

ANYONE knowing present whereabouts of W. R. A. (BETTY) ANDREWS AUGUSTINE brother please call 510-5100.

YOUNG man own business. Wants to meet an attractive, business girl. Call 510-5100.

THE NATIONAL League of Senior Citizens will help their regular meeting in Mechanics Hall. 728 Elm Ave. Mon. Oct. 28.

VILGA DEPUIS Central Attorney. Will represent you in all legal matters. Call 510-5100.

WIDOW with security would like to meet business or professional man. Age 48-60. Call 510-5100.

INVESTIGATIONS — Marital, child, plane, Calif. Detective & Investigation Serv. 512 Pine. 436-8111

ANYONE TAKING U.S. IND. Press-Tele.

YOUNG women will teach gentle private dancing. Call 510-5100.

CONFIDENTIAL INVESTIGATIONS — Will K. Scott—Investigator. 458 Atlantic Ave. GA 5-3343

WIDOWER — retired. income. Maci sol. lady for companionship. Will call. Box 7-560. Ind. P.O. AA — AREA CENTRAL OFFICE. DRINKING PROBLEMS? HE 5-3333

LONELY people seeking friendship with Bexley & St. Louis. Call 510-5100.

ANY CAR — Any color. 57. Barnett's. 1708 Atlantic. HE 7-2575

CARS & STOL renovated from your for cost. HE 4-4700

FURS restyled by furrier. coats, stoles, collars. HE 7-2448

STEERING wheels, plastic coated. 1200 Bexley. HE 4-4700

SPIRITUAL CONSULTATIONS BY CARMAN HE 7-0930

Funeral Directors

HOLTON & SON

5100 1st St. East
HE 6-9672

Cemeteries-Mausoleums

3500-MOST beautiful, palm shaded, dual grave—Jewish section. Side view. Near main entrance. Valued at \$300. GE 9-7446.

2-BURIAL lot in Rose Hills Cemetery. Beautiful location. Owner leaving state. Value \$240. Sacrifice \$100. Call 510-5100.

MUST SELL 2 cem. plots in Bexley. Green Hills Mem. Pk. Pk. 16378. HE 4-5200.

CHICHO 101s Green Hills Cemetery. Val. \$400. Call 5475. GA 7-1256 or HE 9-5894.

Personals

BILLS PRESSING

We may help you solve your bill without any cash. We have a plan to fill your income. A wonderful service to set you straight, which could eliminate your debts. This is not a loan. Evening appointments. No counseling fee.

Financial Arrangers

115 PINE ST. ROOM 535
435-2423

MORGAN HALL

ATTENTION LODGES, CLUBS, & LOCAL UNIONS. We have a hall for any size group at rates, rates on monthly, meeting, etc. We have a kitchen with all banquet facilities. 15 halls to choose from. Free parking. HE 2-2989

WE BUY OLD GOLD

FINE WATCH REPAIRING
DIAMOND SETTING

Ring Sizing—While You Wait
Diamonds and Jewelry. Also fine jewelry. Repairing. Valued at \$100. Call 510-5100.

ESMERALDA is a beautiful home. Just come from the Peace Corps. Want to Long Beach. Beautiful home. Call 510-5100.

BUST DEVELOPING

French designed machine. (partly) enlargement. No pain. No needles. Consider financing to suit you. Mrs. Olson. JA 7-8156.

\$50 CASH

To churches, lodges or other organizations for selling lost jewelry. Valued at \$100. Call 510-5100.

THE LADY from San Pedro who in company with small son and mother, who look lady's antique watch by mistake. Valued at \$100. Call 510-5100.

COMPLETE DENTURE SERVICE

Repairs While You Wait
Pension Work—Credit
DE. C. A. VARR. GA 7-7906

MEN-Atlantic Ave. Health Club. Gym will make you feel better in one month. No charge. We make you gain or lose weight.

VISITING ENGLISH Collector wants to purchase old books, paintings, and memorabilia. Call 510-5100.

FLORIST will sell DANVILLE. Perles. Fun. Friends. HE 6-6111

ANYONE knowing present whereabouts of W. R. A. (BETTY) ANDREWS AUGUSTINE brother please call 510-5100.

YOUNG man own business. Wants to meet an attractive, business girl. Call 510-5100.

THE NATIONAL League of Senior Citizens will help their regular meeting in Mechanics Hall. 728 Elm Ave. Mon. Oct. 28.

VILGA DEPUIS Central Attorney. Will represent you in all legal matters. Call 510-5100.

WIDOW with security would like to meet business or professional man. Age 48-60. Call 510-5100.

INVESTIGATIONS — Marital, child, plane, Calif. Detective & Investigation Serv. 512 Pine. 436-8111

ANYONE TAKING U.S. IND. Press-Tele.

YOUNG women will teach gentle private dancing. Call 510-5100.

CONFIDENTIAL INVESTIGATIONS — Will K. Scott—Investigator. 458 Atlantic Ave. GA 5-3343

WIDOWER — retired. income. Maci sol. lady for companionship. Will call. Box 7-560. Ind. P.O. AA — AREA CENTRAL OFFICE. DRINKING PROBLEMS? HE 5-3333

LONELY people seeking friendship with Bexley & St. Louis. Call 510-5100.

ANY CAR — Any color. 57. Barnett's. 1708 Atlantic. HE 7-2575

CARS & STOL renovated from your for cost. HE 4-4700

FURS restyled by furrier. coats, stoles, collars. HE 7-2448

STEERING wheels, plastic coated. 1200 Bexley. HE 4-4700

SPIRITUAL CONSULTATIONS BY CARMAN HE 7-0930

FLY

DAILY
EL CAPITAN CASINO
HAWTHORNE, NEVADA

\$10*

TOTAL COST ROUND TRIP
NEW SAT. DAY FLIGHT 10 A.M.
NEVADA AIRLINES
A SCHEDULED AIRLINE
Champaign flight
Limo. from airport
Gourmet Dinner
Long Beach 5-0311
BURBANK VI 9-5568
*Plus tax \$3 add. Friv. Sat. & Sun.

Fly Vegas

ON THE FAMOUS
Hacienda
CHAMPAGNE TOUR
\$24.50*

Includes:

1. Round trip trans. on 4th plane.
2. Gourmet Dinner.
3. Bottle Veuve Champagne.
4. Midpoint show at Strip Hotel.
5. Two cocktails at show.
6. Dancing till dawn & lounge ent.
7. Golf Club membership.
8. Airport Limo. in Vegas.

O'NITE & WEEKENDER
\$31.50. \$38.50
Inv. above plus tax (incl. excl.)
*Plus tax \$3 add. Friv. Sat. & Sun.

FLY LAKE TAHOE

NORTH - SOUTH
Special
Excursion
Ea. way on excursion + tax
\$999

EXCURSION INCLUDES:

1. Round trip trans. on 4th plane.
2. Deluxe Room (Double Occupancy).
3. Gourmet Dinner.
4. Cocktails.
5. Round Trip Limo. Service.
6. WEEKENDERS AVAILABLE.

BLATZ AIRLINES
For information and
colored brochure call:
LONG BEACH HA 1-8936
BURBANK TR 7-5621
*Sundays, Thurs. & Fri. only.
SCHEDULED AIRLINE
GIRL leaves daily to Long Beach.
Charters. Leaves Westminster approx. 11 a.m. & 1 p.m. HE 4-4700
MAN leaving for Dallas & Shreveport approx. Nov. 1st. Take 2.
LEAVING for Seattle Nov. 1st. Take 2 or 3. HE 4-4700
DRIVER for car pool. Los Altos to downtown L.A. HE 9-2958
DRIVING to Covellville, Kon. Take 3. Share. GA 7-7445

Health Aids

LIFETTE HEALTH STUDIO

SWEDISH & Thai massage, steam bath, sauna, hot tub, etc. Treatments by Helen & Sandra. New massages. Relaxing music. Call 510-5100.

INTERNATIONAL MESSAGES

Prostate, hemorrhoids, etc. am expert. Call 510-5100.

CHERIE'S HEALTH STUDIO

Swedish massage by Marie. 540 E. 3rd. HE 7-4357

MARTIN HAND MASSAGE

Call 510-5100.

JAN'S MASSAGE STUDIO

Call 510-5100.

JAN'S NEW THERAPIST

2123 Pacific Ave. HE 5-8474

TERRY & SUE Bath & Massage. Mon-Sat. 429 E. 1st. HE 4-4700

SWED. Massage Call 510-5100.

CINDY — Island-Dutch massage. 315 E. 1st. HE 4-4700

SOCIOMAT or individual session. By appt. only. HE 6-6068

WATS 1212 Pacific Cal. Hwy. 117. No No. Sun. HE 4-4700

GOLDIE'S Swedish massage. 1000. 1000. 1000. HE 4-4700

MASSAGE — Bath, New Massage. 1281 Harbor. G. JE 4-5010. 9 to 10

BATH — Colonics, T. Massage. 1015 W. Compton. 81. 81. HE 4-4700

MASSAGE for men. Your home or mine. 24 hours. Reason. 753-1367

LEAHNETT — Direct relief for various massages. Jackie 435-9299

Funeral Notices

DILDAY FAMILY

Funeral Directors
Pacific Ave. at Anaheim St.

BUCKMASTER — Maude, 1909 Magnolia. Service will be announced.

GRIMES — Nellie A., 2400 Golden Way. Friends may call all day Sunday.

HACKETT — Harold H., 553 E. Seaside. Service will be announced.

HICKS — Marion M., 5955 Coke Ave. Service Tuesday, 10 a.m. at Forest Lawn. HE 4-4700

SHAW — Everett W., 1139 E. Ocean Blvd. Survived by wife, Hazel. Family requests contribution be made to your favorite charity. Service Monday, 10 a.m. at Forest Lawn. HE 4-4700

WARD — Arthur. Service will be announced.

Funeral Notices

DILDAY FAMILY

Funeral Directors
Pacific Ave. at Anaheim St.

BUCKMASTER — Maude, 1909 Magnolia. Service will be announced.

GRIMES — Nellie A., 2400 Golden Way. Friends may call all day Sunday.

HACKETT — Harold H., 553 E. Seaside. Service will be announced.

HICKS — Marion M., 5955 Coke Ave. Service Tuesday, 10 a.m. at Forest Lawn. HE 4-4700

SHAW — Everett W., 1139 E. Ocean Blvd. Survived by wife, Hazel. Family requests contribution be made to your favorite charity. Service Monday, 10 a.m. at Forest Lawn. HE 4-4700

WARD — Arthur. Service will be announced.

Funeral Notices

DILDAY FAMILY

Funeral Directors
Pacific Ave. at Anaheim St.

BUCKMASTER — Maude, 1909 Magnolia. Service will be announced.

GRIMES — Nellie A., 2400 Golden Way. Friends may call all day Sunday.

HACKETT — Harold H., 553 E. Seaside. Service will be announced.

HICKS — Marion M., 5955 Coke Ave. Service Tuesday, 10 a.m. at Forest Lawn. HE 4-4700

SHAW — Everett W., 1139 E. Ocean Blvd. Survived by wife, Hazel. Family requests contribution be made to your favorite charity. Service Monday, 10 a.m. at Forest Lawn. HE 4-4700

WARD — Arthur. Service will be announced.

Funeral Notices

DILDAY FAMILY

Funeral Directors
Pacific Ave. at Anaheim St.

BUCKMASTER — Maude, 1909 Magnolia. Service will be announced.

GRIMES — Nellie A., 2400 Golden Way. Friends may call all day Sunday.

HACKETT — Harold H., 553 E. Seaside. Service will be announced.

HICKS — Marion M., 5955 Coke Ave. Service Tuesday, 10 a.m. at Forest Lawn. HE 4-4700

SHAW — Everett W., 1139 E. Ocean Blvd. Survived by wife, Hazel. Family requests contribution be made to your favorite charity. Service Monday, 10 a.m. at Forest Lawn. HE 4-4700

WARD — Arthur

Homes for Sale 139

ON SORRENTO DR.
Ideal family home, 4 bedrooms with large patio deck facing on Sorrento Dr. Private morning room. Call 527-5000.
CLIVE GRAHAM CO.
800 E. Ocean Realtors HE-3791

27 PALMERO
Beautiful 2-story modern home, built with care & thought by the owner for his own use. Please call for more details on this excellent location.
CLIVE GRAHAM CO.
800 E. Ocean Realtors HE-3791

OPEN HOUSE 1 TO 5
39 NEARLY NEW EAST (Between Toledo & Canal) Modern 4-room home, 2 1/2 baths, 2 car garage, lovely kitchen, paneled dining & breakfast room, w/w carpet, patio, 2nd garage. E-2 financing.
MABRY REALTY
535 E. 2nd St. GE-32154
Beautiful well kept 3-bd. w/ car. Call, Rinal, New Arch. Dr. 230 Venetia Drive. GE-91074

Homes for Sale 139

M-O-U-L-D

PRESENTS
OPEN HOUSE
SUNDAY 1-5

LAKEWOOD PLAZA
2037 Studebaker Rd.
See the Best 3-Bd. Home, Owner anxious.
HA 5746 HA 5036

CALL MOULD
When You Want It Sold

1882 Petaluma
Clean 3-Bd. w/lge. back yard.
HA 5746 GE 92324

CALL MOULD
When You Want It Sold

2715 Petaluma
2-BR. Reduced. Ready for offer.
HA 5746 HA 91955

CALL MOULD
When You Want It Sold

3670 Conquista
Near 2-BR. w/Frnc. and Roses.
HA 5746 GE 93156

CALL MOULD
When You Want It Sold

1891 San Cataldo
Beautiful 4-BR. w/extra. Lot 50x180.
HA 5746 897-3872

CALL MOULD
When You Want It Sold

LAKEWOOD
6142 Freckles
Clean 2-Bd. w/Dr. & car. shops.
HA 5746 HA 14333

CALL MOULD
When You Want It Sold

5248 Fidler
Price Reduced 3-BR. & Den w/1000.
HA 5746 TO 7-078

CALL MOULD
When You Want It Sold

3911 Fairman
Lovely 3-BR. + Fam. rm. & lot. Klt.
HA 5746 421-4138

CALL MOULD
When You Want It Sold

5809 Pearce
Super 2-story 3-BR. + 1st. fam. rm.
HA 5746 431-4119

CALL MOULD
When You Want It Sold

5814 Pearce
HA 5746 421-4119

CALL MOULD
When You Want It Sold

5840 Pavo
New loan, 3-Bd. Quick Pos- session.
HA 5746 HA 5036

CALL MOULD
When You Want It Sold

3625 Falcon
Spanish 3-Bd. + Oil lease. CA 5-4448

CALL MOULD
When You Want It Sold

3508 Clark
Just like a new plum—3-Bd. HA 5746 HA 5782

CALL MOULD
When You Want It Sold

11345 Lemming
Young 3-Bd. 2-Ba. w/ car. HA 5746

CALL MOULD
When You Want It Sold

11632 Martha Ann
Best Buyl 3-BR. Plymouth + CA 5-4448 GE 14132

CALL MOULD
When You Want It Sold

1924 West 29th St.
Vacant 2-BR. w-R. Room to rent.
HA 5746 HA 9-3822

CALL MOULD
When You Want It Sold

MOULD REALTY

Homes for Sale 139

VERY SHARP 3-BR.
1 1/2 baths, crafts, drapes, used brick fireplace, surfaced enclosed patio, 2 car garage.
NEW LISTING
3-BR. home with Mediterranean tile, open, 2nd floor, w/w carpet, enclosed patio.
WATERFRONT
3-BR. plus studio and with 1000 sq. ft. 2nd floor, 2 bedrooms, new carpet, back deck.
ON THE WATER
1 1/2 baths, 3-BR. facing protected water, 3rd floor, 1st floor, 2nd floor, 3rd floor, 4th floor, 5th floor, 6th floor, 7th floor, 8th floor, 9th floor, 10th floor, 11th floor, 12th floor, 13th floor, 14th floor, 15th floor, 16th floor, 17th floor, 18th floor, 19th floor, 20th floor, 21st floor, 22nd floor, 23rd floor, 24th floor, 25th floor, 26th floor, 27th floor, 28th floor, 29th floor, 30th floor, 31st floor, 32nd floor, 33rd floor, 34th floor, 35th floor, 36th floor, 37th floor, 38th floor, 39th floor, 40th floor, 41st floor, 42nd floor, 43rd floor, 44th floor, 45th floor, 46th floor, 47th floor, 48th floor, 49th floor, 50th floor, 51st floor, 52nd floor, 53rd floor, 54th floor, 55th floor, 56th floor, 57th floor, 58th floor, 59th floor, 60th floor, 61st floor, 62nd floor, 63rd floor, 64th floor, 65th floor, 66th floor, 67th floor, 68th floor, 69th floor, 70th floor, 71st floor, 72nd floor, 73rd floor, 74th floor, 75th floor, 76th floor, 77th floor, 78th floor, 79th floor, 80th floor, 81st floor, 82nd floor, 83rd floor, 84th floor, 85th floor, 86th floor, 87th floor, 88th floor, 89th floor, 90th floor, 91st floor, 92nd floor, 93rd floor, 94th floor, 95th floor, 96th floor, 97th floor, 98th floor, 99th floor, 100th floor, 101st floor, 102nd floor, 103rd floor, 104th floor, 105th floor, 106th floor, 107th floor, 108th floor, 109th floor, 110th floor, 111th floor, 112th floor, 113th floor, 114th floor, 115th floor, 116th floor, 117th floor, 118th floor, 119th floor, 120th floor, 121st floor, 122nd floor, 123rd floor, 124th floor, 125th floor, 126th floor, 127th floor, 128th floor, 129th floor, 130th floor, 131st floor, 132nd floor, 133rd floor, 134th floor, 135th floor, 136th floor, 137th floor, 138th floor, 139th floor, 140th floor, 141st floor, 142nd floor, 143rd floor, 144th floor, 145th floor, 146th floor, 147th floor, 148th floor, 149th floor, 150th floor, 151st floor, 152nd floor, 153rd floor, 154th floor, 155th floor, 156th floor, 157th floor, 158th floor, 159th floor, 160th floor, 161st floor, 162nd floor, 163rd floor, 164th floor, 165th floor, 166th floor, 167th floor, 168th floor, 169th floor, 170th floor, 171st floor, 172nd floor, 173rd floor, 174th floor, 175th floor, 176th floor, 177th floor, 178th floor, 179th floor, 180th floor, 181st floor, 182nd floor, 183rd floor, 184th floor, 185th floor, 186th floor, 187th floor, 188th floor, 189th floor, 190th floor, 191st floor, 192nd floor, 193rd floor, 194th floor, 195th floor, 196th floor, 197th floor, 198th floor, 199th floor, 200th floor, 201st floor, 202nd floor, 203rd floor, 204th floor, 205th floor, 206th floor, 207th floor, 208th floor, 209th floor, 210th floor, 211th floor, 212th floor, 213th floor, 214th floor, 215th floor, 216th floor, 217th floor, 218th floor, 219th floor, 220th floor, 221st floor, 222nd floor, 223rd floor, 224th floor, 225th floor, 226th floor, 227th floor, 228th floor, 229th floor, 230th floor, 231st floor, 232nd floor, 233rd floor, 234th floor, 235th floor, 236th floor, 237th floor, 238th floor, 239th floor, 240th floor, 241st floor, 242nd floor, 243rd floor, 244th floor, 245th floor, 246th floor, 247th floor, 248th floor, 249th floor, 250th floor, 251st floor, 252nd floor, 253rd floor, 254th floor, 255th floor, 256th floor, 257th floor, 258th floor, 259th floor, 260th floor, 261st floor, 262nd floor, 263rd floor, 264th floor, 265th floor, 266th floor, 267th floor, 268th floor, 269th floor, 270th floor, 271st floor, 272nd floor, 273rd floor, 274th floor, 275th floor, 276th floor, 277th floor, 278th floor, 279th floor, 280th floor, 281st floor, 282nd floor, 283rd floor, 284th floor, 285th floor, 286th floor, 287th floor, 288th floor, 289th floor, 290th floor, 291st floor, 292nd floor, 293rd floor, 294th floor, 295th floor, 296th floor, 297th floor, 298th floor, 299th floor, 300th floor, 301st floor, 302nd floor, 303rd floor, 304th floor, 305th floor, 306th floor, 307th floor, 308th floor, 309th floor, 310th floor, 311th floor, 312th floor, 313th floor, 314th floor, 315th floor, 316th floor, 317th floor, 318th floor, 319th floor, 320th floor, 321st floor, 322nd floor, 323rd floor, 324th floor, 325th floor, 326th floor, 327th floor, 328th floor, 329th floor, 330th floor, 331st floor, 332nd floor, 333rd floor, 334th floor, 335th floor, 336th floor, 337th floor, 338th floor, 339th floor, 340th floor, 341st floor, 342nd floor, 343rd floor, 344th floor, 345th floor, 346th floor, 347th floor, 348th floor, 349th floor, 350th floor, 351st floor, 352nd floor, 353rd floor, 354th floor, 355th floor, 356th floor, 357th floor, 358th floor, 359th floor, 360th floor, 361st floor, 362nd floor, 363rd floor, 364th floor, 365th floor, 366th floor, 367th floor, 368th floor, 369th floor, 370th floor, 371st floor, 372nd floor, 373rd floor, 374th floor, 375th floor, 376th floor, 377th floor, 378th floor, 379th floor, 380th floor, 381st floor, 382nd floor, 383rd floor, 384th floor, 385th floor, 386th floor, 387th floor, 388th floor, 389th floor, 390th floor, 391st floor, 392nd floor, 393rd floor, 394th floor, 395th floor, 396th floor, 397th floor, 398th floor, 399th floor, 400th floor, 401st floor, 402nd floor, 403rd floor, 404th floor, 405th floor, 406th floor, 407th floor, 408th floor, 409th floor, 410th floor, 411th floor, 412th floor, 413th floor, 414th floor, 415th floor, 416th floor, 417th floor, 418th floor, 419th floor, 420th floor, 421st floor, 422nd floor, 423rd floor, 424th floor, 425th floor, 426th floor, 427th floor, 428th floor, 429th floor, 430th floor, 431st floor, 432nd floor, 433rd floor, 434th floor, 435th floor, 436th floor, 437th floor, 438th floor, 439th floor, 440th floor, 441st floor, 442nd floor, 443rd floor, 444th floor, 445th floor, 446th floor, 447th floor, 448th floor, 449th floor, 450th floor, 451st floor, 452nd floor, 453rd floor, 454th floor, 455th floor, 456th floor, 457th floor, 458th floor, 459th floor, 460th floor, 461st floor, 462nd floor, 463rd floor, 464th floor, 465th floor, 466th floor, 467th floor, 468th floor, 469th floor, 470th floor, 471st floor, 472nd floor, 473rd floor, 474th floor, 475th floor, 476th floor, 477th floor, 478th floor, 479th floor, 480th floor, 481st floor, 482nd floor, 483rd floor, 484th floor, 485th floor, 486th floor, 487th floor, 488th floor, 489th floor, 490th floor, 491st floor, 492nd floor, 493rd floor, 494th floor, 495th floor, 496th floor, 497th floor, 498th floor, 499th floor, 500th floor, 501st floor, 502nd floor, 503rd floor, 504th floor, 505th floor, 506th floor, 507th floor, 508th floor, 509th floor, 510th floor, 511th floor, 512th floor, 513th floor, 514th floor, 515th floor, 516th floor, 517th floor, 518th floor, 519th floor, 520th floor, 521st floor, 522nd floor, 523rd floor, 524th floor, 525th floor, 526th floor, 527th floor, 528th floor, 529th floor, 530th floor, 531st floor, 532nd floor, 533rd floor, 534th floor, 535th floor, 536th floor, 537th floor, 538th floor, 539th floor, 540th floor, 541st floor, 542nd floor, 543rd floor, 544th floor, 545th floor, 546th floor, 547th floor, 548th floor, 549th floor, 550th floor, 551st floor, 552nd floor, 553rd floor, 554th floor, 555th floor, 556th floor, 557th floor, 558th floor, 559th floor, 560th floor, 561st floor, 562nd floor, 563rd floor, 564th floor, 565th floor, 566th floor, 567th floor, 568th floor, 569th floor, 570th floor, 571st floor, 572nd floor, 573rd floor, 574th floor, 575th floor, 576th floor, 577th floor, 578th floor, 579th floor, 580th floor, 581st floor, 582nd floor, 583rd floor, 584th floor, 585th floor, 586th floor, 587th floor, 588th floor, 589th floor, 590th floor, 591st floor, 592nd floor, 593rd floor, 594th floor, 595th floor, 596th floor, 597th floor, 598th floor, 599th floor, 600th floor, 601st floor, 602nd floor, 603rd floor, 604th floor, 605th floor, 606th floor, 607th floor, 608th floor, 609th floor, 610th floor, 611th floor, 612th floor, 613th floor, 614th floor, 615th floor, 616th floor, 617th floor, 618th floor, 619th floor, 620th floor, 621st floor, 622nd floor, 623rd floor, 624th floor, 625th floor, 626th floor, 627th floor, 628th floor, 629th floor, 630th floor, 631st floor, 632nd floor, 633rd floor, 634th floor, 635th floor, 636th floor, 637th floor, 638th floor, 639th floor, 640th floor, 641st floor, 642nd floor, 643rd floor, 644th floor, 645th floor, 646th floor, 647th floor, 648th floor, 649th floor, 650th floor, 651st floor, 652nd floor, 653rd floor, 654th floor, 655th floor, 656th floor, 657th floor, 658th floor, 659th floor, 660th floor, 661st floor, 662nd floor, 663rd floor, 664th floor, 665th floor, 666th floor, 667th floor, 668th floor, 669th floor, 670th floor, 671st floor, 672nd floor, 673rd floor, 674th floor, 675th floor, 676th floor, 677th floor, 678th floor, 679th floor, 680th floor, 681st floor, 682nd floor, 683rd floor, 684th floor, 685th floor, 686th floor, 687th floor, 688th floor, 689th floor, 690th floor, 691st floor, 692nd floor, 693rd floor, 694th floor, 695th floor, 696th floor, 697th floor, 698th floor, 699th floor, 700th floor, 701st floor, 702nd floor, 703rd floor, 704th floor, 705th floor, 706th floor, 707th floor, 708th floor, 709th floor, 710th floor, 711th floor, 712th floor, 713th floor, 714th floor, 715th floor, 716th floor, 717th floor, 718th floor, 719th floor, 720th floor, 721st floor, 722nd floor, 723rd floor, 724th floor, 725th floor, 726th floor, 727th floor, 728th floor, 729th floor, 730th floor, 731st floor, 732nd floor, 733rd floor, 734th floor, 735th floor, 736th floor, 737th floor, 738th floor, 739th floor, 740th floor, 741st floor, 742nd floor, 743rd floor, 744th floor, 745th floor, 746th floor, 747th floor, 748th floor, 749th floor, 750th floor, 751st floor, 752nd floor, 753rd floor, 754th floor, 755th floor, 756th floor, 757th floor, 758th floor, 759th floor, 760th floor, 761st floor, 762nd floor, 763rd floor, 764th floor, 765th floor, 766th floor, 767th floor, 768th floor, 769th floor, 770th floor, 771st floor, 772nd floor, 773rd floor, 774th floor, 775th floor, 776th floor, 777th floor, 778th floor, 779th floor, 780th floor, 781st floor, 782nd floor, 783rd floor, 784th floor, 785th floor, 786th floor, 787th floor, 788th floor, 789th floor, 790th floor, 791st floor, 792nd floor, 793rd floor, 794th floor, 795th floor, 796th floor, 797th floor, 798th floor, 799th floor, 800th floor, 801st floor, 802nd floor, 803rd floor, 804th floor, 805th floor, 806th floor, 807th floor, 808th floor, 809th floor, 810th floor, 811th floor, 812th floor, 813th floor, 814th floor, 815th floor, 816th floor, 817th floor, 818th floor, 819th floor, 820th floor, 821st floor, 822nd floor, 823rd floor, 824th floor, 825th floor, 826th floor, 827th floor, 828th floor, 829th floor, 830th floor, 831st floor, 832nd floor, 833rd floor, 834th floor, 835th floor, 836th floor, 837th floor, 838th floor, 839th floor, 840th floor, 841st floor, 842nd floor, 843rd floor, 844th floor, 845th floor, 846th floor, 847th floor, 848th floor, 849th floor, 850th floor, 851st floor, 852nd floor, 853rd floor, 854th floor, 855th floor, 856th floor, 857th floor, 858th floor, 859th floor, 860th floor, 861st floor, 862nd floor, 863rd floor, 864th floor, 865th floor, 866th floor, 867th floor, 868th floor, 869th floor, 870th floor, 871st floor, 872nd floor, 873rd floor, 874th floor, 875th floor, 876th floor, 877th floor, 878th floor, 879th floor, 880th floor, 881st floor, 882nd floor, 883rd floor, 884th floor, 885th floor, 886th floor, 887th floor, 888th floor, 889th floor, 890th floor, 891st floor, 892nd floor, 893rd floor, 894th floor, 895th floor, 896th floor, 897th floor, 898th floor, 899th floor, 900th floor, 901st floor, 902nd floor, 903rd floor, 904th floor, 905th floor, 906th floor, 907th floor, 908th floor, 909th floor, 910th floor, 911th floor, 912th floor, 913th floor, 914th floor, 915th floor, 916th floor, 917th floor, 918th floor, 919th floor, 920th floor, 921st floor, 922nd floor, 923rd floor, 924th floor, 925th floor, 926th floor, 927th floor, 928th floor, 929th floor, 930th floor, 931st floor, 932nd floor, 933rd floor, 934th floor, 935th floor, 936th floor, 937th floor, 938th floor, 939th floor, 940th floor, 941st floor, 942nd floor, 943rd floor, 944th floor, 945th floor, 946th floor, 947th floor, 948th floor, 949th floor, 950th floor, 951st floor, 952nd floor, 953rd floor, 954th floor, 955th floor, 956th floor, 957th floor, 958th floor, 959th floor, 960th floor, 961st floor, 962nd floor, 963rd floor, 964th floor, 965th floor, 966th floor, 967th floor, 968th floor, 969th floor, 970th floor, 971st floor, 972nd floor, 973rd floor, 974th floor, 975th floor, 976th floor, 977th floor, 978th floor, 979th floor, 980th floor, 981st floor, 982nd floor, 983rd floor, 984th floor, 985th floor, 986th floor, 987th floor, 988th floor, 989th floor, 990th floor, 991st floor, 992nd floor, 993rd floor, 994th floor, 995th floor, 996th floor, 997th floor, 998th floor, 999th floor, 1000th floor, 1001st floor, 1002nd floor, 1003rd floor, 1004th floor, 1005th floor, 1006th floor, 1007th floor, 1008th floor, 1009th floor, 1010th floor, 1011th floor, 1012th floor, 1013th floor, 1014th floor, 1015th floor, 1016th floor, 1017th floor, 1018th floor, 1019th floor, 1020th floor, 1021st floor, 1022nd floor, 1023rd floor, 1024th floor, 1025th floor, 1026th floor, 1027th floor, 1028th floor, 1029th floor, 1030th floor, 1031st floor, 1032nd floor, 1033rd floor, 1034th floor, 1035th floor, 1036th floor, 1037th floor, 1038th floor, 1039th floor, 1040th floor, 1041st floor, 1042nd floor, 1043rd floor, 1044th floor, 1045th floor, 1046th floor, 1047th floor, 1048th floor, 1049th floor, 1050th floor, 1051st floor, 1052nd floor, 1053rd floor, 1054th floor, 1055th floor, 1056th floor, 1057th floor, 1058th floor, 1059th floor, 1060th floor, 1061st floor, 1062nd floor, 1063rd floor, 1064th floor, 1065th floor, 1066th floor, 1067th floor, 1068th floor, 1069th floor, 1070th floor, 1071st floor, 1072nd floor, 1073rd floor, 1074th floor, 1075th floor, 1076th floor, 1077th floor, 1078th floor, 1079th floor, 1080th floor, 1081st floor, 1082nd floor, 1083rd floor, 1084th floor, 1085th floor, 1086th floor, 1087th floor, 1088th floor, 1089th floor, 1090th floor, 1091st floor, 1092nd floor, 1093rd floor, 1094th floor, 1095th floor, 1096th floor, 1097th floor, 1098th floor, 1099th floor, 1100th floor, 1101st floor, 1102nd floor, 1103rd floor, 1104th floor, 1105th floor, 1106th floor, 1107th floor, 1108th floor, 1109th floor, 1110th floor, 1111th floor, 1112th floor, 1113th floor, 1114th floor, 1115th floor, 1116th floor, 1117th floor, 1118th floor, 1119th floor, 1120th floor, 1121st floor, 1122nd floor, 1123rd floor, 1124th floor, 1125th floor, 1126th floor, 1127th floor, 1128th floor, 1129th floor, 1130th floor, 1131st floor, 1132nd floor, 1133rd floor, 1134th floor, 1135th floor, 1136th floor, 1137th floor, 1138th floor, 1139th floor, 1140th floor, 1141st floor, 1142nd floor, 1143rd floor, 1144th floor, 1145th floor, 1146th floor, 1147th floor, 1148th floor, 1149th floor, 1150th floor, 1151st floor, 1152nd floor, 1153rd floor, 1154th floor, 1155th floor, 1156th floor, 1157th floor, 1158th floor, 1159th floor, 1160th floor, 1161st floor, 1162nd floor, 1163rd floor, 1164th floor, 1165th floor, 1166th floor, 1167th floor, 1168th floor, 1169th floor, 1170th floor, 1171st floor, 1172nd floor, 1173rd floor, 1174th floor, 1175th floor, 1176th floor, 1177th floor, 1178th floor, 1179th floor, 1180th floor, 1181st floor, 1182nd floor, 1183rd floor, 1184th floor, 1185th floor, 1186th floor, 1187th floor, 1188th floor, 1189th floor, 1190th floor, 1191st floor, 1192nd floor, 1193rd floor, 1194th floor, 1195th floor, 1196th floor, 1197th floor, 1198th floor, 1199th floor, 1200th floor, 1201st floor, 1202nd floor, 1203rd floor, 1204th floor, 1205th floor, 1206th floor, 1207th floor, 1208th floor, 1209th floor, 1210th floor, 1211th floor, 1212nd floor, 1213rd floor, 1214th floor, 1215th floor, 1216th floor, 1217th floor, 1218th floor, 1219th floor, 1220th floor, 1221st floor, 1222nd floor, 1223rd floor, 1224th floor, 1225th floor, 1226th floor, 1227th floor, 1228th floor, 1229th floor, 1230th floor, 1231st floor, 1232nd floor, 1233rd floor, 1234th floor, 1235th floor, 1236th floor, 1237th floor, 1238th floor, 1239th floor, 1240th floor, 1241st floor, 1242nd floor, 1243rd floor, 1244th floor, 1245th floor, 1246th floor, 1247th floor, 1248th floor, 1249th floor, 1250th floor, 1251st floor, 1252nd floor, 1253rd floor, 1254th floor, 1255th floor, 1256th floor, 1257th floor, 1258th floor, 1259th floor, 1260th floor, 1261st floor, 1262nd floor, 1263rd floor, 1264th floor, 1265th floor, 1266th floor, 1267th floor, 1268th floor, 1269th floor, 1270th floor, 1271st floor, 1272nd floor, 1273rd floor, 1274th floor, 1275th floor, 1276th floor, 1277th floor, 1278th floor, 1279th floor, 1280th floor, 1281st floor, 1282nd floor, 1283rd floor, 1284th floor, 1285th floor, 1286th floor, 1287th floor, 1288th floor, 1289th floor, 1290th floor, 1291st floor, 1292nd floor, 1293rd floor, 1294th floor, 1295th floor, 1296th floor, 1297th floor, 1298th floor, 1299th floor, 1300th floor, 1301st floor, 1302nd floor, 1303rd floor, 1304th floor, 1305th floor, 1306th floor, 1307th floor, 1308th floor, 1309th floor, 1310th floor, 1311th floor, 1312nd floor, 1313rd floor, 1314th floor, 1315th floor, 1316th floor, 1317th floor, 1318th floor, 1319th floor, 1320th floor, 1321st floor, 1322nd floor, 1323rd floor, 1324th floor, 1325th floor, 1326th floor, 1327th floor, 1328th

THUNDERBIRD **THUNDERBIRD**

BIRD SALE!

<p>1959 T-BIRD Convertible, white. Full power. Black interior.</p> <p style="font-size: 2em; font-weight: bold;">\$1399</p> <p>1959 T-BIRD HARDTOP Full power, red with black interior.</p> <p style="font-size: 2em; font-weight: bold;">\$1499</p>	<p>1959 T-BIRD Convertible, 40 cu. in. factor engine. Very Sharp</p> <p style="font-size: 2em; font-weight: bold;">\$1599</p> <p>1959 T-BIRD Hardtop, stick, white with black interior. Very clean</p> <p style="font-size: 2em; font-weight: bold;">\$1799</p>
--	---

\$899

Largest T-Bird Selection in Long Beach
BOB THOMPSON'S
SPORT CENTER

431 W. Pacific Cty. Hy. HE 2-7971

'59 THUNDERBIRD. Automatic. Power steering. Electric windows. Attractive two-tone paint. Low mileage. \$1899
C. Fred Holmsen Motor Sales
437 E. Anaheim HE 5-9711

'61 T-BIRD. Full leather. Powder blue. Swinging wheel. Radio, heater, low mileage. Price \$2399. Quick sale.
C. Fred Holmsen Motor Sales
437 E. Anaheim HE 5-9711

CONSOLIDATE
YOUR BILLS

NEW FINANCE PLAN
36-MONTH FINANCING

GET \$300 XMAS MONEY

GET '59, '60, '61 or '62 CAR
CHEVROLET — FORD — PONTIAC
OLDSMOBILE — CADILLAC — COMPACTS

PAYMENTS AS LOW AS \$56 MO.

DALE BROWN MOTORS

2471 LONG BEACH BLVD.



NEW CARS
at
USED CAR PRICES

25 NEW
1963 RAMBLERS
WHILE THEY LAST
HOLIDAY RAMBLER

USED CAR DEPT.
1310 LONG BEACH BLVD.
CORNER ANAHEIM ST.

THUNDERBIRD

3580

E. Pacific Coast Hwy.
 '61 THUNDERBIRD — Power/air
 heater. All vinyl interior,
 excellent care & has factory air,
 power windows & seat, swing-
 away steering wheel. This car is
 beautiful & ready to go at only
 \$3795. Ford A-1 Warranty.
 3384 E. Pac. Cal. Hwy. GE 4-0979
 Open Sunday — See Ed Cousins
 A division of Hale Young Ford

SS T-BIRD — Red, autom. trans.,
 power windows, seat, & seat belt.
 New tires. \$1453. GE 14530

VALIANT

BEST VALIANT BUY
 All original '60 deluxe 300 4-dr.
 sedan. Shick, Radio and heater.
 Special 10day. \$695

HOLIDAY RAMBLER
 3310 Long Beach Blvd. NE 6-9007

'60 VALIANT \$699
 Stick-shift — Clean Car
PHIL HALL
 2100 E. PAC. CST. GE 4-1454

BANK REPOSSESSIONS
 '61 VALIANT 1570 \$1074
 '61 VALIANT SDN 986
 Bank terms. See Bank Rep. Bldg.
 1740 L.B. BLVD., L.B. NE 4-5424

WIDGER GOODWIN DODGE
 offers . . .

'61 VALIANT
 4-door, Automatic, radio & heater.
\$895

WIDGER GOODWIN DODGE
 1690 Lakewood Blvd. TO 4-9999
 Bellflower. Open even. & Sunday

'62 VALIANT Super. Autom., R.R.
 W.w.w. Priv. ply. 6974547.

CHRYSLER

CORPORATION

CORPORATE OWNED VEHICLES

MANY OF THESE CARS LISTED BELOW WERE
 USED BY FACTORY EXECUTIVES AND HAVE HAD
 EXCELLENT CARE. 50,000 MILE OR 5-YEAR
 WARRANTY APPLIES ON THESE CARS.

CAN BE SEEN ONLY
 AT BIG HEARTED ED'S

	Factory List Price	Your Price
'63 PLYMOUTH W/AIR Belvedere, 2-door Hardtop, V-8, Torqueflite, radio, air conditioned, power steering.	\$3692	\$2786
'63 PLYMOUTH W/AIR Fury, 2-door Hardtop, V-8, Torqueflite, radio air conditioned, power steering.	\$3842	\$2945
'63 VALIANT CONV'T. Radio and heater, automatic, big engine, power steering, etc.	\$3046	\$2487
'63 CHRYSLER WAGON Passenger, Air conditioned, power windows, seats, steering and brakes, Luggage rack, loaded.	\$4862	\$3762
'63 PLYMOUTH 4-DOOR Belvedere, Radio and heater, Torqueflite, power steering and brakes, etc.	\$3266	\$2466
'63 CHRYSLER NEWPORT 4-door, Radio and heater, power steering, Torqueflite, etc.	\$3854	\$2985
'63 VALIANT 4-DOOR Torqueflite, radio and heater, big engine, vinyl interior, Choice of 3.	\$2658	\$2192
'63 DODGE WAGON Automatic, power steering, radio and heater, Luggage rack, Loaded.	\$3352	\$2595

BIG TRADE-IN ALLOWANCES

ON ALL '64 CHRYSLERS — PLYMOUTHS — VALIANTS

VILLAGE MOTORS

1963 BUICK
MARION COUPE
Aluminum with black interior. Radio, heater, automatic, power steering and brakes. White walls. Like new. Stock No. 3035.
\$3588

1963 PONTIAC
BONNEVILLE VISTA
FACTORY AIR CONDITIONING, automatic transmission, 5.0 w o r steering and brakes, radio, heater. Beautiful red with matching vinyl interior. 1 owner. Stock No. 3011.
\$3388

1960 COMET
4-DOOR WAGON
Heater, stick, white walls. Light blue color. Lic. GGT 771.
\$788

1962 LARK
DELUXE 4 DOOR
Automatic transmission, radio, heater. Extra sharp. 1 owner. Little blue color. Lic. OAU 436.
\$1188



Down Payment

Long Beach 12, Calif., Sunday, Oct. 27, 1964

**Friendly
RAMBLER**

Hike Apoian, New Owner

**SAVE
TWICE**

**During our final
CLEARANCE**
of all remaining '63's new and demo
Ramblers still remaining in our stock.

**NO CASH
NEEDED**

to take delivery on any '63 or '64 Ramblers.
If your car is worth just \$149 with approved
credit.

**SAVE
A FULL YEAR**

ED BARBAR

CHRYSLER PLYMOUTH

6200 N. BELLFLOWER BLVD.

BETWEEN SOUTH AND ARTESIA

LAKEWOOD TO 7-0112

SUPERMARKET

FOR CARS

ALL-OUT SALE

ON

USED CARS

OVERSTOCKED WITH NEW 1964 TRADE-INS

RIGHT BUY — BUY RIGHT

EARLY BIRD SPECIALS!!

'63 CORVETTE FAST BACK hardtop coupe, V-8, Power steering, radio, heater. Lic. No. KIF 587. Solid and serviced new—5093 actual miles. Like new.	SAVE \$\$\$	'62 CHEVROLET IMPALA hardtop coupe, V-8, powersteering, power steering, radio, heater. Fawn beige, Lic. No. GVA 194. Solid and serviced new. Low mileage. Drive it and you'll buy it.	\$2499
'62 CHEVROLET BEL AIR hardtop Sport Coupe, Lic. No. KGD 267. V-8, Powersteering, radio, heater. Ivory. Low mileage. A cream pull.	\$1999	'61 CHEVROLET IMPALA 4-door Sport sedan, Gas saving 6, Powerdrive, automatic, radio, heater. Lic. No. QJC 160. Dark blue.	\$1999
'62 CHEVY II NOVA 4-door hardtop, coupe, 4-cylinder, Standard transmission, power steering, radio, heater. Lic. No. FJL 122. Ivory, red interior. A knock-out.	\$1999	'60 RAMBLER SUPER 4-door, 6-passenger, Country sedan, gas saving 4, automatic, radio, heater. Lic. No. KEY 94. Dark green.	\$1399
'62 CORVAIR MONZA coupe, dark blue, Lic. No. KHD 710. Power-drive, radio, heater.	\$1799	'60 BUICK LE SABRE 2-door, V-8, Automatic, heater. Lic. No. KFC 54. Ivory and green.	\$1299
'62 FALCON FUTURA coupe, automatic transmission, bucket seats, radio, heater, red with red interior. Lic. No. FAD 471.	\$1799	'59 PONTIAC SAFARI CATALINA 4-door, V-8, automatic, power steering, 6-passenger, station wagon, radio, heater. Ivory, Lic. No. KEV 335.	\$1499
'61 CHEVROLET IMPALA hardtop coupe, V-8, Powerdrive, Power Steering, radio, heater. Lic. No. LDT 123. Silver with red and white interior.	\$2099	'59 CHEVROLET IMPALA convertible, V-8, Turbofire, Power steering, radio, heater. Lic. No. KIS 455.	\$1299
'61 CHEVROLET PARKWOOD 4-door, 6-passenger, station wagon, V-8, Powerdrive, Power steering, radio, heater. Lic. No. FWJ 033. Brass in color, a sweetie!	\$2099	'59 RAMBLER SUPER 4-door, 6-passenger, Cross Country station wagon, 4 automatic, radio, heater. Lic. No. ITS 851. Light green.	\$1199
'61 CHEVROLET IMPALA sedan, V-8, power drive, power steering, radio, heater. Lic. No. NTG 655. Like Blue.	\$1999	'58 OLDSMOBILE 99 Hardtop coupe, V-8, Automatic, Power steering, radio, heater. Lic. No. KEZ 742. Ivory and purple. A real knockout.	\$999



HARBOR

CHEVROLET

3770 Cherry Ave. GA 6-3344

OPEN SUNDAYS

No Problem
\$125
DOWN
 Cash or Trade
 Delivers any car in stock. On approved credit.

1963 PONTIAC
 GRAND PRIX
 Automatic transmission, radio, heater, power steering and brakes, whitewalls. Beautiful blue with matching interior. Stock No. 309.
\$3288

1963 PONTIAC
 BONNEVILLE CONV.
 Radio, heater, automatic, power steering, aluminum wheels. Stock No. 3078.
\$2888

1963 FORD
 FAIRLANE 504
 V-8, sport coupe, automatic transmission, radio, heater, power steering. Hardtop. Really like new. Stock No. 2635.
\$1988

1961 CHEVROLET
 NOMAD
 4-Door
 Full power equipped. FACTORY AIR.
\$1988

1961 PONTIAC
 CATALINA CONV.
 Radio, heater, automatic, power steering and brakes. Ultra blue with matching interior. Lic. Q27343.
\$1488

VILLAGE MOTORS
2185 L. B. BL.
HE 7-0751
 Open Even. 'til 10 and All Day Sunday

DEPRECIATION PLUS SALE DISCOUNTS

OF
\$300 to \$700 OVER
70 CARS
 to choose from

Friendly RAMBLER COMPTON

**ASK ABOUT OUR
1 PAYMENT PLAN
AVAILABLE TO YOU**

Our financing department can show you how to spread all your outstanding bills into 1 payment and still be able to own a brand new Rambler.

YOUR PRESENT OUTGOING BILLS	MONTHLY Per Month
Bills	\$12.00
DOCTOR	48.00
CAR	14.00
TELEVISION	53.00
FURNITURE	23.00
BANK LOAN	8.00
DENTIST	17.00
CHARGE ACCOUNT	175.00

THIS IS FRIENDLY RAMBLER'S 1 PAYMENT PLAN
\$98 per month including a brand new
 1963 or 1964 Rambler

Used Cars at Drastic Discount Savings

<p>'59 FORD CUSTOM 300 SEDAN Radio, heater, automatic. Lic. No. FIW 524</p> <p>\$595</p>	<p>'56 DODGE CUSTOM ROYAL Auto, transmission, radio, heater, etc. Lic. FRL 295</p> <p>\$129</p>
<p>'60 T-BIRD HARDTOP, steering, power brakes, power windows, FACTORY AIR CONDIT- TIONING, radio, heater. Baby blue in color. Lic. No. GXX 751</p> <p>\$2195</p>	<p>'55 PLYMOUTH 4-DOOR SEDAN Auto, transmission, radio, heater, etc. Lic. FTH #15</p> <p>\$249</p>
<p>'61 MONZA COUPE Beautiful well cared for as speed. Radio, heater. Lic. No. VRM 415</p> <p>\$1495</p>	<p>'60 RAMBLER FULL SIZE CLASSIC SEDAN Auto, transmission, radio, heater, Real nice. Lic. No. LLI 318</p> <p>\$895</p>

410 No.
Long Beach Blvd.
COMPTON NE. 8-0581

—WE—
—ARE—

Overstocked
With Late Model
Trade-Ins
On the New
1964 BUICK

MUST MAKE ROOM

100%
FINANCING
O.A.C.
—NO—
PAYMENTS
—TILL—
NEXT YEAR

'63 BUICK

RIVIERA
Loaded with all the extras,
factory air conditioning plus
factory floor mats.

\$3999

'62 BUICK

INVICTA
STATION WAGON
Factory air conditioning plus
all the power. Luggage rack.
Sold new and serviced by us.

\$2999

'61 BUICK

SPECIAL
4-DOOR DELUXE
V-8, automatic, radio, heater.

\$1799

'60 BUICK

INVICTA
4-DOOR HARDTOP
Full power, auto., R. & H.

\$1699

'59 BUICK

INVICTA
2-DOOR HARDTOP
Full power, auto., R. & H.

\$1399

'58 BUICK

ROADMASTER
Full power, auto., R. & H.

\$899

'58 BUICK

LIMITED
CONVERTIBLE
Full power, radio and heater,
automatic, w-w tires.

\$1299

'56 BUICK

RIVIERA
2-DOOR SEDAN

\$399

'59 FORD

STATION WAGON
Mechanic's Special

\$599

'58 VOLVO

4-DOOR SEDAN

\$299

'63 CHEV.

SUPER SPORT
2-DOOR HARDTOP
Loaded with all the extras.

\$2999

'62 CHEV.

IMPALA SPORTS COUPE

\$2299

OPEN
7 DAYS A WEEK
TIL 10 P.M.

MANY MORE TO
CHOOSE FROM

Harry C. Clark

BUICK

150 SOUTH
Long Beach Blvd.

COMPTON

NO CASH NEEDED
for qualified buyers on approved credit
NO SIDE LOANS
ONE PAYMENT ONLY

Cars listed below will be sold on the following per month payments

PAYMENTS OF	PAYMENTS OF
'62 Chev. Super Sport...\$35	'60 Merc. Hardtop cpe...\$66
'62 Chev. wagon, V-8...\$95	'61 Comet 2-door...\$66
'62 Chev. Impala, V-8...\$67	'62 Monza coupe...\$66
'62 Ford wagon (air)...\$69	'62 Dodge (air)...\$78
'61 Chev. Impala, V-8...\$78	'62 Pontiac 2-dr. Hdt. p...\$64
'60 Chev. Impala, V-8...\$67	'62 Pontiac 4-door...\$66
'60 Chev. Impala, V-8...\$66	'60 Rambler 4-dr. F.P. \$695
'60 Olds. Super 88 cpe...\$64	'60 Renault D...F.P. \$685

Denham's Inc.

CENTER FOR USED

CHEVROLETS

2533 LAKEWOOD BLVD.

South of Willow St., Long Beach

GE 3-0929

SELEBRATING A NEW LOCATION



DUANE WOOLPERT, Pres.



ART MAYS, V. Pres.

IMPORTS

'59 JAG. Mark 9	\$1199
'61 ABARTH Zagato	\$1299
'61 FIAT 1100-D	\$1299
'59 MERCEDES 300	\$1299
'59 VW CAMPER	\$1299
'59 PEUGEOT 403	\$1299
'59 A-HEALEY Dlx.	\$1299
'59 A-HEALEY Dlx.	\$1299
'59 MGAV. R.H.	\$1299
'59 TR-5 R.H.	\$1299
'59 TR-5 R.H.	\$1299

DOMESTICS

'62 CORVETTE, 2 door	\$1499
'61 CAD. Convert. air	\$1299
'62 CHEV. Imp. Cpe.	\$1299
'62 OLDS Super 88 Cpe.	\$1299
'62 PLYM. Fury Coupe	\$1299
'62 BUICK V-8 Hdt. Cpe.	\$1299
'62 PLYM. Fury Coupe	\$1299
'62 FORD City Sedan	\$1299
'61 CHEV. V-8, 400 mi.	\$1299
'62 INTL. V-8, 400 mi.	\$1299
'57 FORD V-8, 400 mi.	\$1299

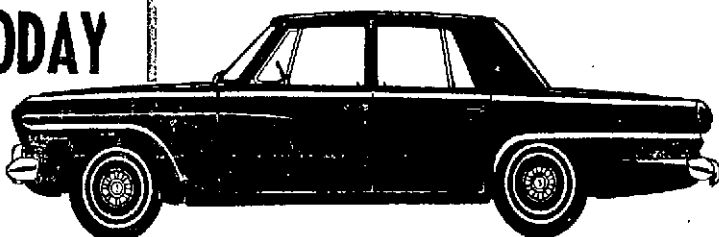
100% Financing—Approved Credit

WOOLPERT IMPORTS

1725 L.B. Blvd.

HE 2-3431

HERE TODAY **1964 Studebaker**



COMPLETELY NEW RADICALLY DIFFERENT

LOW AS

\$1794

BEAUTY BEYOND COMPARE

LOW AS

\$1794

Low Prices—Huge Trade-in Allowances

YOUR DRIVING INSPECTION TODAY — IS CORDIALLY INVITED

Palmer Motor, 3300 Atlantic GA 4-0754

BUY NOW
Save Now

**STOCK REDUCTION AND PRICE
REDUCTION SALE NOW AT HALE YOUNG FORD
USED CAR DEPARTMENT**

	Reduced from	to
'57 MERCURY Montclair Hardtop	\$695	\$395
Radio and heater, automatic, power steering and brakes.		
'55 CHEVROLET PICKUP	\$795	\$595
Sharp		
'57 FORD F-100 PICKUP	\$895	\$595
Clean		
'58 CHEVROLET PICKUP	\$995	\$795
'60 RAMBLER CUSTOM 6-Cyl., 4-Dr	\$1195	\$995
Automatic. Real nice.		
'58 FORD SKYLINER Retractable. Cnvert.	\$995	\$695
Radio and heater, automatic, power steering and brakes.		
'59 MERCURY Com'utr. 9-Pass. Wag.	\$1395	\$1095
Loaded with power. Automatic.		
'60 FORD 2-DOOR	\$1395	\$1095
Brand new inside and out. Air conditioned.		
'60 FORD F-100—Sharp!	\$1395	\$1195
4-speed transmission.		
'59 FORD COUNTRY SEDAN	\$1395	\$1195
Automatic, radio and heater, power steering. Extremely sharp!		
'61 FORD FALCON WAGON	\$1499	\$1295
Automatic, radio and heater.		
'56 T-BIRD HARDTOP	\$1695	\$1295
Radio and heater, automatic, power steering and windows.		
'60 CHEVROLET PICKUP	\$1495	\$1295
Beautiful. Like new.		
'62 FALCON WAGON	\$1749	\$1495
Automatic, 170 engine. Radio and heater.		
'62 COMET S-22	\$2095	\$1750
Automatic, radio and heater, bucket seats, white sidewall tires, tinted glass.		
'62 FORD Galaxie 500 2-Dr. Hdt. p.	\$2395	\$2095
Automatic, radio and heater, power steering.		
'63 FORD Fairlane 500 2-Dr. Hdt. p.	\$2195	\$2195
Automatic, radio and heater, power steering, wsw, 260 V-8 engine, tinted glass.		
'63 FORD GALAXIE 500	\$3495	\$2495
Loaded! 3000 actual miles.		
'62 T-BIRDS	\$3495	\$3195
2 to choose from. Loaded. Air.		
'63 T-BIRD	\$4295	\$3795
Loaded. Air.		

HALE YOUNG FORD

USED CAR DEPARTMENT

2600 E. ANAHEIM

GE 9-0236

CREST

CHEAT THE GAS PUMP!
'62 RAMBLER AMERICAN
400 CONVERTIBLE. Power steering,
radio, heater, bucket seats, full vinyl
interior. Drive a lot... **Per \$33.99**
Save a lot...
Low Interest Bank Financing

'60 CHEVROLET
EL CAMINO. Automatic, radio, heater,
new tires, low mileage. Original
throughout. Crest guaranteed for 90
days or **Per \$42.99**
4000 miles...
Low Interest Bank Financing

'60 RAMBLER SUPER
STATION WAGON. Fully equipped in-
cluding radio, heater. Powder Blue w/ a
matching interior. Lots of room plus
top **Per \$26.99**
economy...
Low Interest Bank Financing

*Our Lot Is Open 7 Days
a Week for Your Shopping
Convenience*

'62 CHEVROLET
V-8. STICK. 2-Door, radio, heater.
Performance, economy and quality on
the Crest Fully **Per \$42.99**
Guaranteed car...
Low Interest Bank Financing

'61 FORD
FALCON FUTURA. Automatic, radio,
heater, bucket seats. Blue with match-
ing interior, whitewalls, tinted glass.
Enjoy Sport Car feel and **Per \$39.99**
economy, fuel...
Low Interest Bank Financing

'63 CHEVROLET
IMPALA HARDTOP. Powerglide, ra-
dio, heater, power steering, low mil-
age. Fully guaranteed! Don't pass this
low payment '63 model at Crest this
weekend **Per \$64.99**
only!...
Low Interest Bank Financing

*These Are Only a Few of
Over 100 Quality Used Cars
We Have in Stock
All Cars Are Reconditioned
and Fully Guaranteed
Stop in... We Have the
Car You're Looking for...*

'60 DODGE

PIONEER HARDTOP. 2-Door, V-8, au-
tomatic, radio, power steering, motor
overhauled. Mechanically guaranteed
for 90 days or 4000 miles. Why pay
more for less in other makes... **\$1499**

'62 CHEVROLET

IMPALA CONVERTIBLE. Automatic,
radio, heater, power steering, low mil-
age. Powder blue with matching
interior. Unconditional guarantee for
90 days or **\$2399**
4000 miles

'59 BUICK

ELECTRA POST 4-DOOR. White with
blue interior. A \$5000 car now that
can be bought this week... **\$1399**
end at Crest for...

'59 MERCURY

STATION WAGON. Automatic, radio,
heater, power steering, tinted glass,
whitewalls. Original **\$1299**
throughout. Loads of extras...

'62 CHEVROLET

NOVA HARDTOP. 2-Door, automatic,
radio, heater, tinted glass, whitewalls.
White. 90-day or 4000-
mile Crest Guarantee... **\$1899**

'59 CHRYSLER

NEW YORKER POST 4-DOOR. Why
buy a Hardtop with rattles when you
can buy this fully
equipped luxury car... **\$1499**

*See Crest — Shop Crest —
Buy Crest
Low Monthly Payments,
Low Down Payments and
Bank Financing*

'59 CHEVROLET

6-PASS. WAGON, 6-Cylinder, stand-
ard shift, radio, heater. A 90 days or
4000-mile **\$1199**
Crest Guarantee

'59 CHEVROLET PARKWOOD
INVICTA HARDTOP. A real sharp
Coupe with loads and loads of extras
including **\$1499**
power steering

**1335
LONG BEACH
BLVD.
HE 2-2969**

**Rancho
RAMBLER**

**ALL
1963
RAMBLERS
MUST GO!**

**SAVE
HUNDREDS \$\$\$\$**

We've got to make room for 1964 cars
which are arriving by the truck load every
day. 56 1963 Ramblers must be sold now!
All prices slashed! No problem in financ-
ing. As little as \$95 cash or trade makes
the down payment.

**EXAMPLE:
1963 RAMBLER
660 4-DOOR CLASSIC**



**33⁶⁹
MO.**
After Down Payment

**1963 CHEVROLET
IMPALA
HARDTOP**
Automatic, trans-
mission, radio, heater,
power steering. Real
low mileage. Original
interior. A beauty. Stock
No. 12675.
\$2495

**1958 FORD
SUNLINER
CONVERTIBLE**
Fairlane 500. Auto-
matic, radio, heater,
power steering. Real
low mileage. Original
interior. A beauty. Stock
No. 12676.
\$545

**1961 PLYMOUTH
CONVERTIBLE
FURY**
Automatic, trans-
mission, radio, heater,
power steering. Stock
No. 12677.
\$995

**1958 CHEVROLET
BROOKWOOD
STATION WAGON**
4-Door. Automatic,
transmission, radio,
heater, power steering.
A beauty. Stock
No. 12678.
\$695

**1960 FORD
GALAXIE
HARDTOP**
Radio, heater, power steer-
ing. A beauty. Stock
No. 12679.
\$1195

**1960 RAMBLER
AMBASSADOR**
Automatic, trans-
mission, radio, heater,
power steering. Stock
No. 12680. Original.
\$1095

**1962
RAMBLER
4-DOOR CUSTOM**
Automatic, radio, heater,
whitewall tires.
\$1495

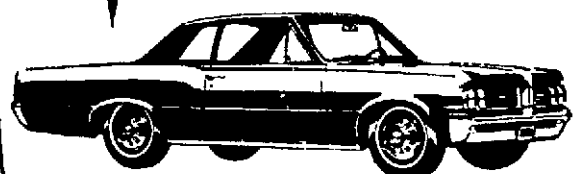
**OPEN NIGHTLY TIL 10 P.M.
INCLUDING SUNDAYS!**

**Rancho
RAMBLER**

**2160 LONG BEACH Blvd.
Garfield 6-2111 LONG BEACH**

Hurry on down to
WIDE-TRACK
TOWN

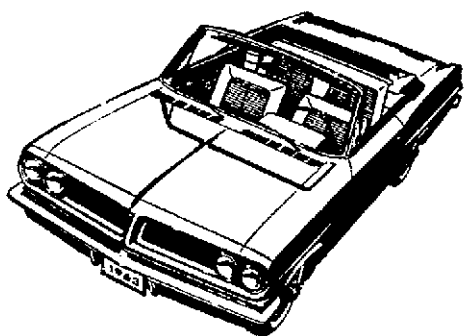
see and drive the
BEAUTIFUL
Success car, '64 edition..
Pontiac.



TEMPEST SPORTS COUPE

USED CAR SPECIALS!

1963 TEMPEST
LE MANS CONVERTIBLE



\$1995

'62 COMET VILLAGER STATION WAGON
Auto. trans., radio, heater, whitewall
tires, E-Z-I glass. Stock #8515. **\$1695**

'60 DODGE MATADOR SPORT COUPE
Auto. trans., radio, heater, power
steering, whitewall tires. Stk. #8734. **\$995**

'58 FORD STATION WAGON
V-8 engine, auto. trans., radio, heater,
whitewall tires. Stock #8590. **\$595**

'59 OLDSMOBILE HOLIDAY "88"
Hydra-Matic, radio, heater, whitewall
tires. Stock #8768. **\$795**

'59 PONTIAC BONNEVILLE CONVERTIBLE
Hydra-Matic, radio, heater, power
steer/brakes, whitewalls. Stk. #8583. **\$1295**

'57 PONTIAC
Automatic transmission, radio, heater,
power steering. Stock #8751. **\$295**

'59 PONTIAC STATION WAGON
Auto. trans., radio, heater, power
steering, whitewall tires. Stk. #8773. **\$1195**

'59 PONTIAC CATALINA HARDTOP
Automatic transmission, radio, heater,
whitewall tires. Stock #8758. **\$795**

'62 CHEVROLET MONZA COUPE
Radio, heater, whitewall tires.
Stock No. 8759. **\$1495**

MIKE SALTA
PONTIAC
1545 Long Beach Blvd.
Long Beach HElock 7-4111

OPEN NIGHTLY
TIL 10 P.M.
INCLUDING SUNNYS

See Classifications 173-176 **AUTHORIZED NEW CAR SALES & SERVICE** for Automotive Bargains
NEW CAR DIRECTORY

ALFA-ROME	DODGE	METROPOLITAN
LONG BEACH, LAKEWOOD Briny-Gray Imports, 3515 Atlantic GA 4-0951	LONG BEACH Yerxa Holmes, 35th & Atlantic Glenn E. Thomas Co., 340 E. Anaheim GA 4-8603 HE 6-1281	LONG BEACH, LAKEWOOD Rancho Rambler, 2011 L. B. Blvd. Holiday Rambler, 1427 Long Beach Blvd. GA 6-2111 HE 6-9001
BELLFLOWER Parris Bros. (Imports) 15734 Bellflower Blvd., Bellflower TO 7-1781	BELLFLOWER, COMPTON, LAKEWOOD Sneely & Langford 401 N. L. B. Blvd., Compton NE 1-6163	ORANGE COUNTY Greve Rambler Sales, 12222 G. G. Blvd. JE 4-4545
SOUTH GATE Nick Pastor, 3450 E. Firestone, South Gate. LO 7-2161	WIDGER-GOODWIN DODGE 16900 Lakewood Blvd., Bellflower TO 6-9081	OLDSMOBILE LONG BEACH, LAKEWOOD Dick Browning Oldsmobile 1227 Long Beach Blvd., Long Beach HE 6-9621
COMPTON Whittier Imports Compton & Long Beach Blvd., Compton NE 1-4940	WILMINGTON Suburban Motors, 455 E. Anaheim TE 4-8595	BELLFLOWER, COMPTON, DOWNEY, NORWALK Newlings 7440 E. Firestone, Downey TO 2-1181
AUSTIN	ENGLISH FORD	PEUGEOT
LONG BEACH, LAKEWOOD Jamestown, 1350 Long Beach Blvd. HE 2-7911	BELLFLOWER, COMPTON, DOWNEY, NORWALK Geo. Moyer, Inc. 912 No. Long Beach Blvd., Compton NE 2-7141	LONG BEACH, LAKEWOOD, BELLFLOWER Import Auto, 1460 Long Beach Blvd. HE 2-8916
AUSTIN-HEALEY	FALCON	SOUTH GATE Nick Pastor, 3450 E. Firestone, South Gate. LO 7-2161
LONG BEACH Jamestown, 1350 Long Beach Blvd. HE 2-7911	LONG BEACH, LAKEWOOD, PARAMOUNT, COMPTON Chief Chamberlain Ford 15727 Paramount Blvd., Paramount ME 3-1107	PLYMOUTH
SOUTH GATE Nick Pastor, 3450 E. Firestone, South Gate. LO 7-2161	Hale Young Ford Co., 2641 E. Anaheim Mal Burns, 2000 Long Beach Blvd. GE 4-1156 GA 6-3311	LONG BEACH, LAKEWOOD R. O. Gould Co., 1600 Long Beach Blvd. Ed Barber, 8200 N. Bellflower Blvd., Lakewood Ray Vines, 646 W. Either HE 7-2871 TO 7-2731 435-5611
AVANTI	BELLFLOWER, COMPTON, DOWNEY, NORWALK, PARAMOUNT Glen Organ Ford 220 So. Long Beach Blvd., Compton NE 2-7145	SAN PEDRO, WILMINGTON, LOMITA, TORRANCE Carl's Motor, 1200 Avalon, Wilmington TE 5-3131
LONG BEACH Village Lark, 2185 Long Beach Blvd., L. B. HE 7-0751	WILMINGTON-SAN PEDRO, LOMITA, TORRANCE Kott & Smoler Ford 336 W. Anaheim, Wilmington TE 5-6621	PORSCHE
B. M. W.	FIAT	LONG BEACH, LAKEWOOD Ricklets Motors, 999 Long Beach Blvd. HE 7-7489
SOUTH GATE Nick Pastor, 3450 E. Firestone, South Gate. LO 7-2161	LONG BEACH, LAKEWOOD Palmer Motors, 3300 Atlantic GA 4-0754	PONTIAC
BUICK	BELLFLOWER, COMPTON, DOWNEY, NORWALK Parris Bros. Buick (Imports) 15734 Bellflower Blvd., Bellflower NE 1-4940	LONG BEACH, LAKEWOOD Salle Pontiac, 1545 Long Beach Blvd. HE 7-4111
LONG BEACH Boulevard Buick 1881 Long Beach Blvd., Long Beach HE 7-2751; SP 5-6156	Whittier Imports Compton & Long Beach Blvd., Compton	BELLFLOWER, COMPTON, DOWNEY, NORWALK J. P. Lamerdin 302 N. Long Beach Blvd., Compton TO 4-1725
BELLFLOWER, COMPTON, DOWNEY, NORWALK Harry C. Clark, 150 So. Long Beach Bl., Compton Parris Bros. Buick 15734 Bellflower Blvd., Bellflower NE 5-7141 TO 7-1781	FORD	Suburban Pontiac 17639 S. Bellflower Blvd. TO 4-1725
ORANGE COUNTY Terry's, 5th & Walnut, Huntington Beach LE 6-4588	LONG BEACH, LAKEWOOD Mal Burns, 2000 Long Beach Blvd. Hale Young Ford Co., 2641 E. Anaheim GE 4-1156	SAN PEDRO, WILMINGTON, LOMITA, TORRANCE Hunt Rambler, Inc. 402 W. Anaheim, Wilmington TE 5-6646
CADILLAC	BELLFLOWER, COMPTON, DOWNEY, NORWALK, PARAMOUNT Chief Chamberlain Ford 15727 Paramount Blvd., Paramount ME 3-1107	RAMBLER
LONG BEACH, LAKEWOOD Ridings Motors, 1581 Long Beach Blvd. HE 7-2241	Glen Organ Ford 220 So. Long Beach Blvd., Compton TO 7-2734	LONG BEACH, LAKEWOOD Rancho Rambler, 2160 L. B. Blvd. Holiday Rambler, 1427 Long Beach Blvd. Holiday Rambler, 1310 Long Beach Blvd. HE 6-2111 HE 6-9001 HE 6-9007
CHEVROLET	Hanley-Anderson Ford 9833 Alondra, Bellflower TO 7-2734	BELLFLOWER, COMPTON, DOWNEY, NORWALK Friendly Rambler—Compton 410 No. Long Beach Blvd. NE 8-0581
LONG BEACH, LAKEWOOD Beach City Chevrolet, 3001 E. Pac. Cst. Hwy. Cormier Chevrolet, 601 Long Beach Blvd. Harbor Chevrolet, 3770 Cherry Ave. Parkwood Chevrolet 5059 Lakewood Blvd., Lakewood GE 3-7421 HE 6-5291 GA 6-3341 ME 3-0781	WILMINGTON-SAN PEDRO, LOMITA, TORRANCE Kott & Smoler Ford 336 W. Anaheim, Wilmington TE 5-6621	Don-A-Vee Rambler 15737 Bellflower Blvd., Bellflower TO 7-2756
ARTESIA S & J Chevrolet 11900 E. South St., Artesia UN 5-1276	HILLMAN-SUNBEAM	SAN PEDRO, WILMINGTON, LOMITA, TORRANCE Hunt Rambler, Inc. 402 W. Anaheim, Wilmington TE 5-6646
BELLFLOWER, COMPTON, PARAMOUNT, DOWNEY, SOUTH GATE Bill Barnett Chevrolet Corner Long Beach Blvd. & Compton Blvd. NE 9-3060	LONG BEACH, LAKEWOOD Import Auto Sales, 1460 L.B. Blvd. HE 2-8916	RENAULT-DAUPHINE
Enoch Chevrolet 8730 L.B. Blvd., South Gate NE 8-0523	BELLFLOWER Widger-Goodwin 16900 Lakewood Blvd., Bellflower TO 6-9081	LONG BEACH, LAKEWOOD, BELLFLOWER Import Auto, 1460 Long Beach Blvd. HE 2-8916
George Chevrolet 17120 Lakewood Blvd., Bellflower WA 5-2251	SOUTH GATE Nick Pastor, 3450 E. Firestone, South Gate. LO 7-2161	SOUTH GATE Nick Pastor, 3450 E. Firestone, South Gate. LO 7-2161
Oscar Gregory Chevrolet 14925 Paramount Blvd., Paramount ME 0-5866	IMPERIAL	SIMCA
Paramount Chevrolet Corner Firestone at Paramount Blvds. ME 0-2181	LONG BEACH, LAKEWOOD R. O. Gould Co., 1600 Long Beach Blvd. Ray Vines, 646 W. Either HE 7-2871 435-5611	LONG BEACH, LAKEWOOD Bob Burt, 3600 E. Pac. Cst. GE 9-0491 Paris, GE 8-5335
ORANGE COUNTY Eddie Hopper Chevrolet 10511 Garden Grove Blvd., Garden Grove HE 2-4411; JE 4-2700	SAN PEDRO, WILMINGTON, LOMITA, TORRANCE Carl's Motor, 1200 Avalon, Wilmington TE 5-3131	SPRITE
CHRYSLER	LONG BEACH Boulevard Buick, 1881 Long Beach Blvd. HE 7-2754	LONG BEACH, LAKEWOOD Jamestown, 1350 Long Beach Blvd. HE 2-7911
LONG BEACH, LAKEWOOD R. O. Gould Co., 1600 Long Beach Blvd. Ed Barber, 8200 N. Bellflower Blvd., Lkwd. Ray Vines, 646 W. Either 435-5611	SOUTH GATE Nick Pastor, 3450 E. Firestone, South Gate. LO 7-2161	SUNBEAM
BELLFLOWER, COMPTON, DOWNEY, NORWALK Guy Mootheri, Inc. 1112 No. Long Beach Blvd., Compton NE 2-7171	JEEP	SOUTH GATE Nick Pastor, 3450 E. Firestone, South Gate. LO 7-2161
SAN PEDRO, WILMINGTON, LOMITA, TORRANCE Carl's Motor, 1200 Avalon, Wilmington TE 5-3131	LONG BEACH, LAKEWOOD Dexter Motors, 4005 E. Anaheim Holiday Rambler, 1310 Long Beach Blvd. Rancho Jeep Supply, 6309 Paramount Blvd. GE 8-4580 HE 6-9001 GA 3-0568	TEMPEST
COMET	LONG BEACH Boulevard Buick, 1881 Long Beach Blvd. HE 7-2754	LONG BEACH, LAKEWOOD Salle Pontiac, 1545 Long Beach Blvd. HE 7-4111
LONG BEACH, LAKEWOOD Duffield Motors, 1940 Lakewood Blvd. 434-9916	SOUTH GATE Nick Pastor, 3450 E. Firestone, South Gate. LO 7-2161	BELLFLOWER, COMPTON, DOWNEY, NORWALK Suburban Pontiac 17639 So. Bellflower Blvd., Bellflower TO 4-1725
BELLFLOWER, COMPTON, DOWNEY, NORWALK Ray Fladeboe, 17617 Bellflower Blvd., Bellflower Geo. Moyer, Inc. 912 No. Long Beach Blvd., Compton TO 6-1761 NE 2-7141	LANCER	THUNDERBIRD
CORVAIR	LONG BEACH, LAKEWOOD, COMPTON Glenn E. Thomas, 340 E. Anaheim Sneely Langford 401 No. L. B. Blvd., Compton HE 6-1281 NE 1-6163	LONG BEACH, LAKEWOOD, PARAMOUNT, COMPTON Chief Chamberlain Ford 15727 Paramount Blvd., Paramount ME 3-1107
LONG BEACH, LAKEWOOD Beach City Chevrolet, 3001 E. Pac. Cst. Hwy. Cormier Chevrolet, 601 Long Beach Blvd. Harbor Chevrolet, 3770 Cherry Parkwood Chevrolet 5059 Lakewood Blvd., Lakewood GE 3-7421 HE 6-5291 GA 6-3341 ME 3-0781	LINCOLN CONTINENTAL	Mal Burns, 2000 Long Beach Blvd. Hale Young Ford Co., 2641 E. Anaheim Glen Organ Ford 220 So. Long Beach Blvd., Compton GA 6-3311 GE 8-1156 NE 2-7145
PARAMOUNT, COMPTON Oscar Gregory Chevrolet 14925 Paramount Blvd., Paramount ME 0-5866	LONG BEACH, LAKEWOOD Duffield Motors, 1940 Lakewood Blvd. 434-9916	TRIUMPH
Bill Barnett Chevrolet Corner Long Beach Blvd. & Compton Blvd., Compton NE 9-3060	BELLFLOWER, COMPTON, DOWNEY, NORWALK Geo. Moyer, Inc. 912 No. Long Beach Blvd., Compton NE 2-7141	LONG BEACH Jamestown, 1350 Long Beach Blvd. HE 2-7911
CORVETTE	MERCEDES-BENZ	COMPTON Whittier Imports Compton & Long Beach Blvd., Compton NE 1-4940
LONG BEACH, LAKEWOOD Beach City Chevrolet, 3001 E. Pac. Cst. Hwy. Harbor Chevrolet, 3770 Cherry PARAMOUNT, COMPTON Oscar Gregory Chevrolet 14925 Paramount Blvd., Paramount NE 9-3060	LONG BEACH, LAKEWOOD Jamestown, 1350 Long Beach Blvd. HE 2-7911	SOUTH GATE Nick Pastor, 3450 E. Firestone, South Gate. LO 7-2161
Bill Barnett Chevrolet Corner Long Beach Blvd. & Compton Blvd., Compton NE 9-3060	MG	VALIANT
DART	LONG BEACH Jamestown, 1350 Long Beach Blvd. HE 2-7911	LONG BEACH, LAKEWOOD R. O. Gould Co., 1600 Long Beach Blvd. Ed Barber, 8200 N. Bellflower Blvd., Lakewood SAL PEDRO, WILMINGTON, LOMITA, TORRANCE Carl's Motor, 1200 Avalon, Wilmington TE 5-3131
LONG BEACH Yerxa Holmes, 35th & Atlantic Glenn E. Thomas Co., 340 E. Anaheim HE 6-1281	SOUTH GATE Nick Pastor, 3450 E. Firestone, South Gate. LO 7-2161	VOLVO
BELLFLOWER, LAKEWOOD, COMPTON Widger-Goodwin Dodge 16900 Lakewood Blvd., Bellflower Sneely Langford 401 No. L. B. Blvd., Compton NE 1-6163	WILMINGTON Suburban Motors, 455 E. Anaheim TE 4-8595	LONG BEACH, LAKEWOOD, GARDEN GROVE, COMPTON Caba Bros., Long Beach Blvd. at 29th St. Briny-Gray Imports, 3515 Atlantic Ed Barber, Volvoville 8200 N. Bellflower Blvd., Lakewood Herb Friedlander Auto Sales 9425 Garden Grove Blvd., Garden Grove Whittier Imports Compton & Long Beach Blvd., Compton 426-7001 GA 4-0951 TO 7-2731 JE 0-0222 TW 7-4811 NE 1-4940
WILMINGTON Suburban Motors, 455 E. Anaheim TE 4-8595	MERCURY	VOLKSWAGEN
DATSUN	LONG BEACH, LAKEWOOD Duffield Motors, 1940 Lakewood Blvd. 434-9916	LONG BEACH, LAKEWOOD Lakewood Motors 5815 South St., "Dutch Village Shopping Center," Lakewood Ricklets Motors, 999 Long Beach Blvd. TO 6-0741, SP 3-5351 HE 7-7489
LONG BEACH Long Beach Honda 5105 Atlantic, GA 3-1433 + 4378 E. Anaheim, GE 9-0943	BELLFLOWER, COMPTON, DOWNEY, NORWALK Ray Fladeboe, 17617 Bellflower Blvd., Bellflower Don Moore, Inc. 912 No. Long Beach Blvd., Compton TO 6-1761 NE 2-7141	BELLFLOWER, COMPTON, DOWNEY Lee Carpenter 1150 E. Compton Blvd., Compton NE 8-0455
LONG BEACH Jamestown, 1350 Long Beach Blvd. HE 2-7911	MORRIS	SAN PEDRO, WILMINGTON, LOMITA, TORRANCE Kendon Motors Pacific Coast Highway at Normandie TE 2-2674
SOUTH GATE Nick Pastor, 3450 E. Firestone, South Gate. LO 7-2161	LONG BEACH Jamestown, 1350 Long Beach Blvd. HE 2-7911	

BONA FIDE **USED CAR DEALERS** DIRECTORY SAN PEDRO WILMINGTON LONG BEACH

A-1 USED CARS 16207 Lakewood ME 4-2946	CREST MOTORS, 1335 Long Beach Blvd. HE 2-2969	MANNING MOTORS 1048 L.B. Blvd. HE 7-7549
BEN RUSHING 850 L.B. Blvd. HE 5-7424	DENHAM'S, 2533 Lakewood Blvd. GE 3-0929	MARK THORNTON 7911 Alondra, Prmt. ME 3-0071
C. BOB AUTREY 1570 L.B. Blvd. HE 2-4441	DORSA USED CARS 1001 L. B. Blvd. HE 6-7204	W. F. McPHEETERS 1450 L.B. Blvd. HE 2-5407
BOB THOMPSON 1091 E. Pac. Cst. Hwy. GA 6-6445	HARMONY MTRS. 700 L. B. Blvd., Cmp., NE 8-4944	O'HENRI'S AUTO SALES 3765 Cherry GA 6-6565
CABE BROS. 2901 L. B. Blvd. 426-7003	C. FRED HOLMSEN, 437 E. Anaheim HE 5-8971	RAY JOHNSON 219 S. L.B. Blvd. Cpt. NE 5-8088
CADILLAC CENTER 2165 L. B. Blvd. HE 6-7234	IMPORT USED CARS, 1115 L.B. Bl., Cmp. NE 6-0885	ROSCOE MOTORS 2295 L.B. Blvd. GA 4-2983
CAVIN USED CARS, 2120 W. Pac. Cst. HE 6-5580	ED JENSON 15804 Lakewood, Bellflower TO 7-7717	SEVERIN MOTORS, 1580 L. B. Blvd. HE 6-6562
COTTER'S WAGON TOWN 2223 Long Beach Blvd. GA 6-7041	KRILLMTRS. 11007 L.B. Blvd., Lynwood NE 1-8375	VILLAGE MOTORS 1480 L. B. Blvd. HE 5-8771

BUY YOUR NEXT CAR WITH CONFIDENCE
FROM ONE OF THE REPUTABLE AUTO DEALERS
LISTED IN THE ABOVE DIRECTORIES

'COME BLOW YOUR HORN' Jokes Nursed at Magnolia's Show

By SAMUEL A. BOYE

In "Come Blow Your Horn" Magnolia Theater's serviceable comedy, the jokes go round and round and come out "stamped" by Sardi's—the favorite "watering-hole" of New York theatrical sophisticates.

Products of theatrical table talk or chit-chat rather than of a genuine character-situation impasse or development, such jokes carry a catch-all survival kit.

FOX CORPORATION
WEST COAST THEATRE
333 E. Ocean Blvd. HE 4-409
Open Noon • Bargain Parking
EXCLUSIVE ENGAGEMENT
AT POPULAR PRICES
JACK LEMMON
SHIRLEY MACLAINE
Plus "Unknown Giant" IN AMAZING COLOR
12:15 - 2:50 - 5:20
8:00 - 10:30

IMPERIAL
425 Atlantic GA 4-119
Open Noon • Bargain Parking
RICHARD CHAMBERLIN
"TWILIGHT OF HONOR"
—CO-HIT—
SHIRLEY JONES
"A TICKLISH AFFAIR"
(IN COLOR)

CREST
425 Atlantic GA 4-119
Open Noon • Free Parking
ADULTS PLEASE
NEVER A PICTURE LIKE THIS ONE!
"MONDO CANE"
—ALSO—
"THE SKY ABOVE, THE MUD BELOW"
BOTH PICTURES IN COLOR

BELMONT
In Belmont Shore GE 8-1001
OPEN 11:15 P.M.
ADULTS, PLEASE
"Women of the World"
Color — 2:35 - 4:25 - 10:15
Steve Cochran—Muriel Oberon
"Of Love & Desire"
Color — 12:30 - 4:40 - 8:35

BAY OPEN 12:30
24 Main—Seal Beach GE 8-1122
Steve McQueen—James Garner
"THE GREAT ESCAPE"
Robert Stack—Joan Crawford
"THE CARETAKERS"

NEIGHBORHOOD Theatre Guide

DOWNEY HERALTA, Downey TO 1-2281 Cont. 12—"TWILIGHT OF HONOR" "BONNIE'S REEF"	NORWALK NEW AVENUE, Downey TO 1-5610 Cont. 12—"MONDO CANE" "THE CARETAKERS"
REDONDO BEACH STRAND Drive 11:30 a.m. FR 2-8309 ADULT SHOW "MONDO CANE" "THE SKY ABOVE, THE MUD BELOW"	COMPTON TOWNE, 131 N. L.B. Blvd. HE 1-2160 "THE CARETAKERS"
GARDEN GROVE ARVEE JE 1-6600 "JOHNNY COOL" "THE CARETAKERS"	WILMINGTON BRANADA (Smoking Lodge) TE 4-2417 "THE CARETAKERS"
SANTA ANA STATE ART 324 W. 4th KI 2-8117 Frederick Fellini's "8½" "ROD TOPS OF NEW YORK"	BELLFLOWER MUBEL (Smoking Lodge) TO 1-7721 "MUTINY ON THE BOUNTY" In Stereo Sound 3, 8:30 "TICKLISH AFFAIR" 1, 6:20

Drive-In THEATRES

LA MIRADA Alhambra-Firestone DR 3-1111 "A GATHERING OF EAGLES" "DUEL OF TITANS"	PARAMOUNT (4714) Paramount HE 2-4446 "THE THRILL OF IT ALL" "ERIK THE CONQUEROR"
SUNSHINE 602 W. Washington Whittier "THE RUNNING MAN" "DIAMOND HEAD"	TWIN VUE Figueroa at 182nd BA 4-5127 "MONDO CANE" "THE SKY ABOVE, THE MUD BELOW"

HARBOR 22322 So. Vermont TE 4-8161
"BRUSHFIRE"



DIRECTOR David Baskerville and two Robin Hood Band members discuss score for one of the numbers to be played in today's appearance of the famed band in Municipal Auditorium.

Robin Hood Band in Musical Revue Today

"Hey, Look Me Over!" on its European tour, sponsored by the U.S. State Department. The youngsters have been featured on network telecasting in the U.S., Canada and Europe.

The group, conducted by David Baskerville, formerly with NBC, 20th Century Fox and the Los Angeles Philharmonic, features 65 of the southland's finest young singers, dancers and instrumentalists.

The organization has made two motion pictures, one of which depicts its adventures.

LBSC to Present 'Sleeping Beauty'

"The Sleeping Beauty," an adaptation of the medieval fairy tale, will be presented by the Long Beach State College Drama Department Oct. 31 through Nov. 2 in the LBSC Theater.

This is the second presentation of Theater for Children, with performances planned for both child and adult audiences.

Certain times for the opening show of the LBSC 1963-64 season are 7:30 p.m. Oct. 31; 8:30 p.m. Nov. 1 and 2; and 8:30 p.m. Nov. 2. Tickets are available at the Associated Students Central Cashier's Office and the department of drama office.

Members of the cast will take the production to Long Beach City College Nov. 16 for two additional performances during the Junior Program series.

Cast members from Long Beach include Eva Rahr as Sleeping Beauty, and Kathleen Roxby, Annette Davidson, Virginia Mathews, Sue Knoblock and Dick Levering.

"BY INCLUDING 'Sleeping Beauty' on the adult theater bill and offering it at a variety of curtain times, we hope to give adults as well as the regular child audience an opportunity to share the fabric of this delightful medieval tapestry, and also to experience the exciting dramatic potential of theater for children," Herbert Camburn, director of the production, said.

Mrs. Rosalind DeMille of the women's physical education department, will direct the choreography.

Special effects will include animated cobwebs, a magic forest and unusual lighting.

Melodyland Theatre
1100 Broadway Way, Anaheim • Opposite Disneyland
Air Conditioned For Your Comfort

Last Week! Closes Sunday, Nov. 3
TWO SHOWS TODAY, 3 P.M. AND 8:30

BERT PARKS in
The "MUSIC MAN"
FEATURING
EILEEN CHRISTY • HAROLD PEARY
RENIE RIANO • ROBERT DRISCOLL
with **THE SPORTSMEN**
SPECIAL MAT. SAT., NOV. 2, at 3 PM

OPENS NOV. 5
TWO WEEKS ONLY!
JAMES SHIGETA in
FLOWER DRUM SONG
with
TIM HERBERT • YAU SHAN TUNG • SYLVIA SYMS
YUKI SHIMODA and **LULU PORTER**
SPECIAL MAT. SAT. NOV. 9 at 3 PM

ALL SHOWS Ntly except Mon. at 8:30 p.m., Sun. Mats. at 3:00 p.m.
CHOICE SEATS NOW AVAILABLE AT BOXOFFICE
For Further Information Call Anaheim (714) 776-7220
TICKETS Also on sale at So. Calif. Music Co., 637 So. Hill St. L.A.
All Mutual Agencies, Wallicks Music City Stores.

The Most Beautiful Theatre in the World... In the Round

Long Beach IPT **SUN., Oct. 27 1ST PROOF—**

"MUSIC MAN" with BERT PARKS
MELODYLAND THEATRE—SUNDAY, NOV. 3
CHOICE SEATS AND BUS TRIP—6:30 OR 9:30
MERRY MAC TOURS—2535 PACIFIC AVE., LONG BEACH
GA 4-8671 — GE 8-6148

3rd & 4th Street Theatre
MR. PETERS PETS
"THE GOLDEN" ADULTS

LYRIC
Long Beach Theatre
Long Beach, Calif.
Long Beach, Calif.

LONG BEACH DECORATORS' SHOW
SAT., SUN., MON., TUES., WED.,
OCTOBER 26, 27, 28, 29 & 30
LAFAYETTE HOTEL

MUNGO FLICKER IN FILM
L.B. Man Does Bit

By **GEORGE FRES**

"If you bend down to tie your shoe, you'll miss me," says Salvatore Mungo, who fleetingly appears as a chauffeur in the motion picture "Trauma" opening Wednesday at the Los Altos Drive-In and the United Artist Theaters.

The acting bit by Mungo, a long-time outstanding little theater performer at the Community Playhouse—is just a sideline in "Trauma."

Mungo is the treasurer and one of the associate producers of the film which began showing about a year ago, has played the major cities and "at last is being shown here."

BESIDE Mungo's bit, a feature role in the film billed as a "psycho thriller" starring John Conte, Lynn Bari and Lorrie Richards, is played by former Long Beach little theater player Bob Blackman who gets screen credit as Bond Blackman.

Another screen credit goes to Larry Johns, Community Playhouse director, who handled the film staging with Catherine Shuman also of Community as his assistant.

Mungo says he doesn't expect he'll get wealthy from the "Trauma" take but "we'll come out all right and expect we'll do better with our second film in pre-production stages."

Mungo, Long Beach accountant, hasn't been too active in little theater since he joined Equity. He did one for Magnolia Theater here.

"I wouldn't mind doing another play here," he said. "But nobody's asked me."

Ice Capade Tickets May Be Yours

Your name may be in the Ice Capade drawing. Starting Monday, the Independent Press-Telegram will begin the "Find Your Name" feature in the Classified Ads 23rd Edition of Ice Capades. Each day a name will be hidden in the section. If it's your name, call at



GRETE BORGEN, Norwegian and Scandinavian champion, is starred in three productions in the six productions and 20 acts in the all new 23rd "Go" Edition of Ice Capades in the Long Beach Sports Arena Nov. 19-24.

PAUL NEWMAN IS **"HUD"**
OPEN NOON 2ND COLOR HIT
ATLANTIC GA 2-3161
5870 ATLANTIC BLVD.
"Ticklish Affair"

"WINE & ROSES"
"BABY JANE"
ART 4th & Cherry GE 8-3431

THE MAGNOLIA THEATRE
Thurs., Sun. & P.M. 11:50
Fri., 8:30 P.M. 12:00
Sat., 1:30 P.M. 7:30
"COME BLOW YOUR HORN"
For Reservations GA 4-4745; GA 7-9075
2405 Magnolia Ave.

OFF-BROADWAY THEATRE 211 LIME HE 7-3571
ON STAGE
"ORPHEUS DESCENDING" by TENNESSEE WILLIAMS
CURTAIN 8:30 P.M. FRI. \$1.50—SAT. \$2.—SUN. \$1.50

LONG BEACH Civic Light Opera
PRESENTS
One of the greatest musical plays in the history of the American Theatre
RODGERS and HAMMERSTEIN'S **SOUTH PACIFIC**
Staged and directed by BILL ROBERTS
Musical Direction by JACK KROESEN
Featuring the hit tunes: "There's Nothing Like a Dame," "Ball Room," "Some Enchanted Evening," "If I Were a Rich Man," "You'll Never Marry," "Milk and Honey" and many more.

Special added attraction...
Diamond Jubilee Production, the "LONG BEACH STORY"
Original score by Jack Kresen. Book and Lyrics by Betty Nimmer. This delightful musical vignette immediately precedes the South Pacific curtain.

Note: SHOWTIME 8:00 P.M.

LAVISH SETS • COSTUMES PLUS A STERLING CAST OF 55
Thurs., Sun., Mon., Tues., Wed. 3:30-3:00-2:50-1:00
Friday and Saturday 4:00-3:50-3:00-1:50

LONG BEACH AUDITORIUM (CONCERT HALL)

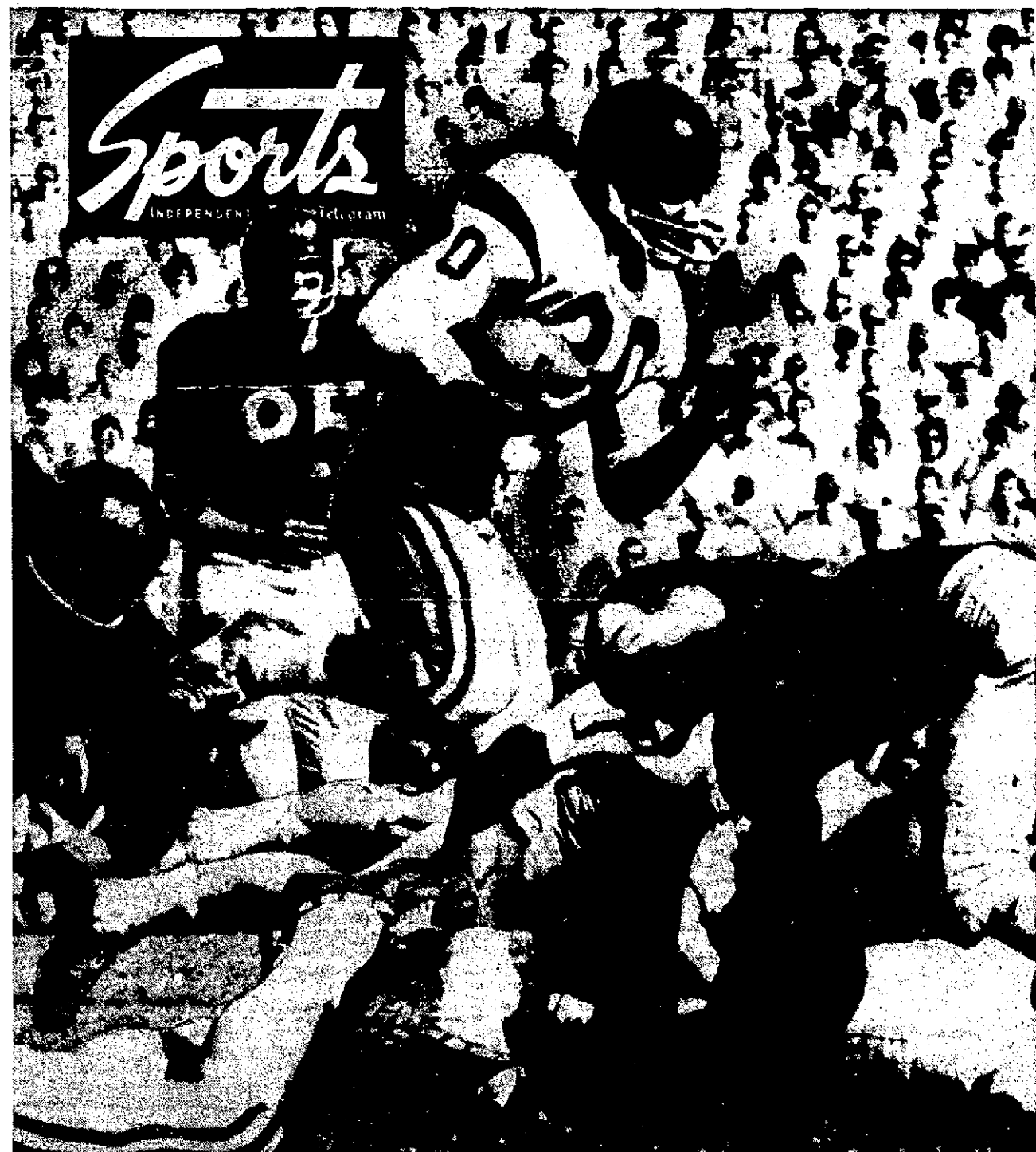
Oct. 31, Nov. 1-2-3-5-6-7-8-9-10-11

ORDER TICKETS **HEmlock 2-7926** hrs. 11 to 5
TODAY! 518 E. 4th St. LONG BEACH 12,

Show Times
Here are starting times of features in Long Beach theaters as listed by theater managers:

PALACE "Robbed Bank of England," 10, 4:04, 10:15, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 2:00, 2:10, 2:20, 2:30, 2:40, 2:50, 3:00, 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:10, 4:20, 4:30, 4:40, 4:50, 5:00, 5:10, 5:20, 5:30, 5:40, 5:50, 6:00, 6:10, 6:20, 6:30, 6:40, 6:50, 7:00, 7:10, 7:20, 7:30, 7:40, 7:50, 8:00, 8:10, 8:20, 8:30, 8:40, 8:50, 9:00, 9:10, 9:20, 9:30, 9:40, 9:50, 10:00, 10:10, 10:20, 10:30, 10:40, 10:50, 11:00, 11:10, 11:20, 11:30, 11:40, 11:50, 12:00, 12:10, 12:20, 12:30, 12:40, 12:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:5

Setting Supreme, So Was USC!



USC's Slippery Sophomore, Mike Garrett, Dances Through Cal Defenders for 5-Yard Gain Saturday

Trojans' Willie Brown Burns Up Bears, 36-6

By JEROME HALL
I, P-T Staff Writer

BERKELEY—The setting was supreme and the performance was superior here Saturday as the USC Trojans opened their Rose Bowl campaign.

For the second week in a row the Trojans showed they've regained the poise and precision that carried them into outer space last season as they rolled up four touchdowns in the first half and made a farce of their AAWU opener with the California Golden Bears.

The score was 36-6.

On what must have been the nicest football day ever at Berkeley, Willie Brown showed a crowd of about 41,000 why his coach calls him the best halfback in the nation.

Willie contributed only eight points to the total, but it was the things that don't show up in the statistics that did the damage to Cal's upset hopes. Brown deflated the Bears in the first quarter with two long punt runbacks, then caught a 35-yard scoring pass on a play that was so tricky the Bears didn't know where the ball was until he was across the goal line with it.

Willie also stopped a touchdown march with a pass interception, ran 31 yards with a kickoff return, rushed 8 times for 24 yards, caught 3 passes for 54 yards and batted down 3 Cal aeriels.

There was no doubt who the outstanding player in this game was. But it took quite a performance to overshadow the play of Troy sophomore sensation Mike Garrett. He was a workhorse. He plowed his 180 pounds into the Cal line on crucial third-down plays all the way and came up with a total of 66 yards. He scored on a 22-yard pass in the fourth period.

CAL'S STAR, QUARTERBACK Craig Morton, had a record-setting day but not an outstanding one in categories important to the game's score. He was handicapped by a curious game plan that voluntarily set up quick annihilation. Cal refused to pass until the game was lost.

Cal's only weapon is the forward pass, but the score was 21-0 before Cal threw its second pass and before Cal completed any. The Bears, who have had almost no success running, tried to run. And they tried and they tried and they tried.

Their running gave them only one first down while

Troy was pushing the score to 14-0 in the first half. Bay area students of the game will have an interesting time dissecting that one this week.

Morton did throw one TD pass and it pulled him even with Paul Larsen (1954) for single-season scoring throws with 10. He broke Bob Celeri's Cal career record for TD passes. He has 19.

It was, from the opening minutes, a contest in only one respect—would the Bears be able to score? Cal put together a drive that reached Troy's 33 in the second period (the score then was 21-0) but there the Trojan pass defense tightened and Morton was dropped for a loss trying to pass on fourth down.

Brown got the Southern Californians off to a high-stepping start with two punt returns that totaled 79 yards and added up to two touchdowns. Actually Willie only scored one of them. The first one he set up with a 43-yard

HOW THEY SCORED

FIRST PERIOD				Time	
USC	Cal				
0	0	Pye (4 yard run)			4:32
0	0	Brownell (kick)			9:08
13	0	Brown (35 pass from Beathard)			
14	0	Brownell (kick)			
SECOND PERIOD				Time	
20	0	Nolan (32 pass from Fertig)			0:47
21	0	Brownell (kick)			12:27
28	0	Heller (2 yard run)			
28	0	Brownell (kick)			
THIRD PERIOD				Time	
28	6	Hawley (17 pass from Morton)			6:37
FOURTH PERIOD				Time	
36	6	Garrett (22 pass from Fertig)			4:47
36	6	Brown (run)			

punt runback to the 14. Mike Garrett went 11 yards to the four and Ernie Pye took it the rest of the way. The game was five minutes old.

Next time Cal got the ball, it again punted to Willie and he ran this one back 36 yards to the Bear 44. Four rushes moved it to Cal's 35 where Pete Beathard called a long pass to Willie.

BEATHARD FAKED TO Garrett going into the line and Cal fell for it. Willie broke downfield from his flanker position and the Cal safety man didn't follow him. Willie gathered in the ball at the five and there wasn't a Bear within shouting distance.

The game was nine minutes old.

By the time the game was 15 minutes and 47 seconds old, the score was 21-0. That touchdown came on a 75-yard drive engineered by reserve QB Craig Fertig. The score came on Fertig's long across-the-field throw from the 34-yard line to sub end Dave Moton on the two. He caught it between two Bears and fell across the goal.

The growling Bay Area rooters decided there and then to sit back and stop suffering. Just enjoy the show.

The fourth TD of the first half came with 2:33 to go. Ron Heller ran two yards at the end of a 47-yard drive after lineman Bob Svihus recovered a fumble.

When the Bears finally opened up with their pass-propelled offense that gave them two wins and a tie in

(Continued Page D-6, Col. 4)

LBCC Blasts East L.A. in 44-14 Spree

Mighty Vikes Score Third Win in Row

By KEN PIVERNETZ

The big question Saturday night at Veterans Stadium was whether Long Beach City College is as good as it looked or is East Los Angeles that bad?

There were plenty of arguments for both sides, but in the end the scoreboard had the Vikings on top, 44-14, for their third Metropolitan Conference win without a loss.

After looking horrible in dropping an 18-12 opener to Glendale, the Vikings had to struggle to win by four points at Santa Monica, then got going to beat Valley 25-7 last week and continued to improve Saturday night by completely outclassing the hapless Huskies.

A crowd of 3,365, who turned out to see Homer Williams and Joe Pearson show their stuff, got all that and then some. Perhaps more important was the emergence of Jack Harnden as a capable replacement for quarterback Jim Dunn.

HARNDEN made the most of his second appearance of the season in directing LBCC's last TD drive of the evening. Most of the effort came via his own running ability. The ex-Jordan product gained 60 yards on only three carries and completed his only pass, that for seven yards to Jack Hale.

Williams and Pearson, as usual, were the whole show in the first two quarters as the Vikings scored 16 points in the first 15 minutes and 22 in the second 15 to make it 38-0 at halftime.

Pearson scored on runs of 37 and 23 yards while big Homer dove up the middle from one yard out and also scored on a 46-yard run. Williams gained 138 yards on 11 carries for a 12.5 average while Pearson carried seven times for 86 yards and a 12.2 average.

ANOTHER exciting runner for the Vikes was Leonard Holt, who had his best night ever in gaining 57 yards on 11 attempts.

But then it was a big night for everyone Jim Stangeland put in. Jeff Smith, Mike Westphal, Ed Catlin and Dave Thornton made it easy for either Pearson or Williams to ramble.

For the most part, the first string played only the first two periods and then saw spot action in the last two quarters. Williams and Pearson didn't play at all during the final 30 minutes.

Statistically, LBCC out-gained the Huskies 367 to 131.

(Continued Page D-2, Col. 8)

SHHHH!

Rams, 49ers Play Today at Coliseum

By JERRY WYNN

The Rams and San Francisco 49ers play football today.

The reason for the small type is that someone may be reading this paper who isn't from California, and why show off our dirty laundry?

Once upon a time, an encounter between the Rams and 49ers was considered excellent propaganda to dispense to California's less fortunate sister states. The flashy Rams had a penchant for finishing first; the plucky 49ers were almost always finishing second.

But times have changed, and how! The only position at stake today is a basement dwelling of Western Division exposure.

★ ★ ★

STILL, SOME 40,000 loyal sons will witness the annual Civil War pro football fracas at the Coliseum which begins at 1:35. It is also Les Richter Day in honor of the great former Ram linebacker from the University of California.

Until last week, it appeared that the Rams and 49ers were going to wait until today to see which

Cartoonist's Viewpoint Page D-3

team would remain winless the longest. Both clubs had lost their first five games, and the poor 49ers hadn't even won an exhibition contest.

But last Sunday, the Rams cracked the ice over the Vikings, 27-24, and the 49ers put their ice into highball glasses after an astounding 20-14 upset over the previously undefeated Chicago Bears.

Thus today's game will feature a couple of high-spirited teams which haven't been beaten in 13 days. Appropriately, it is rated a tossup by the oddsmakers.

★ ★ ★

IF YOU HAVEN'T kept up with San Francisco this season, you had better buy a program today.

This not only is a plug for a featured program story on the Ram-49ers rivalry by my boss, Hank Hollingworth, but how else can you remember that

WYNN'S WINNER

Rams 10, 49ers 9

Lamar McHan and Gary Knafele are not playing for the Packers anymore; that Jim Vollenweider and Don Lisbon, a couple of "who's he" lads, will share duty at left halfback, and that after 13 years, there will be a new starter at defensive left tackle in place of Leo (the Lion) Nomellini?

And in case you're looking for a biography of San Francisco 49er coach Red Hickey, forget it. He's with the Rams.

Newly installed at the San Francisco helm is Jack Christiansen, who snared his first win in his third game. It took Harland Svare 10 games. One of them will boast a two-game win streak this evening.

★ ★ ★ ★ ★

Starting Lineups

RAMS OFFENSE				49ERS DEFENSE			
QB	Clayton Kershaw	RB	Ed McCaffrey	QB	Tommy Stenerud	RB	Ed McCaffrey
RB	Ed McCaffrey	TE	Tommy Stenerud	TE	Tommy Stenerud	TE	Tommy Stenerud
TE	Tommy Stenerud	FB	Tommy Stenerud	FB	Tommy Stenerud	FB	Tommy Stenerud
WR	Tommy Stenerud	WR	Tommy Stenerud	WR	Tommy Stenerud	WR	Tommy Stenerud
WR	Tommy Stenerud	WR	Tommy Stenerud	WR	Tommy Stenerud	WR	Tommy Stenerud
WR	Tommy Stenerud	WR	Tommy Stenerud	WR	Tommy Stenerud	WR	Tommy Stenerud
WR	Tommy Stenerud	WR	Tommy Stenerud	WR	Tommy Stenerud	WR	Tommy Stenerud
WR	Tommy Stenerud	WR	Tommy Stenerud	WR	Tommy Stenerud	WR	Tommy Stenerud
WR	Tommy Stenerud	WR	Tommy Stenerud	WR	Tommy Stenerud	WR	Tommy Stenerud

Today's Sports Card

Cross country — Western Hemisphere Marathon Tuneup, Long Beach State Coliseum, 10 a.m.

Horse racing — Caliente, noon.

Pro football — Rams vs. 49ers, Coliseum, 1:35 p.m.

Drag racing — Stock Cars, Lions Drag Strip, 2 a.m.

Soccer — Long Beach Soccer Club vs. Lynwood, Pine American Park, 2 p.m.

Semi-pro baseball — Rockets vs. Angels, Rookies, Blair Field, 1:30 p.m.

Sports on Radio-TV

RADIO

Rams vs. 49ers, KAPC, 1:35 p.m.

TELEVISION

Kansas City vs. Houston, KABC (7), 12:30 p.m.

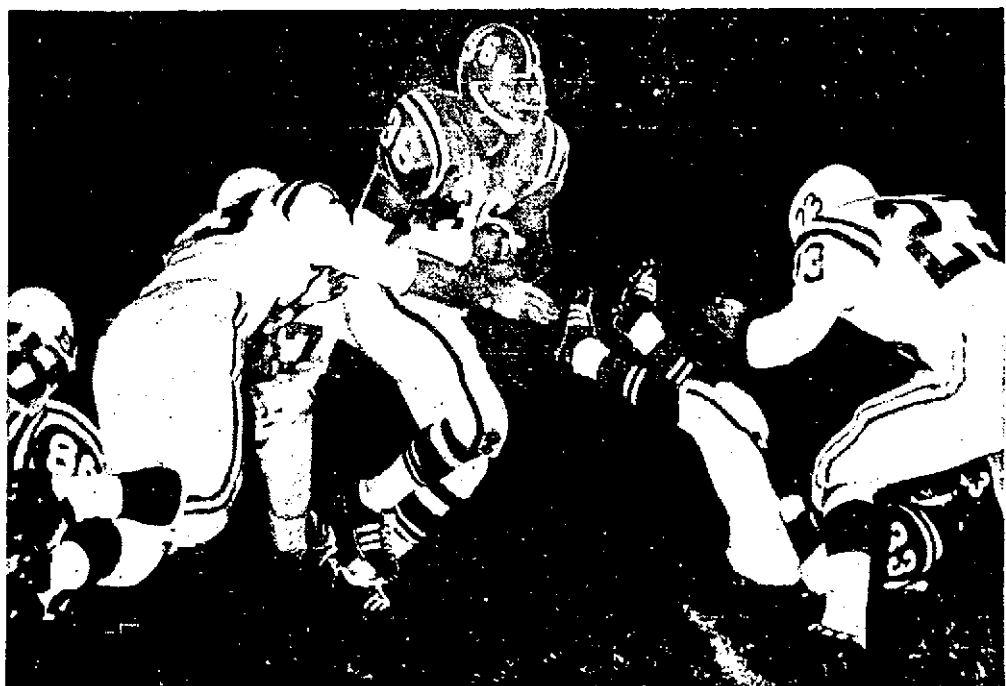
Auto racing, KTLA (5), 2 p.m.

Trojan Huddle, KTTV (11), 4 p.m.

USC vs. Cal (video label), KTTV (11), 4:30 p.m.

Sunday Sports Spectacular (Bowling), KABC (13), 5 p.m.

World Soccer Matches, KMAX (34), 8:30 p.m.



JUST THE START OF LBCC SCORING

Long Beach City College's fleet back Homer Williams smashes through East Los Angeles opposition to score from one yard out for Vikes' first TD in runaway game Saturday night. Blockers for Williams include Dave Thornton (86) and Joe Pearson (33).

Stanford 24	Washington . 26	Navy 24	Ohio St. 13	Mich. State . . 15	Texas 10
Notre Dame . 14	Oregon 19	Pitt 12	Wisconsin . . . 10	Northwestern 7	Rice 6
Story Page D-2	Story Page D-3	Story Page D-3	Story Page D-4	Story Page D-4	Story Page D-2



WYNN

Man to Man



RICHTER

By JERRY WYNN

"You can measure a football player's ability, but desire is an unmeasurable item. But one thing I know. Les Richter had more desire than any football player I've seen or hope to see."—Ram coach Harland Svare.

"I just can't put into words how many wonderful things Les Richter has done for me during my illness."—Gene Brito.

"Les set a standard for me as a professional football player. No one player I have ever known has given so much of himself—both on and off the field—for others and asked so little in return."—Ram co-captain Ed Meador.

Need we more of an introduction to Les Richter on his Day at the Coliseum today?

Have you ever regretted your decision to retire, Les?

"It was a regretful decision all the way, and I still feel it every Sunday. It's tough for me to go to the Coliseum and sit in the stands and watch when I think there is something I might be doing to help the Rams win. I know these guys and want them to win so badly, when they lose, I lose with them."

Are you keeping a foot in the door to return to football as a coach some day?

"I don't think so. Coaching can be a pleasant world, but it also is a tough racket. It's difficult to raise a family in a profession where you have to think in terms of moving. When you have kids growing up, they should have a stable home life. That's one of the big things that prompted my thinking."

What was your greatest thrill as a player?

"The game in 1955 at Philadelphia when I kicked a 35-yard field goal with seven seconds left to put us into the championship game. I had a leg infection that week and didn't know if I would be able to play. But I made it all the way."

Of which Ram team were you proudest?

"The 1958 season when we won 8 and lost 4. We weren't supposed to do anything that year, and it was great fun to do

so well. I'll always remember the deafening roar from the crowd of 102,256 when we beat the Bears here. The feeling was awesome."

Who do you consider the greatest middle linebacker?

"There is Joe Schmidt and there is the rest. He's the greatest. He has all the physical attributes, speed, great range and he is a team leader. The Lions are sure going to miss him."

Who would you put in an all-opponent backfield?

"John Unitas at quarterback. He meant more to his team than any other player I saw. Jim Brown at fullback. He is the toughest runner I ever tried to tackle. Hugh McElhenny and Frank Gifford at halfbacks. McElhenny is the greatest threat to defense against and Gifford can do so many things so well."

In nine years with the Rams, you never missed a game. What was the closest call?

"I had quite a few of them, but when the whistle blew I was always able to rally to get out there. Desire is 80 per cent of the game. Everyone has the ability or they wouldn't be out there. It is the one with the desire who gets the most out of it."

Of all the teams in the league, which one did you like to beat the most?

"The Chicago Bears. The Bears have the tradition and history and George Halas and the five officials he hires for the game. You just like to beat him and put him in his place even though you know he's done great things for pro football."

What did playing football for the Rams mean to you?

"I don't think I can put it into words. Everything I have to my name today, I owe to football and mostly to the Rams. The friends we enjoy, the business interests and start in the life outside of football, the memories. I only have two regrets. That the Rams didn't do better the last few years and that I didn't play on a world championship team. But there are no complaints. Everything's been too great."

A happy day, today, Les Richter!

Coffey on Tear in 26-19 Win

PORTLAND (UPI) — Fullback Junior Coffey, starting his first game of the season, powered over for the winning touchdown in the final moments as Washington took Oregon in their annual cliffhanger, 26-19.

Coffey, who packed the ball 30 times for 112 yards, climaxed the thriller with a 3:48 left on the clock.

The 205-pound junior from Dimmitt, Tex., got plenty of help from quarterback Bill Douglas and a tough Washington line as the Huskies won their third straight after three losses.

Coffey also scored the first Washington touchdown on a

	Ore.	Wash.
First downs	15	12
Rushing yardage	112	201
Passing yardage	723	135
Passes	12-26	9-17
Passes intercepted by	3-17	3-17
Punts	3-47	3-34
Fumbles lost	1	3
Yards penalized	15	33

1-yard plunge, while Douglas had scoring passes of 29 yards to end Ab Libke and 10 yards to halfback Dave Kopay.

All three Oregon touchdowns came on passes by quarterback Bob Berry. The brilliant junior hit end Dick Imvalle for two of them—for 6 and 47 yards—and put the Webfoots ahead briefly in the third quarter with a 28-yard pass to end Rich Schwab.

OREGON'S hopes were jolted midway in the third period when all-America Mel Renfro was shaken up while returning a kickoff. He sat out the rest of the game.

A crowd of 35,690 packed Multnomah Stadium on a cool, partly overcast day and another 4,047 fans saw the game across the city at Memorial Coliseum on closed-circuit television.

Oregon	Wash.
Wash—Coffey 1 run (kick failed).	
Ore—Imvalle 6 pass from Berry (kick failed).	
Wash—Libke 29 pass from Douglas (kick failed).	
Ore—Imvalle 47 pass from Berry (kick failed).	
Wash—Schwab 28 pass from Berry (Coffey kick).	
Ore—Kopay 10 pass from Douglas (kick failed).	
Wash—Coffey 4 run (Norton kick).	
Attendance: 35,690.	

Dartmouth's String Ends

CAMBRIDGE, Mass. (UPI) — Kicking specialist John Hartranft's conversions and his 20-yard fourth-quarter field goal Saturday smashed Dartmouth's longest-in-the-nation major college winning streak at 15 and gave Ivy League Harvard a 17-13 comeback victory.

Converting two interceptions and a fumble recovery into three second half scoring drives, Harvard extended its own unbeaten but twice-tied string to nine games.

A standing-room-only crowd of 38,000, largest Harvard Stadium attendance for other than a Yale game since World War II, saw the Crimson take over as favorites to replace Dartmouth as Ivy League champions.

Dartmouth	Harvard
Dart—McClean 15 pass from Kelly (Wilson kick).	
Harv—Marshbarber 36 run (Hartranft kick).	
Harv—Ulickas 24 pass from Humenik (Hartranft kick).	
Harv—FG Hartranft 20.	
Dart—Kelly 1 run (pass failed).	
Attendance: 38,000.	

Lions Roar, 20-9

UNIVERSITY PARK, Pa. (UPI) — Quarterback Pete Liske and Junior Powell combined on a dazzling 53-yard running play Saturday to set up a key touchdown and spark Penn State to a 20-9 football victory over West Virginia.

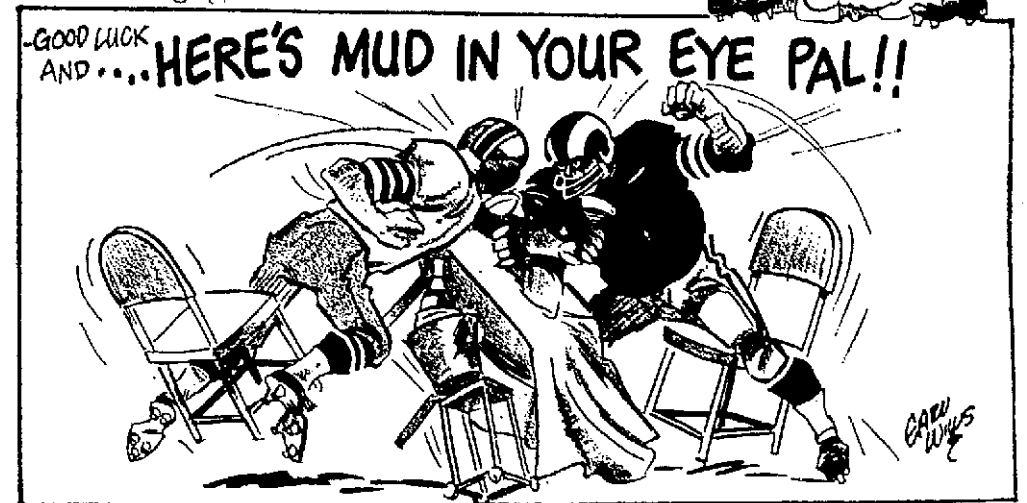
East

game in six starts, opened the scoring with a 36-yard field goal by Fred Marlin

open what had been a tight defense scrap by teaming with end Jim Campbell on an 80-yard touchdown drive. He hit the big left end four times on plays over center for a total of 59 yards in the drive. John Sai leaped over the middle of the Pitt line from one-yard out for the score.

Navy's other touchdowns came in the fourth period,

Days of Wine and Bruises



Roach in GB Driver Seat

By Associated Press
John Roach will get a better view of the Green Bay Packers' game today, but he's going to have to stand most of the time.

A reserve quarterback who has spent the better part of three years with Green Bay shifting up and down the bench to watch the action, Roach will be taking the snap from center the first time the de-

fending National Football League champions get the ball at Baltimore.

Roach, a former Southern Methodist standout, has attempted only 23 passes and completed just five in three years of bench warming. But, with No. 1 quarterback Bart Starr sidelined indefinitely due to a broken hand, Roach will be the key man in Green Bay's

bid for an unprecedented third consecutive title.

The Packers currently are tied with Chicago for the Western Conference lead, both with 5-1 records. The Bears, upset by San Francisco last week, will be home to Philadelphia. The Eagles also have lost their No. 1 quarterback, Sonny Jurgensen, with a shoulder injury. King Hill will take over.

While the Western Conference spotlight focuses on the Green Bay and Chicago battles, center stage for the East will be Cleveland, where the leading Browns (6-0) take on the New York Giants (4-2) and tied for second with St. Louis.

The Cardinals will be at Washington, Dallas at Pittsburgh and Minnesota at Detroit.

DEFENSE IMPREGNABLE

Army Rips Wash. State

WEST POINT, N.Y. (UPI) — yard second-period field goal: Army linemen recovered two fumbles to set up Waldrop's first touchdown and Heydt's field goal as the Cadets took a 17-0 halftime lead.

WEST POINT, N.Y. (UPI) — Army won Washington State, 35-35, Saturday and preserved the Cadets' unscathed record on the first play in four home games at Michie Stadium.

A record crowd of 31,200 packed the tiny military Academy.

Army yardage	15-30	2-7
Passes	14-30	16-32
Passes intercepted by	6-42	4-38
Punts	6-42	4-38
Fumbles	1	3
Yards penalized	3	65

NEW YORK (UPI) Bob Zeman recovered Dick Christy's fumble on the six-yard line and Don Stone scored on the first play with 1:53 left to give the Den-
 Cadets score their fifth vic-
 er Broncos a 35-35 tie with the New York Jets Sat-
 urday night before 20,377, the largest paid crowd to

demystify Stadium to watch the Cadets score their fifth victory in six games.

The setback ruined Washington State's first football visit ever to West Point. Cougar fumbles set up two early Army scoring opportunities and the Cadets' defense held Washington to a net rushing yardage of minus 3 during the game.

Dick Heydt kicked a 35-

down passes, including three to Don Maynard.

The Broncos narrowly missed victory when Gene Mingo's 43-yard field goal attempt with 25 seconds left was just inches wide.

New York Jets With Late Touchdown, 35-35

NEW YORK (UPI) — Bob Zeman recovered Dick Christy's fumble on the six-yard line and Don Stone scored on the first play with 1:53 left to give the Denver Broncos a 35-35 tie with the New York Jets Saturday night before 20,377, the largest paid crowd to see an American Football League game in New York.

Christy's fumble offset a brilliant performance by quarterback Dick Wood of the Jets who threw four touch-

NY	3	7	14-30	Den-Joe 1 plunge (Mingo kick).	Buf-Kemp 1 run (Yoko kick).
NY	0	0	0-0	Den-Scarlett 66 pass from Slaughter.	Buf-Romero 6 pass from Parrilli (Coe pollett kick).
Scoring:					
NY	36	0	0-0	Den-Taylor 4 pass from Slaughter.	Buf-Kemp 1 run (Yoko kick).
NY-Sal 1 run (Marlin kick).				(Mingo kick).	Buf-Kemp 1 run (Yoko kick).
NY-Staubach 1 run (Marlin kick).				NY-Mahard 56 pass from Wood	Buf-Crumo 2 runs (Carporelletti kick).
NY-Staubach 39 f (Pass from Lucas).				(Guegan kick).	Buf-Percussion 77 pass from Parrilli (Carporelletti kick).
(Pass failed).				NY-Mahard 56 pass from Wood (Guegan kick).	Buf-Percussion 77 pass from Parrilli (Carporelletti kick).
NY-Donnnelly 1 run (Marlin kick).				man kick).	Buf-Percussion 72 pass from Kemp (Yoko kick).
NY-Mahard 74 tosses from Lucas).				Den-Sione 4 run (Mingo kick).	
(Pass failed).				AT-20:27.	Attendance: 29,243.

Chargers, Houston AFL Picks

By United Press International
The San Diego Chargers and Houston Oilers are favored to strengthen their American Football League division leads today, but the opposition is about as stiff as it can get.

The chargers, leaders of the Western Division, play second-place Oakland at home, while the Oilers entertain the defending league champions, the Kansas City Chiefs, a game which will be seen nationally on television (channel 7 at 12:30).

The San Diego-Oakland clash matches the league's two top runners, Paul Lowe of the Chargers and Clemon Daniels of the Raiders. Lowe has a 23-yard lead over Daniels, but the 220-pound Raiders star saw only limited service because of injuries in four games this year.

THE HOUSTON - Kansas City game should be a passing duel between quarterbacks Len Dawson of the Chiefs and George Blanda.

AFL Standings

EASTERN DIVISION			
W	L	T	Pct.
4	3	0	.571
4	3	0	.571
4	3	0	.571
4	3	0	.571

WESTERN DIVISION			
W	L	T	Pct.
5	1	0	.833
4	2	0	.667
3	3	0	.500
2	4	1	.333

Saturday's Results
New York Jets, Denver Broncos 35-35.
Oakland at San Diego.
Buffalo at Houston.
(Only games scheduled.)

Syracuse Batters Oregon State, 31-8

SYRACUSE (UPI) — Syracuse crushed outclassed Oregon State Saturday, 31-8, with an impregnable defense and touchdown drives engineered by alternate quarterbacks Rich King and Ted Holman.

King unleashed the best aerial attack 12th-ranked Syracuse has shown in two years and personally set up two touchdowns.

Holman, also playing defense, picked off two of three interceptions as the Orange defense ripped apart the Oregon State offense.

King completed eleven of 10 passes in succession in the second half for 105 yards. He carried to the one-yard line

	Syracuse	Ore. St.
st downs	16	11
shing yardage	189	118
ssing yardage	115	109
sses	9-20	11-27
sses intercepted by	3	0
nls	6-39.8	2-41
mbles lost	1	3
rds penalized	39	32

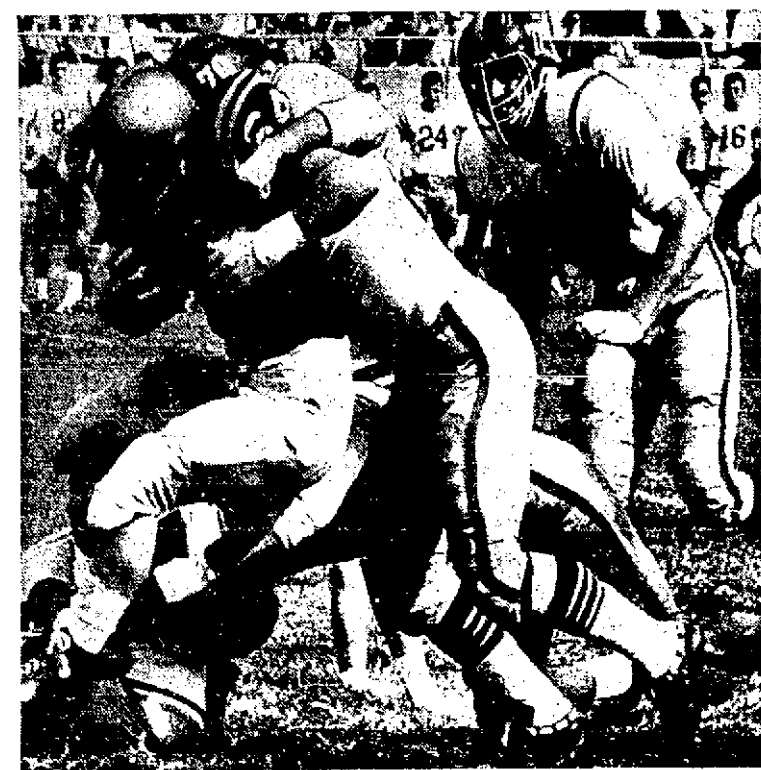
in the second quarter and Billy Hunter drove over for the touchdown. In the third period, King took the ball to the two and then handed off to Ron Oyer, who went in for the touchdown.

The Orange defense forced Oregon State to fumble three times and Syracuse capitalized on all of them.

It was Syracuse's fifth win against one loss. Oregon State now is 4 and 2.

Fullback Charlie Shaw gave the Beavers their only touchdown when he raced 80 yards on the opening play of the second period.

Oregon State	Syracuse
Syr—Bowman recovered ball in end zone (Puglio kick).	
Ore—Shaw 80 run (Crosen run).	
Syr—Hunter 1 run (Holman run).	
Syr—Schoonover 4 run (kick failed).	
Syr—Oyer 2 run (Puglio kick).	
Syr—FG Puglio 25.	



GOOD PASS, WRONG RECEIVER

Navy guard Fred Marlin (64) is tackled by Pitt guard Ed Adamchik after catching pass from Roger Staubach. However, play was ruled illegal and Middles were penalized five yards. It didn't hurt much, though, because they went on to 24-14 win in game for Eastern football supremacy.

Navy Scuttles Pitt, 24-12

ANNAPOLIS, Md. (UPI) — Navy knocked Pitt from the ranks of unbeaten college football teams 24-12 Saturday on the passing and running of Roger Staubach and a sparkling defense that sputtered only twice.

Pitt's scores came in the fourth quarter on long passes from quarterback

Kenny Lucas to Eric Crabtree and Paul Martha, the last with 22 seconds left in the game.

The Middles stopped the Panthers cold, however. The Navy defense picked off four Pitt passes to halt a Panther attack that had rolled through four consecutive opponents.

Navy, winning its fifth

game in six starts, opened the scoring with a 36-yard field goal by Fred Marlin

	Pitt	Navy
First down	17	13
Rushing yardage	137	157
Passing yardage	173	167
Passes	11-25	16-21
Passes intercepted by	0	4
Punts	5-34	7-35
Fumbles lost	2	0
Yards penalized	4-30	5-23

midway in the first quar-

midway in the first quarter.

Staubach, the nation's offensive leader, then broke



Once Over Lightly

By DAVE LEWIS
Sports Editor

New Coach Jack Makes 49ers Jump

One of the most fantastic success stories in sports today is that of Jack Christiansen, new coach of the San Francisco 49ers who move into the Coliseum today to do battle with the Rams.

Time and again, fate stepped into the picture and led Jack along the road to his new role as a head coach.

Many things happened to Jack during his career which, as he looks back, all fit into the pattern which put him in the position of being around when the 49ers had to name a successor to Red Hickey three weeks ago when he resigned after the third game of the season.

Jack and the other assistants had been loyal to Hickey right to the end . . . and it was Red himself who recommended that one of them be named to replace him—namely Christiansen.

Jack's life has been marked by many discouraging setbacks, the latest, he thought at the time, occurring just the past winter.

The Oakland Raiders were looking for a new coach and Jack, sensing that the Hickey regime and his own future with the 49ers was quite shaky, applied for the post.

He was still in the running right up to the final meeting of the Oakland brass when they decided that their new coach must also serve as general manager and chose Al Davis.

Thus, it appears that it was destined for Christiansen to be on hand when the 49er job opened up. He is still on an "interim" basis, but the 49ers' amazing win over the previously unbeaten Chicago Bears last week may well have earned him the permanent post.

LIFE WAS HARD FOR Jack until his junior year at Colorado State when things suddenly turned for the better as fate stepped in once again and kept Jack on the road to the 49ers as he was about to give up football for good.

His father died when Jack was two and, after living with his grandparents for five years, he was enrolled in an orphanage in Canon City, Colorado.

As a high school sophomore, an appendix operation sidelined him. And while a senior, he was shot by a policeman on Halloween in a case of mistaken identity.

"A bunch of the athletes were out after the 9:30 curfew on Halloween," Jack explains. "Some other kids had raised the dickens and set fire to a haystack. The police thought we were the ones and ordered us to stop. Like kids will do, we kept running. I was winged in the left arm, breaking it."

That kept him out of the game for two years, and when he started again, he broke his collarbone . . . and then injured a shoulder.

"I'D DECIDED TO give up the game," Jack admits. "I was an academic junior at Colorado State, but a soph in eligibility since I'd never played. The team was making a trip and they generally took 44 players."

"It was only a 60-mile trip from Fort Collins to Denver, but I said to myself that if they left me home, I was going to quit. Well, I wasn't on the list of 44 . . . but at the last minute, they decided to take a 45th man for the first time."

"The safetyman messed up and I went in to play the second half. And I stayed in the lineup for the remaining 2½ years."

If it hadn't been for that decision to take a 45th man 15 years ago, none of the good things would have happened to Christiansen.

He wouldn't have been drafted by the Detroit Lions and become a rookie sensation in 1951. He wouldn't have made all-pro six of his eight years with the Lions. Nor would he have been responsible for emphasizing defense throughout the NFL when he was the key operator in the four-man Detroit secondary known as "Chris' Crew."

It was the most famous defensive combination in the history of the game, and from that time on all teams began paying more attention to the secondary.

IN THE SHORT TIME—three games—Christiansen has been the head man of the 49ers, they have won back a great measure of self-respect.

And this was due greatly to the 49ers' stunning win over the Bears last week.

The victory was achieved with a simplified offense installed quickly by Christiansen and his associates as soon as he assumed command.

One of the big raps against Hickey was the fact that he changed and adjusted his offense—and defense, too—every week. Over the years, he had some pretty good luck with it . . . but the players were bewildered by the weekly changes.

Red's new offenses were hard to learn. The players made mistakes because they didn't benefit from weeks of repetition and ill feeling against Hickey began to spread among the team members . . . especially when good players were traded away for misuses and other reasons.

It became a hopeless situation and Hickey finally bowed out.

BY THE TIME of the Bear game last week, the men had learned the assignments of the new offense . . . and things went well from the first.

"It isn't my offense," Christiansen says. "All of the coaches worked it out. We had the conviction that a more simple attack was the right kind for us now and when we finally got the timing and blocking down, we were ready to take somebody apart . . . and it just happened that the Bears were first."

"Our win was highlighted by some of the greatest offensive line play I've ever seen. The guys played their hearts out and made only a couple of mistakes which didn't amount to much, where a week ago they were fouling up on just about every play!"

LSU Bounces Florida, 14-0

GAINESVILLE, Fla. (AP)—Displaying a strong running attack and taking advantage of mistakes, the Louisiana State Tigers spoiled the Florida Gators' homecoming, 14-0, in a Southeastern Conference football game before a record crowd of 48,000 Saturday.

Florida's defense, rated fourth best in the nation in NCAA statistics, was

Florida	LSU
First downs	11
Rushing yardage	146
Passing yardage	7
Passes attempted	10-32
Passes intercepted by	3
Punts	4-46
Fumbles lost	4-32.5
Yards penalized	24

unable to stop the LSU ground game when the Ti-

Iowa Felled by Digravio Magic, 14-0

Boilermakers Keep Bowl Hopes Alive

LAFAYETTE (AP)—Ron Digravio, veteran Purdue quarterback, passed to sophomore Bob Hadrick for one touchdown and ran for another himself Saturday for a 14-0 victory over an Iowa team that bogged down twice inside Purdue's 15.

Ken Eby, reserve quarterback, twice intercepted desperation passes by Iowa's sophomore Gary Snook in the wild final quarter.

Digravio hit Hadrick with a 18-yard scoring pass in the first quarter. It was the only completed pass in a 66-yard

Iowa	Purdue
First downs	12
Rushing yardage	107
Passing yardage	149
Passes attempted	11-21
Passes intercepted by	2
Punts	6-33
Fumbles lost	7-34
Yards penalized	37

Boilermaker drive in which junior halfback Jim Morel made the key gains on the ground.

Digravio threw two more passes to Hadrick in a third-quarter 40-yard drive and then carried the last 11 yards himself. The industrious Hadrick threw the key block on that run.

Purdue stayed alive in the Big Ten race with a 2-1 record, and Iowa was left 1-2.

Iowa had an edge in the statistics, gaining 247 yards from scrimmage to Purdue's 215, but it couldn't penetrate the Boilermaker line when it got into scoring position.

Hadrick caught seven passes for 91 yards, many of them the circus type.

Iowa	0 0 0 0-0
Purdue	7 0 7 0-14
Pur-Hadrick 18 pass from Digravio (long kick).	
Pur-Digravio 11 run (long kick).	
Att.—17,931.	

Bulldogs Survive Cat Scare

LEXINGTON, Ky. (UPI)—Larry Rakestraw threw two touchdown passes Saturday but Georgia still needed a 25-yard field goal by kicking specialist Bill McCulloch to turn back Kentucky's last-period drive and save a 17-14 Southeastern Conference victory.

The Georgia quarterback almost turned his own triumph into disaster as Kentucky converted interceptions of two of his passes into touchdowns and came within three yards of doing it again in the final minute of play.

Rakestraw held his fire for a full period before throwing

Kentucky	Georgia
First downs	14
Rushing yardage	117
Passing yardage	158
Passes attempted	13-25
Passes intercepted by	3-34.5
Punts	5-47.6
Fumbles lost	5
Yards penalized	55

his first pass, but wound up with 18 completions for 29 attempts.

Statistically, that outshone Kentucky sophomore quarterback Rick Norton's 13 for 25, but Norton also accounted for two touchdown passes and a pass for a two-point conversion.

After his completion on the opening play of the second period—the 300th of his college career—Rakestraw hit on six of his next seven during a 72-yard march that ended with a five-yard touchdown toss to halfback Bob Taylor.

Kentucky	0 0 0 0-0
Georgia	7 0 7 0-14
Georgia-Taylor 5 pass from Rakestraw (McCulloch kick).	
Georgia-Cox 25 pass from Norton (kick failed).	
Georgia-Babb 17 pass from Rakestraw (McCulloch kick).	
Georgia-Field goal 25 McCulloch.	
Kentucky-Betcher 8 pass from Norton (Andriantell pass from Norton).	

Fishing Facts

Belmont Pier—47 passengers on 7 boats caught 2 bonito shark, 264 bonito, 47 barracuda, 29 passengers on 1 barco caught 122 barracuda, 449 bonito 18 bass, 31 halibut, 7 sculpin.

Pierpoint Landing—269 passengers on 7 boats caught 1 alicore, 201 barracuda, 409 bonito, 1 bass, 80 rock cod, 170 skin jack, 51 cow cod, 454 miscellaneous.

Seal Ranch—31 passengers on 7 boats caught 22 barracuda, 232 bonito, 46 snout bass, 1 white sea bass, 184 cissimmere, 1 barco caught 1,415 bonito, 1,700 mackerel, 10 halibut, 11 sculpin.

Spartans Jolt Wildcats

EVANSTON, Ill. (AP)—Sherman Lewis, Michigan State's 150-pound package of dynamite, grabbed off a deflected pass for one touchdown and then booted 87 yards for another score, leading the Spartans to a 15-7 Big Ten football upset of Northwestern Saturday.

A stunned homecoming crowd of 51,013 cheered Northwestern for a 7-0 lead in the second quarter and then watched Lewis, a 5-foot-9 senior, turn the tide while MSU's hard-rushing line kept Northwestern

passing star Tom Myers off balance most of the game.

Lewis climaxed a tremendous day with an 84-yard punt return midway in the final quarter. It moved the ball to the Wildcat 16, but the Spartans could not capitalize on it. Lewis just ran out of gas and was caught from behind by Willie Stinson.

The victory was the second against one tie for MSU in Big Ten action while Northwestern, suffer-

ing its second loss in four conference starts, all but bowed out of title contention. The Wildcats were ranked No. 9 in the AP football poll and were a

	North.	Mich. S.
First downs	15	19
Rushing yardage	78	148
Passing yardage	120	137
Passes attempted	9-26	7-12
Passes intercepted by	2	2
Punts	9-44	5-34
Fumbles lost	0	0
Yards penalized	6	37

touchdown favorite.

Myers, the Big Ten's leading passer, enjoyed one successful drive which put Northwestern ahead 7-0 in

the second period. He hit on two aeriels for 47 yards to set up Stinson's six-yard touchdown run.

MSU struck back late in the second quarter and scored when Steve Juday directed an 87-yard march which ended when Juday's 29-yard pass was deflected by defender Jim Dau into the arms of Lewis in the end zone for a touchdown.

A fake kick for the extra point and an attempted pass for two points failed, giving Northwestern a 7-6

halftime lead.

The Spartans drove deep into Wildcat territory the first time they had the ball in the second half but failed to score. Northwestern took over only to have Lewis thwart the drive by stealing a Myers' pitch. On the next play Lewis went 87 yards for a touchdown, a Michigan State record run, from scrimmage.

Michigan State	0 0 0 0-0
Northwestern	7 6 7 0-15
MSU-Stinson 6 run (Stinson kick).	
MSU-Lewis 29 pass from Juday (pass failed).	
MSU-Lewis 87 run (pass failed).	
MSU-FG Lattimer 47.	
Attendance 51,013.	

—Associated Press Wirephoto



NORTHWESTERN CONNECTS FOR NAUGHT

Northwestern end Mike Buckner (87) leaps above Michigan State defenders Charles Migyanka (25) and Dewey Lincoln (26) to catch pass from Tommy Myers. Wildcats lost Big Ten game, 15-7.

'Bama Bumps Houston

TUSCALOOSA, Ala. (AP)—Alabama's Crimson Tide collared Houston, 21-13, Saturday to hand the Cougars their sixth straight loss and fifth defeat in the current series between the schools.

The injury-riddled Tide pounded at the Texans from every angle, with quarterback Joe Namath and halfback Benny Nelson shouldering most of the load.

Nelson carried 10 times for 99 yards. His 35-yard dash

Alabama	Houston
First downs	14
Rushing yardage	195
Passing yardage	127
Passes attempted	13-21
Passes intercepted by	10-91
Punts	8-33.8
Fumbles lost	11-37.4
Yards penalized	37

across the goal in the third quarter spelled doom for the Cougars.

NAMATH tossed for two touchdowns— one to Ray Ogden, the other to Nelson in running his season scoring pass total to six. He completed 13 of 21 for 127 yards.

Houston's sparkler was halfback Mike Spratt, who caught two touchdown passes from quarterback Jack Skrog.

Houston	0 0 0 0-0
Alabama	7 0 7 0-14
Ala-Nelson 7 pass from Namath (Davis kick).	
Hou-Spratt 41 pass from Skrog (McMillan kick).	
Ala-Nelson 35 run (Davis kick).	
Ala-Ogden 12 pass from Namath (Davis kick).	
Hou-Spratt 25 run (pass failed).	
Attendance 27,000.	

Wheelmen Dinner

The Wheelmen of the past century will hold a get-together dinner Friday, Nov. 1, at the Roger Young Auditorium, 936 W. Washington Blvd., Los Angeles, at 6:30 p.m.



Bucks Tip Badgers From Unbeaten List

MADISON, Wis. (AP)—Ohio State roared 80 yards for a touchdown on the passing of Don Unverferth and the power running of Matt Snell in the closing minutes and knocked Wisconsin from the unbeaten ranks 13-10 Saturday in a Big Ten football upset.

Unverferth, who is a sophomore quarterback who rode the bench most of the game, took charge and completed four passes in a drive which Snell, a pile-driving fullback, capped by plunging into the end zone from two yards out with just 2:13 to play.

Lothridge Inspires Tech Win

NEW ORLEANS (UPI)—Bobbing Georgia Tech took advantage of Tulane fumbles Saturday to come from behind and score a 17-3 Southeastern conference victory at the Sugar Bowl.

Quarterback Billy Lothridge ran, passed and kicked for all of the Tech points.

The homecoming crowd of 15,000 watched Tulane grab a 3-0 lead in the second quarter and hold it until five minutes remained in the third quarter.

Lothridge put Tech in front in the third quarter with a touchdown and the 16th field goal in his collegiate career. The field goal put him within one of the national collegiate record held by Ed Dyer of Auburn.

Tulane	0 0 0 0-0
Tech	0 0 0 0-0
Tulane-FG Bright 26.	
Tech-Lothridge, run, 1 (Lothridge kick).	
Tech-FG Lothridge 23.	

Tech-Austin 7 pass from Lothridge (Lothridge kick).

Attendance 15,000.

Mr. SAC Invitational Crown to El Capitan

El Capitan took overall honors in the open and novice divisions of the 15th Mt. San Antonio College cross-country invitational Saturday afternoon. Over 3,000 runners from 124 high schools com-

peted.

Open—Crespi, Monte Vista, La Jolla, Granada Hills, Salernito, El Capitan, Westmont, Mira Costa, Crescent Valley, Westminster, Crawford. Overall—El Capitan.

Novice—Crespi, Monte Vista, Coyle Park, El Capitan, Redondo, El Capitan, Fullerton, Downey, Crawford.

Overall—El Capitan.

Fresh—Monte Vista, Granada Hills, Coyle, Westminster, Mira Costa, Overall—Crespi.

The Buckeyes had been

shackled by Wisconsin's mighty defense in the second half before rallying behind Unverferth. The Badgers made one last gasp, but the game ended with Ohio State's Paul Warfield intercepting a pass.

Wisconsin, the defending

	Ohio St.	Wis.
First downs	12	19
Rushing yardage	147	263
Passing yardage	7-11	6-16
Passes attempted	4-2	3-10
Passes intercepted by	2	2
Punts	5-37	3-37
Fumbles lost	1	1
Yards penalized	25	37

Big Ten champion had rolled to four straight victories, including two against confer-

ence foes and were ranked the nation's No. 2 power.

Ohio State, smarting from a 32-3 belting by Southern California a week ago, moved into a 6-3 half time lead on a 36 and 45-yard field goals by Dick Van Raaphorst. The senior place-kicking specialist has booted eight three-pointers in five games.

Van Raaphorst's six field goals in the Big Ten broke the conference record of five in a campaign.

Ohio State	3 0 0 0-6
Wisconsin	0 0 0 0-0
OSU-FG Van Raaphorst 36.	
OSU-FG Van Raaphorst 45.	
Wis-Silver 17 run (Frank kick).	
OSU-Snell 2 run (Van Raaphorst kick).	
Attendance—62,319.	

North Carolina Knocks Off Duke's Blue Devils, 21-7

RALEIGH, N.C. (AP)—North Carolina State smashed Duke's vaunted offense and rolled to a 21-7 upset victory Saturday to knock the Blue Devils from the unbeaten ranks behind the running and

passing of quarterback Jim Rossi.

Duke	0 0 0 0-0
N.C. State	0 14 0 7-21
NCS-Kisarsky 6 run (Andrews kick).	
NCS-Scoreall 39 pass from Rossi (Andrews kick).	
Duke-Wilmington 37 pass from Glacken (Gurlik kick).	
NCS-Montgomery 11 intercepted pass (Andrews kick).	
Attendance—31,500.	



TOO BAD IT'S NOT TRACK SEASON

Wisconsin halfback Lou Holland (27) makes this look like track season as he hurdles through opening in Ohio State line for five-yard gain. Buckeye center Tom Federle (right) made stop and OSU beat Badgers, 13-10.

—Associated Press Wirephoto



JUBILEE SALE

LAST 12 HOURS to Shop for These Savings. Limited Quantities!



Pettiskirts or Pettipants

Slim-line styles in acetate tricot with dainty trims. White, colors. Misses' sizes. Monday only! Limited quantity. Lingerie Dept.

66¢



SAVE 24%! \$1.99 Ski PJ's

Print top, solid sleeves and pants. Brushed knit cotton. In sizes 3 to 6x. Monday only! Limited quantity. Infants' - Children's Dept.

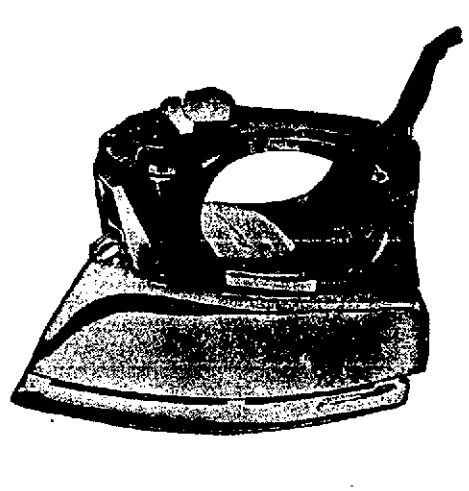
2 for \$3



SAVE \$3.01! \$10.98 Boots

Men's 8-inch Wellington boots with leather uppers. Goodyear welt construction. Natural color. Monday only! Shoe Dept.

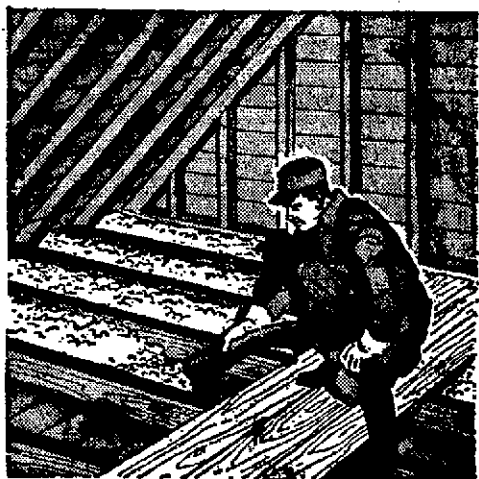
7.97



Steam-Spray-Dry Irons

Lightweight—only 3¼ lbs. Self-cleaning spray nozzle. Full steam flow in 2 minutes on dry or steam setting.

9.99



Insulate Now and Save! Homart Blown-in Insulation

4 inches deep: Fiberglas, regular 10c Rock wool, regular 8½¢

7¢ installed

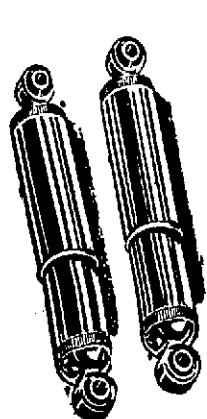
6 inches deep: Fiberglas or Rock Wool, regular 12c

10¢ installed

Insulate now for a comfortable home in hot or cold weather. Save on your heating bills. Efficient, clean installation in your attic by Sears trained experts. Monday only!

PHONE your nearest Sears store for **FREE ESTIMATES . . . no obligation!**

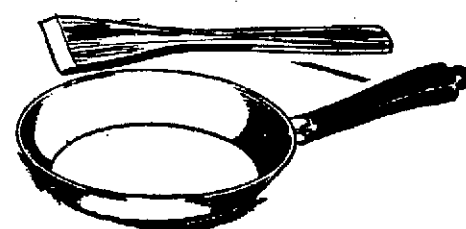
NO MONEY DOWN . . . up to 5 years to pay on Sears Modernizing Credit Plan



\$4.29 Allstate Supramatic Shocks

SAVE **\$1.29** each

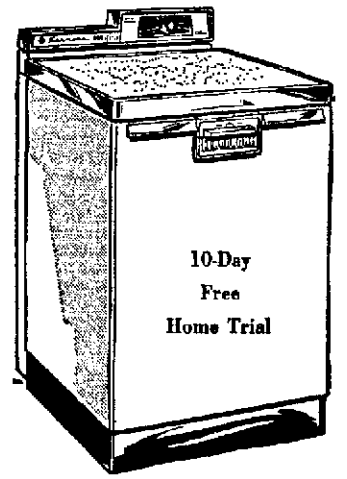
Supramatic shocks give smoother riding comfort, less sway and longer life. Welded steel construction. Expert installation available. Automotive Dept.



Low Priced Maid-of-Honor Teflon Coated Skillets

Teflon coating for no-stick cooking and no-scor cleaning. Complete with wooden spatula. After sale price \$2.99. Housewares Dept.

1.99



10-Day Free Home Trial

SAVE \$19 Regular \$168.88

Kenmore Dishwashers

No installation, just snap hoses on faucet. Rolls on casters. Holds service for 12.

149.88

Custom Kitchen Dept.

NO MONEY DOWN ON SEARS APPLIANCES

No Monthly Payment Until **February 1, 1964** on Sears Easy Payment Plan.



SAVE \$3 on Regular \$7.99

Plastic Toilet Seats

Durable. Will not split, crack or warp. Easy to clean, too. Choice of six decorative colors.

4.99

Plumbing - Heating Dept.

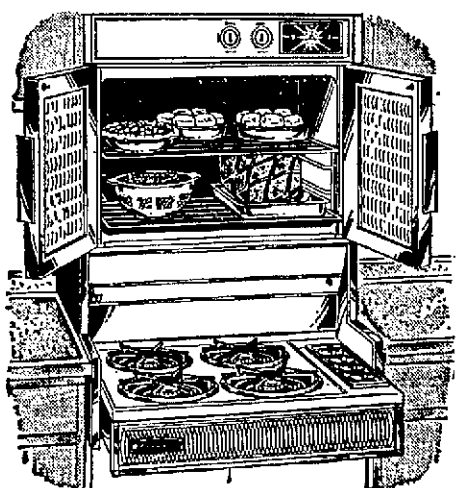


Regular \$1.39 Garden Rake 18-in. Spread

SAVE 44% **77¢**

22 flat tines are spot-welded to base plate. 4-foot hardwood handle. Better hurry for these on Monday. Limited quantity. Hardware Dept.

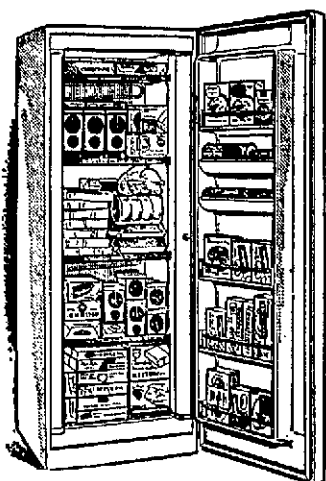
Hardware Dept.



Classic Gas Cook Center

Slide-out cook top lifts up for easy cleaning. Eye-level oven. Model 790C. (Base optional) . . . \$50. Major Appliance Dept.

234.88



Coldspot Upright Freezer

Porcelain interior (not painted). Stores 305 lbs. 4 freezing shelves. Only 24" wide. #32609. Major Appliance Dept.

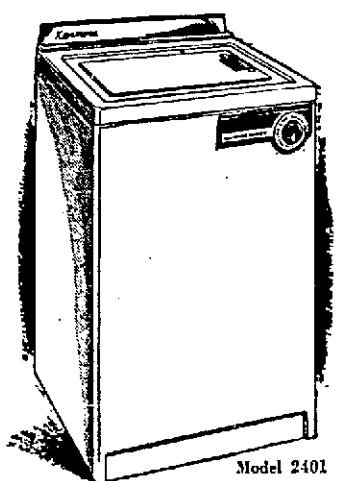
\$157



Coldspot Refrigerator

Defrosts automatically. Top freezer stores 110-lbs. 25-quart crisper. Model U12D. Major Appliance Dept.

\$198



Automatic Washer

Fully automatic Kenmore with combination timer and temperature control for safer all-fabric washing. Major Appliance Dept.

\$146

• ALL ROADS LEAD TO SEARS SOUTHERN CALIFORNIA STORES... PARK FREE!

LOS ANGELES—Vermont & Slauson
LOS ANGELES—E. Olympic Blvd. & Soto
LOS ANGELES—W. Pico Blvd. & Rimpau

BUENA PARK
COMPTON
EL MONTE

GLENDALE
HOLLYWOOD
INGLEWOOD

LONG BEACH
PASADENA
POMONA

SANTA ANA
SANTA MONICA
TORRANCE

VALLEY

Shop 5 Nights

Shop Monday, Wednesday, Thursday, Friday & Saturday 9:30 A.M. to 9:15 P.M. Tuesday hours 9:30 A.M. to 5:30 P.M.

A Formula for Success

The Views of a Research Scientist
on How to Achieve a 10 Pct. Community Growth Rate
by Basing Planning on Studies of Human Behavior

By LARRY ALLISON

Probably the most frequently heard criticism of Southern California's sweeping growth is poor planning. Harried county and municipal governments caught up in the great boom for years have had their hands full merely trying to direct current growth, much less map elaborate designs for the future.

Warnings on the subject from experts in a multitude of fields abound. "Plan or perish" is the dire admonition to newer areas still caught up in the rush.

Few question the validity of much of the fault-finding. The Southland is full of examples of polyglot industrial, business and residential development. But planners are scrambling to meet the challenge, and the proudest possession of many a city is a freshly-mapped master plan of development.

But what are the criteria for drawing up such a plan? There is no true precedent for what is happening to the Southland. Should the plans be a rigid outline, and can planners afford to set up a pattern for growth arbitrarily and without conclusive evidence to support it?

Dr. E. B. Brien, an economist-researcher who heads Brien Research & Associates in Van Nuys, believes he has the answer. His formula for success for the Long Beach area and Orange County, as well as the rest of the Southland, is disarmingly simple: use more scientific methods, based on patterns of human behavior.

★ ★ ★
IT'S THE LATTER—studying the way people live—that most often is neglected in community planning, Brien says. The patterns are easily predictable, he says, when the predictions are based on sound research.

"Planning that is arbitrary—setting aside certain acreage for industry, housing and services without justification—is no planning at all," Brien says.

Brien, who is in the Long Beach area to speak Monday before the Signal Rotary Club, is not a city planner. His background includes independent and corporate research, university teaching of economics and marketing research and editorship of a New York petroleum magazine.

But he maintains that same principles that are employed to chart a successful path for business and industry are vital to community planning. In fact, he suggests that every county and city planning department should have a full-time research scientist on its staff.

With proper planning, Brien says, Long Beach and other cities in the area should maintain a growth rate of 10 per cent a year indefinitely.

Here is how Brien would go about it:
First, study the makeup of the city and determine what industries it needs to form a well-balanced community.

Secondly, set out to select the best possibilities and lure them to the city.

Thirdly, plan community development around these industries based on the characteristics and living habits

of the type of employees these industries will hire.

Long Beach and many other cities long have realized the importance of the first two steps and chambers of commerce in cooperation with municipal officials have aggressively sought new industry.

Brien says that the greatest possibilities for improvement in planning the growth are in scientific study for the needs of the added population that new industry will attract.

One key premise is that in their day-to-day lives, people don't do as much traveling as is popularly believed. Studies show, Brien says, that if the average family were to take a map and chart each trip made to work, stores, restaurants and professional offices, a tiny area around the location of the home "would be black with lines."

The average family's trips break down like this:
Less than one mile, 23 per cent.
One to two miles, 20 per cent.
Two to three miles, 13 per cent.
Of the trips, 56 per cent are less than three miles, 65 per cent less than four miles and 74 per cent less than five miles.

★ ★ ★
NOW IF THE AVERAGE family stays that close to home, then industrial, commercial and residential planning must take this into consideration or suffer the consequences.

And local government must take the responsibility, for if planning is left entirely to private business the result often is helter-skelter building and development that is incompatible with its surroundings.

Also, Brien says, planning bogs down in great piles of useless facts unless a community first outlines its goals. "Once the end is clearly defined, the means come easily," he says.

As for land, some still is available in Orange County. In Long Beach, raw acreage is almost nonexistent; here, Brien says, improperly used land can be redeveloped—"and there is plenty of such land."

The day of the so-called "bedroom community," from which workers drive to their jobs in other more industrial areas, is drawing to an end, Brien says. Brien praised planning that allows urban residential development such as Long Beach's new high-rise apartments.

"A man will drive 15



DR. E. B. BRIEN



—Staff Photo by Roger Coar

LACEWORK OF STEEL begins to take on substance as pouring of floors nears completion at Pacific Holiday Towers, the \$5.7 million structure rising at 1900 E. Ocean Blvd. The 21-story, 288-unit apartment building for senior citizens is one of many high-rise projects in Long Beach that reflect planning to meet population growth and changing residential patterns.

miles to work only if he can't find adequate housing where it is needed," he said.

Brien also had warm words for the Long Beach World's Fair, which not only will attract many thousands of visitors but will leave a complex of permanent shoreline improvements.

"Long Beach's shoreline is a glorious asset," Brien said.

"In my opinion (without a survey to support it—he added hastily), Long Beach with proper development of beach attractions could become the greatest ocean resort area in the world."

Here again, predictions in the planning of such development would be based on scientific study of "universal laws of human behavior."

★ ★ ★
HOW ARE THESE studies of human behavior made? They are many and some are complicated.

Determining whether there is a need for a supermarket in a given area, for example, can be done almost by simply studying maps, plus a little mathematics. This type business, Brien says, needs about \$3 million a year in sales. Studies show that on the average a family spends about \$900 a year in one grocery store within 1.8 miles of home, and about \$600 in three other stores. The charts also show that a supermarket gets 80 per cent of its business from within a two-mile radius. Therefore if an area has 2,700 families within a two-mile radius that are not served by a supermarket, the area can support such a business.

Simple?
Not always. Some studies necessitate random surveys in which people are asked questions about their living habits. But frequently, Brien says, direct questions will result in unusable findings.

"It is psychologically impossible for a person to behave absolutely normally when he knows he is being tested," Brien says.

★ ★ ★

BUT THERE ARE means that will get around this obstacle. In a marketing test to determine which of three differently shaped bottles would prove most attractive to housewives, a company that produces instant coffee used a white lie to get an un-self conscious response from its test subjects. Eight hundred housewives were given the three bottles filled with instant coffee and were told that if they would use the coffee in each and tell the company which blend they liked best they would receive as a reward a year's supply of the blend they had chosen.

Of course, the coffee in the three different bottles was the same.

The result: 80 per cent of the housewives in the test agreed that the coffee in one of the bottles was far superior to the other two "blends."

The coffee company now had its answer as to which bottle women liked best, and the 800 women got their year's supply of their "favorite blend" of coffee.

Oilman Makes Mideast Deals Seem Simple

By CHARLES SUTTON

Wealthy Long Beach oilman Albert Stevenson is a self-made man in the best sense of the word.

Yet he's the type of person who, even when he tries hard in business, seems to make it look easy.

"Actually," says his wife Artie, "Albert is quite hard-working, and terribly dogged, but he gives everybody the impression that he does things so effortlessly."

It was this easy-going quality which made Stevenson a successful independent oil operator and which is now carrying him through some of the most sensitive and complicated oil deals ever worked out on the international business stage.

RIGHT NOW he's in the middle of two such deals, so he doesn't feel free to discuss them. But he doesn't mind talking about the last one he handled,

it into Edison's already complicated financial structure without upsetting the various oil concession agreements Edison's subsidiary, Ansonia, had in the Middle East.

Stevenson set about looking for the right firm early this year and, before too long found it in Westates Petroleum Co. of Los Angeles.

"I knew Westates president H. W. Thompson and knew I could trust him," said the oilman. "The next thing I had to do was persuade him to meet with Ansonia officials."

In May, Stevenson got Thompson to take his chief accountant and geologist to Rome for their first meeting with Edison and Ansonia representatives.

THEREAFTER, a series of meetings stretching out over a period of several months were held in Rome and Milan. Painstakingly,

SOUTHLAND PROGRESS

★ BUSINESS • REAL ESTATE • INDUSTRY ★

THE NEWS, INDEPENDENT, PRESS-TELEGRAM, OCT. 27, 1961

which was only recently consummated.

To understand its significance, though, it should first be pointed out that oil dealings in the Middle East, where Stevenson often operates, are confined almost exclusively to the seven big oil companies that have had production in that part of the world sewed up for years—and still do, for that matter.

Middle Easterners cynically refer to the companies as the Seven Sisters. "Step on one toe, and it hurts all seven," they say. The seven consist of British Petroleum, Shell, Cal Tex, Esso, Pan American Petroleum, Gulf and Burma Oil.

What Stevenson did was to help bring an American "independent" into the Middle East oil picture. And that, viewed against a backdrop of big-company domination of Middle East oil, is neither done every day, nor easy to do.

IN THIS CASE, the conditions were favorable. What was needed, however, was the sure touch of a man who had the combined qualities of a knowledgeable oilman, an international lawyer, a mediator and, well, just someone who could be trusted. As it turned out, Stevenson had all of them.

The Long Beach oil broker said he was first drawn into the affair when a lawyer friend of his in Rome contacted him to say that the Edison Co. of Milan, Italy, was looking for a man to set up a partnership between Edison's oil subsidiary, Ansonia Mineraria, and an independent American oil firm.

As Stevenson put it, "I had to find a small firm with lots of technical ability and enough money to finance drilling operations in Ansonia's large Italian and Middle East holdings."

STEVENSON'S job: to find that company and weld

the questions of financing, concessions, timetables and oil development were worked out.

Stevenson kept his guiding hand in all the time, and several times, he said, the deal came perilously close to falling through.

In the end, Stevenson's efforts paid off, and an agreement was signed.

QUIET-SPOKEN almost to the point of shyness, he is one of the last of a vanishing breed of businessmen; the lone entrepreneur who amasses a fortune by his own wits and remains a loner to the end.

Starting out as an oilfield roughneck in Long Beach in 1921—he came here from Arizona in 1914 and attended Poly High—Stevenson became, by turn, a driller, a drilling superintendent and a drilling contractor. Subsequently, he entered business as an oil broker.

Since then, he has acquired about 25 wells in Long Beach and Wilmington, in addition to extensive interests in oil and gas lands in places as far away as Alaska and Angola, the Portuguese colony in Africa.

★ ★ ★
A **SHREWD** and sophisticated oilman, he is often employed as a front man or troubleshooter by the big oil companies.

His first sally in the international field was made in 1958. At that time, officials of a Canadian oil firm were looking for someone to help them acquire an oil concession in the Persian Gulf. Stevenson turned out to be their man.

A tall, heavy-set man with thinning gray hair, Stevenson lives in a rambling, California-style home at 730 Santiago Ave. He lives there with his wife, their daughter, Mrs. Ethel Severson, and her son, Corky, 16, who is studying petroleum engineering at USC.



ALBERT STEVENSON . . . He Makes It Look Easy

Rossmoor Department Store to Open

The Boston Store-Rossmoor will hold its ribbon-cutting ceremony Friday, Nov. 1, at 11 a.m., as part of the Grand Opening Celebration of the Rossmoor Center Nov. 1-2.

The 30,000 sq. ft. department store is located in Rossmoor Center, an adjunct of Rossmoor Village in Los Alamitos.

The store was designed by Burke, Kober & Nicolais and was built by Millie & Severson.

Ira Kaufman, president of the Boston Stores, with two units in Inglewood and Hawthorne, described the new store as a prototype of their expansion plans, which calls for 10 new stores within the next three years.

AMONG OTHER stores opening will be Cotler's for Men, Crystal's Shoes, and Kandi Kane's, a specialty house for women's fashions.

Max Hart of Hart, Schaffner & Marx, assisted by Herman Simms and builder-developer Ross Cortese will join Kaufman in the official dedication of the new Boston Store-Rossmoor. The Rossmoor Women's Club, headed by its president, Mrs. Richard Cornish, will serve as hostesses at the opening ceremonies.

The two-day Grand Opening Celebration is expected to attract thousands of visitors and a full schedule of events is planned, including programs by TV personalities Sheriff John, Skipper Frank and Beachcomber Bill. Kedso The Clown will be on hand at the new Crystal's Shoes facility and special kiddie trains will be in operation.

PRIZES AND special awards will be given away

during the grand opening, including a 1964 Chevrolet Monza. Free registration for the 1964 Chevrolet and all the other prizes is available in all Rossmoor Center stores on both Nov. 1-2. The prizes will be awarded at a public drawing Nov. 2 at 9 p.m. at the Boston Store.

The new stores at Rossmoor Center will join Thrifty Drug, Food Giant, Holiday Hardware, Martyn's Card & Party Shop,

Rossmoor Pastries, S. H. Kress, Rossmoor Cleaners, Alice King Hair Stylists, Rossmoor Barbers, Rossmoor Optometrists, Rossmoor Pizza House, Rossmoor Shoe Repair, Union Federal Savings & Loan Association, Rossmoor Inn and Bowling Lanes and Citizen's National Bank. A new 900-seat Fox motion picture theatre is in the designing stage and is scheduled for a mid-February opening.



NEW AT ROSSMOOR CENTER

New Boston Store-Rossmoor opens Friday, Nov. 1, as part of Grand Opening Celebration of Rossmoor Center in Los Alamitos Nov. 1-2. The department store, which has 30,000 square feet of floor space, is one of several new facilities opening at the center. Prizes and entertainment will be offered during the two-day event.

Elsinore to Be Lake Again by Next April

Water sports probably will return to Lake Elsinore by next April under terms of a \$75,000 loan approved by the Small Craft Harbors Commission.

The loan, which will go to the state Division of Beaches and Parks, will be used to build water transportation facilities and to purchase water for the lake, Elsinore, part of the

state park system, dried up in 1951 and has had water in it only twice since then.

The loan will be repaid by Riverside County, the Elsinore Recreation and Park District and the state under a three-party agreement reached recently.

Beckman Given \$400,000 Pact for Saturn Tests

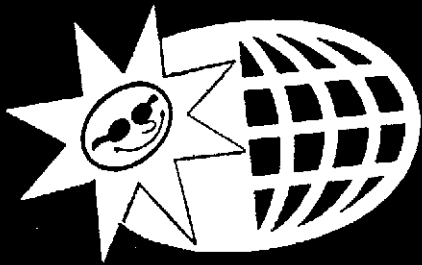
Beckman Instruments, Inc., has received a \$400,000 contract from Lear Siegler, Inc., for equipment to monitor static test firings of the Douglas IV-B stage of the Saturn Missile.

Louis B. Horwitz, manager of Beckman's Systems Division, Fullerton, said the equipment will monitor the tests and record data on magnetic tape for evaluation by digital computers. He said the equipment will be delivered to the Douglas Aircraft Co., prime contractor for the Saturn IV-B stage, in Sacramento, early in 1964.

Horwitz said the equipment will be used to collect data from test firings of the five engines of the Saturn IV-B stage.

SOL-VISTA PRESENTS THE INTERNATIONAL HOME FAIR

WESTMINSTER, CALIFORNIA



YOU'VE HEARD ABOUT THIS
NATIONALLY PUBLICIZED HOME FAIR...

NOW SEE IT!

The most exciting and colorful
home show display ever created...
authentic moods, colors, decor
from all over the world!

AWARD WINNING

DESIGNS • AWARD WINNING DESIGNS



PLAN 1746D • \$24,100

4 Bedrooms, Family Room, 2 Baths. A truly distinctive home offering an exciting array of luxury features: Massive brick fireplace, Caloric gas kitchen with built-in range, oven, ventilating hood, Hotpoint dishwasher, Formica Breakfast bar, gorgeous master bedroom/bath suite with full room width wardrobe, separate shower with Ceramic tile to ceiling, solid vinyl flooring.

SEE...

6 highly-functional, one and two story floor plans featuring 3, 4 and 5 bedrooms, 2 and 2½ baths, formal dining room, family room, private den, sunken living room, Master bedroom-bath-dressing room suite, spacious paved patios, over-size double garage, double door entry. 28 architecturally inspired exterior elevations assure you of maximum individuality within the community.



PLAN 1757H • \$29,600

Two Story, 4 Bedrooms, Dining Room, Family Room, Separate Den, 2½ Baths. An elegant estate home. Includes formal dining room, spacious family room with brick fireplace and raised hearth, sliding glass entry to patio and big yard. Bedroom features huge walk-in closet, dressing table, separate glass-enclosed shower, Caloric gas kitchen with colorful Formica breakfast bar.

CERTIFIED
BY
McCALL'S



WINNER OF McCALL'S CERTIFICATE
FOR DESIGN EXCELLENCE!

AMERICAN BUILDER AWARD

The 1963 Gold Nugget Model Home Contest, sponsored annually by American Builder Magazine, was won by Sol-Vista's elegant Scandia model home. This acknowledgement of superior quality in construction materials and methods is your assurance of a sound and lasting investment.



PLAN 1706C • \$23,195

3 Bedrooms, Family Room, 2 Baths. Includes massive Santa Maria stone fireplace, spacious living and family rooms with sliding glass door patio entry, step-saving Caloric gas kitchen, Formica breakfast bar, separate laundry or storage room, full room width wardrobe closets in all bedrooms, colored bath fixtures in master bath, furniture-finished pullmans, ceramic tile showers and around tub, luminous ceilings.



PLAN 1740E • \$25,000

4 Bedrooms, Dining Room, 2 Baths. Many interesting design features include a huge living room with massive Palos Verdes Stone fireplace and sliding glass doors opening onto a 26' paved patio, Formica breakfast bar separates kitchen from formal dining room. Lovely bedrooms with ample wardrobe space, master bedroom/bath suite features elegant dressing area with full width dressing mirror, Mr. and Mrs. Pullmans.

SEE...



A dramatic new world of color and style created exclusively for the new Sol Vista International Home Fair by Beatrice West, famous New York color consultant. Miss West's imaginative design accents surround your family in an atmosphere of elegance and comfort in a variety of decors to suit your individual tastes and requirements.



PLAN 1757D • \$28,750

Two Story, 5 Bedrooms or 4 Bedrooms plus downstairs Den, Dining Room, Family Room, 2½ Baths. Luxury features you'd expect in a custom-built home. Spacious family room with brick fireplace and sliding glass doors leading to huge rear yard, specially designed lighting fixtures, decorator wall paper. Master bedroom features walk-in closet, dressing area and compartmented bath with glass enclosed shower.



PLAN 1756E • \$26,250

4 Bedrooms, Family Room, 2 Baths. A massive Palos Verdes Stone fireplace and exterior planter accents the Polynesian design of this charming home. Contemporary design features include a spacious 7' x 9' sheltered entry, luxurious family bath with 6' vanity counter and full width dressing mirror, five telephone outlets throughout the home including one at the Formica topped Planning Desk adjacent to the kitchen.



PLAN 1747D • \$26,550

4 Bedrooms, Family Room, 2 Baths. Includes: Sunken Living Room with brick fireplace and 8' raised hearth, double door entry, spacious nook area adjacent to kitchen. Master bedroom features sliding glass doors opening to rear yard, separate dressing area with pullman and full-width plate glass dressing mirror, glass enclosed shower, and extra-spacious walk-in closets.



PLAN 1747F • \$26,450

4 Bedrooms, Family Room, 2 Baths. Luxurious design details include modern Caloric gas kitchen with built-in countertop range, ventilating hood, oven and broiler, Hotpoint dishwasher, double sinks and disposal. Elegant 38' Gallery style entry opens to living and patio areas. Luxury baths with ceramic tile walls in shower and around tub, oval basins, furniture-finished pullmans, large luminous ceilings.

SEE...

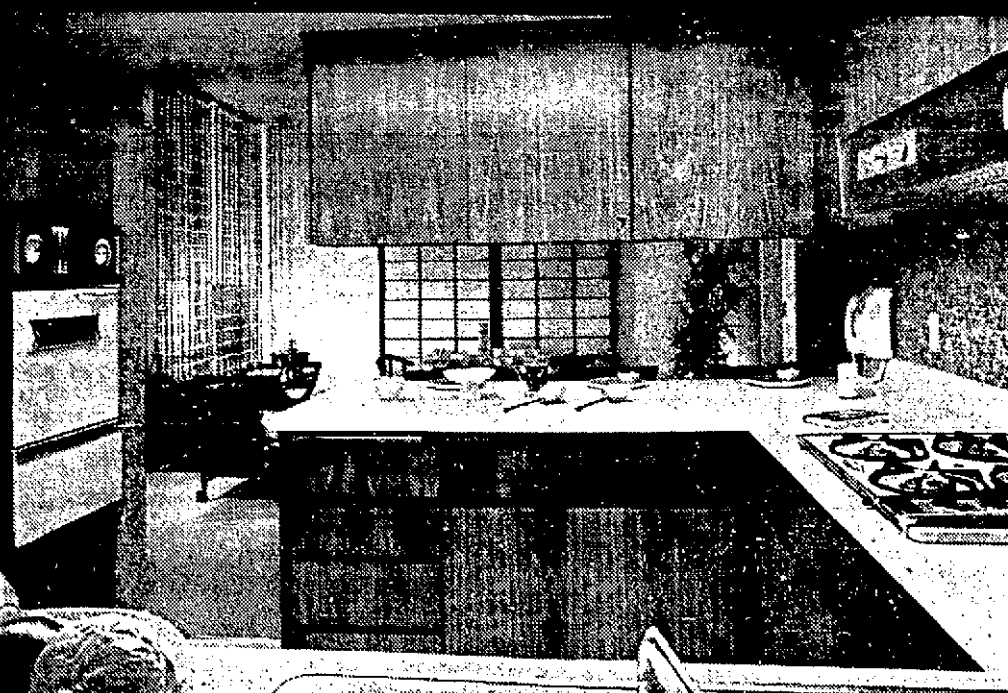
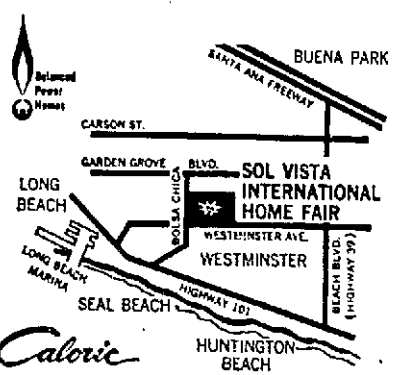
Magnificent Caloric gas kitchens featuring color coordinated countertop range, oven and broiler, range hood with ventilating fan and light, Whirlaway disposer, Hotpoint dishwasher, furniture-finished Birch and Walnut cabinets, colorful Formica breakfast bar and countertops, and the famous Electro-Sink-Center with hot and cold push button faucets, blender-mixer, salad maker, juicer, coffee mill, ice cream freezer, deodorizer and ultra-violet lamp.

Alco-Pacific Construction Co. has built and sold over 1,600 new Sol Vista Homes in Orange County. Every home is unsurpassed in functional design and superior construction quality. This is a proud record of integrity and purpose—building homes ownership—building America.

Another
ALCO-PACIFIC
Quality Development

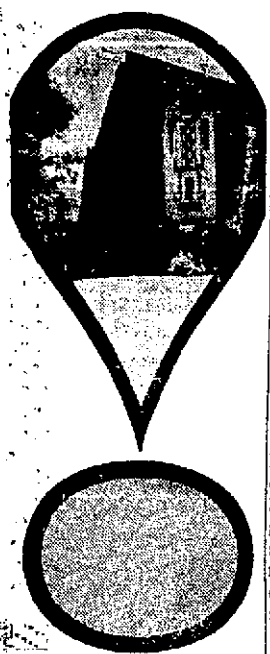
\$23,050 to \$29,600

FHA—Cal-Vet and Conventional
Financing. A safety planned
community where you can walk
to schools, shopping or park.



Popular

NEW YORK (UPI)—About one-third of all new cars sold in the United States last year were compact models, according to Volkswagen of America.



GRAND OPENING TODAY!

NEW HORIZONS SOUTH BAY

(see our ad on page 10)

New Horizons-South Bay, \$18 million adult recreation and garden home community in Torrance, will open officially today, Ray A. Watt and Richard H. Meine, partners, announced.

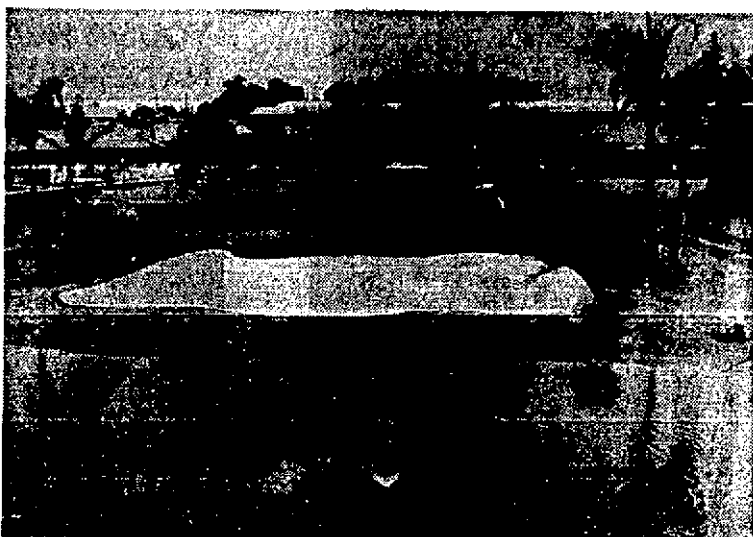
The Gold Medallion condominium project, on a 80-acre site on Sepulveda Blvd. between Crenshaw and Hawthorne Boulevards, represents a new concept in land planning and development in which complete residential and recreational living is provided by combining advantages of individual home ownership with maintenance-free benefits of apartment living, according to Watt, one of the nation's largest community developers and home builders.

New Horizons, when completed, all contain 600 garden homes; a 10,000-square-foot clubhouse and recreation building; a nine-hole 3-par golf course; a putting green surrounded by a lake; swimming pool, shuffleboard, paddle tennis, ping pong, horse shoe and croquet facilities.

RESIDENCY, according to Watt, is limited to families in which one spouse must be 35 years old or more or to single person 35 years old or more. No children less than 18 may be permanent residents.

New Horizons' land planning concept, created by Ted Robinson, noted land planner and golf course architect, creates a park-like atmosphere through use of the nine-hole golf course, landscaped pedestrian malls and greenbelts between garden home buildings and the putting green surrounded by a huge lake.

Surrounded by a decorative concrete block wall, New



HOMES SURROUND GOLF COURSE

New Horizons-South Bay features a nine-hole golf course with championship greens affording tricky pin placement. To enhance the course, large palms and more than 100 15-foot-high olive trees were planted.

Horizons is a community within a community and contains no interior streets. A loop thoroughfare serves individual driveways to the residences, according to Robinson.

Residents will have a higher degree of privacy than in a conventional subdivision. Residential units are separated from one another by expanses of greenbelts as wide as 35 feet with tall trees, shrubbery and pedestrian malls. Insuring privacy for outdoor living are enclosed patios for first floor residents, balconies for second floor residents and garden dining areas hidden from pedestrian sight.

The homes are designed in 17 elevations including Oriental and Polynesian-modern

architectural stylings. They include one bedroom and convertible den, two-bath; two bedroom deluxe, two-bath; and two bedroom and convertible den, two-bath plans ranging up to 1215 square feet. Prices range from \$19,495 to \$28,500.

EACH HOME includes carpeting, Hotpoint all-electric kitchen, ceramic tile, ash cabinets, radiant ceiling heat, Pullman baths, sliding glass patio doors and fireplaces of driftwood, volcanic stone, slumpstone or Palos Verdes stone.

The clubhouse and recreation building, has a two-story entry; assembly hall with catering kitchen and serving bar; billiard room; women's bridge rooms; men's card

room; locker and shower facilities for golfers; a complete golf shop; lounge with stone fireplace and color television; completely equipped photo laboratory; and equipped hobby rooms for ceramics, painting and sculpture. The recreation area also includes swimming pool, shuffleboard and paddle tennis courts.

"As a condominium project," said Watt, "purchasers receive individual grant deeds to their homes in addition to ownership of an undivided interest in the common areas and facilities of the entire development. Buyers also receive a separate tax bill.

"This concept blends individual ownership and communal interest and provides the resident a maintenance-free home and recreation area, and at the same time gives him the advantages of home ownership."

Watt said a monthly fee will pay for all exterior painting of garden homes, care of lawns, shrubs, trees, sidewalks, parking areas, sprinklers system and other common area maintenance at New Horizons.

PARK-LIKE SETTING

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

Well landscaped greenbelts and resident walkways separate garden home residences at New Horizons-South Bay and perpetuate the community's park-like atmosphere.

New Kinney Shoe Store Opens Today

Lakewood area residents will be given a preview of Kinney's big new suburban family shoe center today at an open house from noon to 5 p.m. in their newest store at 5720 Bellflower Blvd.

Radio and TV personalities will be present to greet visitors and award prizes. There will be corsages for women and refreshments and souvenirs for all.

The Kinney Co.'s new Lakewood shoe center features the latest ideas in colorful store decor and interior planning. The forward looking architectural style of the building and the tasteful interior design present an impression of spaciousness and relaxing comfort. The 120-foot glass front building opens to view the entire interior, emphasizing the vast selection of shoes on display. More than an acre of free parking surrounds the building.

The seven-day, Sunday through Saturday grand opening celebration at the store will feature gifts with purchases plus free balloons for the children.

LAGUNA NIGUEL SELLS 500 ACRES

Land Deal Brings \$4.5 Million

Laguna Niguel has announced the sale of approximately 500 acres of the 11-square-mile development to Smyth Bros., Inc., of Tustin. The selling price was reported to be about \$4.5 million.

W. H. Beck, general manager of Laguna Niguel Corp., stated that the Tustin company was selected to participate as a cooperating builder because of the firm's reputation for high architectural standards, quality construction and merchandising skill. Smyth Bros. Inc., was

awarded first prize in the 1963 Home Builders Journal magazine Merchandising Competition at the recent Western Builders' convention in San Francisco.

The acreage is a strategically located area at the intersection of Crown Valley Parkway and other major highways to be constructed in the heart of Laguna Niguel in South Laguna.

Homesites will overlook the Town Center, El Niguel Country Club golf course, the Niguel Research and Manufacturing Park and a

55-acre man-made lake.

Plans call for an initial program of 150 homes to be constructed in the late spring of 1964. These will be the first of an eventual 1,500 homes that will represent a total evaluation of approximately \$45 million.

Ed Smyth, head of the construction firm, said, "Every study of the population growth of Orange County has indicated a strong trend toward the Laguna Niguel area. We will be in a favorable position to supply a good por-

tion of the demand for medium-priced homes in our new 'La Veta Niguel' development."

Firm Shows Good Gains

Belmont Savings and Loan Association reported earnings for the first nine months ended Sept. 30, reached \$1.60 per share after taxes. According to William J. Crawford, president, this amounts to a 90% increase over the same period last year when there were no taxes on savings associations. At that time, earnings were 84¢ per share.

During the year ended Sept. 30, book value of the 623,920 shares outstanding increased 54% from \$4.19 per share to \$6.44 per share.

Savings increased 51%, or \$14,642,565 the first nine months of 1963, when compared with the comparable nine month period last year. Dollar volume loan originations amounted to \$34,532,249 the first nine months of this year, representing an increase of 150% over the period of 1962. Total assets of Belmont now exceed \$63,000,000.

Transferred to Head Bank Office

Patrick J. O'Connor, Costa Mesa resident and assistant vice president of Security First National Bank, has been transferred to the head office

branch and office administration department.

Since 1960 he had been assigned to the Long Beach office.

While in Long Beach, O'Connor was active in the Long Beach Chamber of Commerce and the Lions Club, and served as president, Long Beach Credit Club.

He and his wife, Ildico, have two daughters.

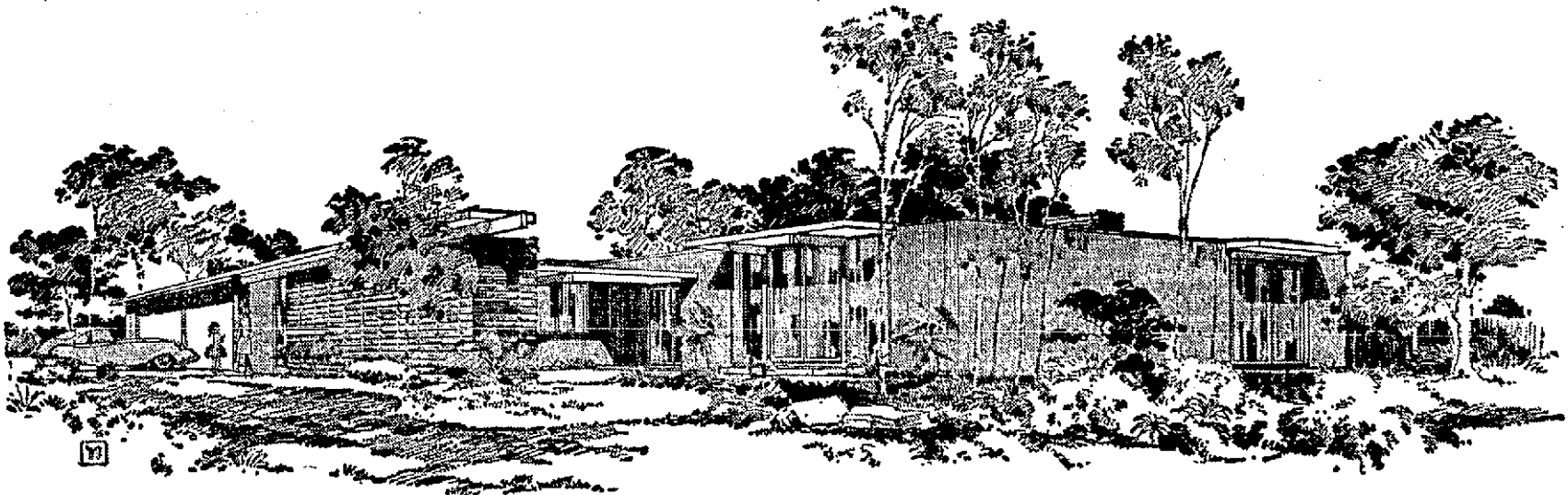
8 From Orange Co. at Architects' Meet

Eight Orange County architects and their wives attended the Second Pacific Rim Architectural Conference, sponsored by the California Council, American Institute of Architects, in Mexico City.

The objective of the conference was to stimulate the exchange of professional knowledge and inspiration between American architects and those of other Pacific nations. The theme was "Consequence of Design," and concentrated on the impact of architectural work on the political, economic, cultural, and social facets of civilization.

Those attending the conference from the Orange County area were Mr. and Mrs. William E. Blum, Mr. and Mrs. Robert M. Hipp, Mr. and Mrs. Everett E. Parks, Mr. and Mrs. Marvin Renfro, Mr. and Mrs. Walter Richardson, Mr. and Mrs. Gerald N. Smith, Mr. and Mrs. Robert M. Thomas, and Mr. and Mrs. Wilson V. Woodman.

Better Homes & Gardens Editors' Choice



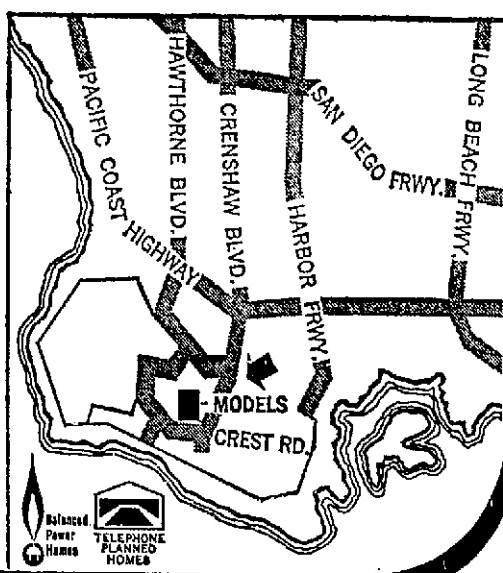
OPEN TODAY!

Only Southland Showing

The plan for this home was selected by the editors of Better Homes & Gardens Magazine for their October issue because they felt it ideally combined exciting modern styling, living comfort and convenience with economical construction cost.

Built by Ray Watt, this home is truly a marvel of practical home planning. You must see it. It's open to visitors daily from 9 a.m. to 9 p.m. Furnished model is at corner of Crenshaw Blvd. and Crest Road, high atop the Palos Verdes Peninsula.

TELEPHONE 377-6575



MESA PALOS VERDES

Tiara Estates Caters to Need of Family in Design of Homes

Because it caters to a wide variety of tastes—a factor which assures lasting value and quality—Tiara Estates Garden Grove is proving extremely popular as one of Orange County's most desirable residential communities, reports Dick Murray, sales director, Farrow Realty Corp.

At Tiara Estates Garden Grove, he said, a wide range of floor plans and custom features were included to fulfill all the requirements of large, small or "in between" families, meaning there's a home which caters to varied needs of families.

"This community satisfies many tastes for modern conveniences and luxury-type residential living," he said.

A DEVELOPMENT of Farrow Development Company, the new 47-home community had been pre-selling residences prior to introduction of furnished models due to the rapid acceptance of homes in an earlier unit, Murray said.

The three-, four- and five-bedroom residences are located at Lewis and Lampson in Garden Grove, amid established neighborhoods with schools, shopping, recreation and employment nearby.

"Decision to construct the additional 47 homes," Murray said, "was based on the public's demand for the residences. People who have purchased during our presales program include many who were unable to buy in first units because the demand exceeded the supply," Murray said.

PRICED FROM \$21,950 to \$24,000, Tiara Estates Garden Grove homes include many customized features generally found in higher priced homes. These include whirlpool disposers, ceramic tile has been employed in

rooms; quarry tiled entries; include such features as large ceramic tile hoods; Palos Verdes stone - hearth, fireplace; wall murals; marble of the home, to create an entertainment "core" separated from the sleeping wing, he added.

"Having these features as standard items means additional value and property appreciation at move-in," Murray said.

The Garden Grove homes encompass 1600 square feet and are ideally suited to the needs of the young, growing family. Important factors in

Lampson and the homes.

Premier Home Built for Gracious Living

Essential to an atmosphere of gracious living is a feeling of spaciousness and privacy, and this has been a prime consideration in the development of Premier Homes in Anaheim, according to the builder, William Rousey, who points out that many models are situated on one-quarter-acre estates.

Rousey added that immediate occupancy is available and home buyers are thus enabled to move and settle their families in a Premier Home well before school will start. Schools are near-by, as are shopping centers, and employment and metropolitan areas are readily accessible.

PLANS INCLUDE three and four bedrooms, two full baths, and family dining room. Rer, of systems and procedures, Airesearch Manufacturing Division, Garrett Corp., has served the Long Beach Chapter as a director for several years. He has been a member of N.A.A. He and his wife, Margaret, reside at 4101 Via Solano, Palos Verdes Estates.

Accountants Elect

Jason M. Terry has been elected director of roster and attendance of the Long Beach Chapter of the National Association of Accountants. Terry, of systems and procedures, Airesearch Manufacturing Division, Garrett Corp., has served the Long Beach Chapter as a director for several years. He has been a member of N.A.A. He and his wife, Margaret, reside at 4101 Via Solano, Palos Verdes Estates.



MUCH CHARM IN HOME

Interior photo of Tiara Estates home in Garden Grove at Lewis and Lampson shows spacious living room and tile-floored entry with decorative filigree screen.

New Lumber Sizes Await Federal OK

Builders, lenders and lumbermen are reported to be mounting a concerted drive to cut costs and boost the quality of new-home construction.

Keystone of the cost reduction, quality-improvement campaign—a project backed by the National Association of Home Builders, National Lumber Manufacturers Association and construction experts of the U.S. Savings and Loan League—is a new system of lumber sizes.

The new size standards, now before the Commerce Department for final approval, have been recommended by the American Lumber Standards Committee, a government-industry group representing producers, distributors and major users of lumber.

Just the opposite occurs today. "Green" lumber (generally, that which has a moisture content of 30 percent or more) and "dry" lumber (pieces with a moisture content of 19 percent or less) are surfaced to the same dimensions at the mill; consequently, because the "green" lumber shrinks in transit or shortly after being nailed in place, the two end up different sizes by the time they see service as studs, rafters, joists or other supporting members.

STRIPPED of technicalities, the new system provides for "green" and "dry" lumber to be surfaced to different sizes at the mill so that, as nearly as possible, they will be the same size after application in residential and other classes of construction.

Just the opposite occurs today. "Green" lumber (generally, that which has a moisture content of 30 percent or more) and "dry" lumber (pieces with a moisture content of 19 percent or less) are surfaced to the same dimensions at the mill; consequently, because the "green" lumber shrinks in transit or shortly after being nailed in place, the two end up different sizes by the time they see service as studs, rafters, joists or other supporting members.

MEREDITH Village

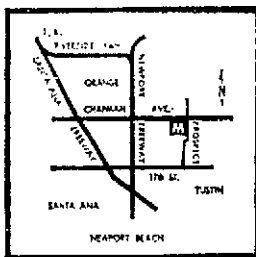


Featuring the Fabulous Craigmont

—with—

Six bedrooms, 3 oversize baths, one with exit to pool area • Formal plus informal dining room • Elegant formal living room • Richly paneled family room with massive fireplace • 3200 sq. ft. of living space • Spacious foyers, extra wide stairways • Wall to wall premium carpeting • Decorator lighting fixtures • Hand rubbed walnut cabinetry • GE electric kitchen • Ceramic tile in kitchen and baths • 12' x 22' concrete patio • Lath and plaster top quality construction throughout • Close to Schools, Churches, Shopping and Entertainment • Sewers, not septic tanks • Also available in two other striking exteriors

4 & 5 BEDROOM MODELS ALSO AVAILABLE in split-level and two-story designs in many exciting exteriors—2,700 to 2,800 sq. ft. from \$35,500. 10% down, 6% 30-year financing.



DIRECTIONS: FROM LOS ANGELES, TAKE THE SANTA ANA FREEWAY TO 17TH ST. EXIT, EAST ON 17TH ST. TO PROSPECT. TURN LEFT (NORTH) ON PROSPECT TO CHAPMAN AND MEREDITH VILLAGE.

PREVIEW SHOWING

PACIFICA SERIES...

Springdale SOUTH

Another All WASTE KING-UNIVERSAL Home

KITCHENS
Waste King Universal Built in Range and Oven in Color
Waste King Universal Waste Disposer
Modernaire Range Hood and Fan in matching color
Sleek Formica counters
Natural Ash cabinets
Separate Utility Rooms

LIVING AREAS AND FAMILY ROOMS
Decorator Matico Vinyl Asbestos Floor Tile
Wide Premier Sliding Glass Doors
Custom-Aire Forced Air Heating with Thermostat Control
Decorator Designed Lighting Fixtures

BATHROOMS
Decorator Designed Vinyl Asbestos Floor Tile
Spacious Stall Showers
Luxury Pullman with Formica Counters
Deluxe Medicine Cabinets

BEDROOMS
Spacious Sliding Door Wardrobe Closets
Sturdy Aluminum Window Screens & Shades
Careful Planning for Best Furniture Arrangement

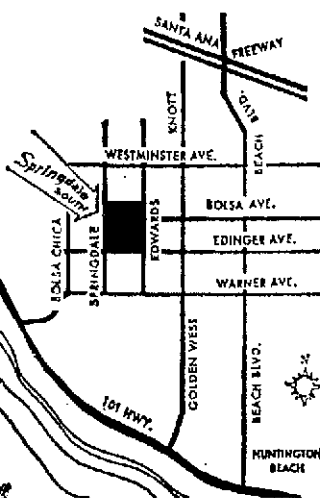
ALL THROUGH THE HOUSE—Inside and Out
Premier All-aluminum Weatherproof Windows
Weather stripped exterior doors
Shades and aluminum screens throughout
Special Drain and Water Connections for automatic Washer and Dryer
Extra Power 100 ampere Electric Service
Choice of Five Decorator Designed Interiors
Generous Use of Luxury Materials for Exterior Shutters
Sidewalks, Streets and Sewers in and paid for

3 and 4 bedrooms • family room • 2 baths • 2 car garages

NO DOWN TO ALL

\$100 COSTS MOVES YOU IN!
Best Home Value in Huntington Beach

BONUS SPECIAL
Rear yards fully fenced
from \$17,495
Full Price

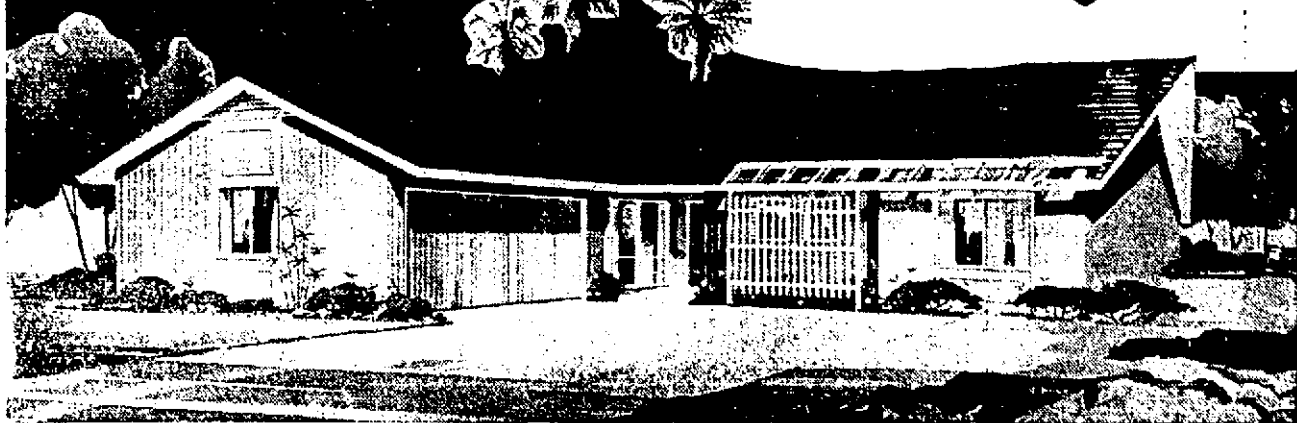


DRIVING DIRECTIONS

FROM LOS ANGELES—Santa Ana Fwy. to Beach Blvd. (Hwy. 39)—turn right (south) on Beach Blvd. to Bolsa; right on Bolsa to Edwards and models.

FROM LONG BEACH—East on Garden Grove Ave. to Golden West; right (south) on Golden West to Bolsa; right on Bolsa to Edwards and models.

FROM SANTA ANA—West on Bolsa to Edwards and models.



Sunkist Plaza's New Pacifica Homes Get Big Buyer Response



Rapidly nearing a sell-out of the Pacifica Series of Springdale South homes in Huntington Beach. Here is one of the models offered. Prices start at \$17,495.

First it was the Diamond Head Series and now it's the Pacifica, but the results have been the same: Stepped up four-bedroom floor plans with construction schedules to meet the demand, according to Sunkist Plaza Builder.

The Pacifica Series of Springdale South in Huntington Beach is following the same rapid sellout pace of the recent Diamond Head Series, Bram noted.

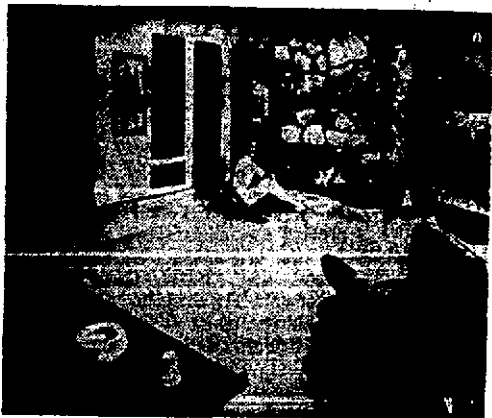
Springdale South, Pacifica, whose models are at the cor-

All homes have Custom-Aire forced-air heating systems, sliding glass doors, vinyl asbestos floor tile and decorator designed lighting fixtures.

BATHROOMS feature spacious stall showers, vinyl asbestos floor tile, luxury Pullmans with Formica counters and deluxe medicine cabinets. Interiors are carefully planned for the best furniture arrangements and have shades and aluminum screens throughout.

As an extra bonus feature, the large rear yards are fully fenced.

To reach the development go east on Garden Grove Ave. to Golden West; right (south) to Bolsa; then right to Edwards and models.



IN HUNTINGTON BEACH

Bolsa Park homes have handsome, dramatically styled fireplaces in Palos Verdes stone or brick. This free standing style is used as a divider wall. Priced from \$21,100 to \$23,490, Bolsa Park Homes are on Sugar, between Bolsa Chica Road and Golden West, in Huntington Beach.

EVERYTHING IN ONE PURCHASE PRICE:

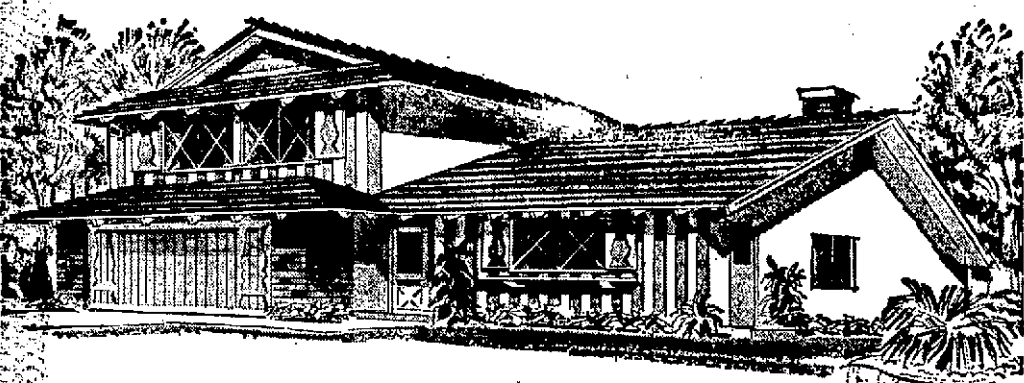
100% wool wall-to-wall carpeting in living room, hall, entry and master bedroom. A planted front lawn.

Front yard sprinklers installed.

Rear and side yard fencing. Massive fireplace.

- * Exterior brick and stone veneer and planter
- * Two baths, both with contemporary pullmans
- * Showers in both baths * Pullman-length mirrors in both baths * Family room for informal living and dining * Large master bedroom suite * Central hall plan * Forced air heating, with summer cool-

- ing switch * Large 2-car garage * Aluminum sliding windows * Sliding glass patio door * Natural ash kitchen cabinets * Built-in range and oven * Range hood with exhaust fan and light * Silent disposal * Ceramic tile counter with cove splash * Kitchen breakfast bar * Decorator wallpaper

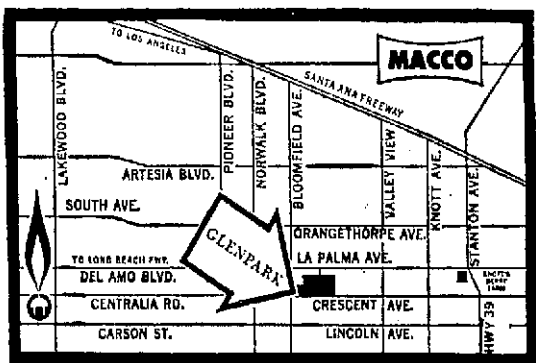


Now Open! Unit #5!

3 and 4-bedroom, 2-bath homes from \$20,250 as low as \$395 down!

2 story 5-bedroom homes only \$24,450 as low as \$795 down!

Immediate Occupancy in



Glenpark

GLENPARK...JUST 20 MINUTES FROM DOWNTOWN LOS ANGELES.

LASTING VALUE IN EVERY HOME WE BUILD

MACCO

Macco Realty Company

Apartments Are Offered Investors

Investment opportunity is being offered at Mesa Townhouses in the Newport-Balboa area in the form of four-unit apartment buildings, according to a spokesman for the development.

Each building has four units and two or three-bedroom apartment homes and are sold on down payment terms of \$1980 and 24-year financing is available.

Mesa Townhouses are a group of contemporary, Polynesian and rustic designed apartment homes. Mesa Townhouses eliminate exterior maintenance problems for the owner.

The two-and three-bedroom units are priced from \$12,750 on terms from \$495 down.

THE BALANCED POWER community features specially constructed soundproof walls to increase comfort and privacy. It also features wall-to-wall carpeting with a choice provided. The extra large bedrooms include powder rooms. The community provides professionally planned landscaping, covered parking, sufficient laundry facilities and a swimming pool and patio with barbecue as an optional item.

To reach the development drive the Santa Ana Fwy. to Harbor Blvd., south to Baker Ave. in Costa Mesa. Then left on Baker past Fairview Road and the furnished models.

2 Palos Verdes Men Get Aerospace Post

Two residents of Palos Verdes Estates have been named to new positions in the Systems Research and Planning Division at Aerospace Corp., El Segundo.

They are Norman R. O'Brien of 2417 Via Campesina, and Dr. H. E. Wang of 6520 Monero Drive. O'Brien is head of the aerodynamics section of the gas dynamics department in the spacecraft sciences subdivision. Wang is head of the theory and analysis section of the same department.

FORMAL OPENING

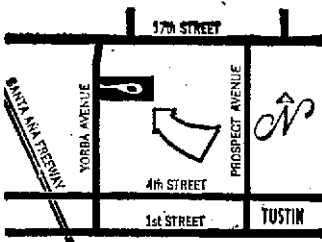
Enter Temporarily from 17th St.

ENDERLE GARDENS

an exclusive
prestige community
of individually
designed quality
homes with
the finest
of features
and appointments

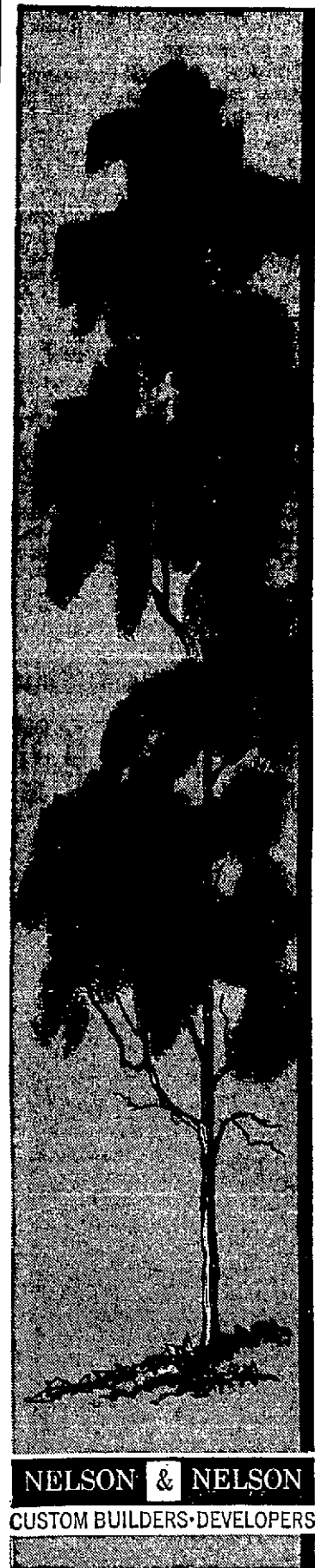
...in a beautiful
20 acre completely
landscaped park
atmosphere.

FOR ADULTS
and Adults with older
children.



On Yorba St. between 17th & 4th
Furnished model homes open daily
Phone LI 4-8220

Enderle
Gardens
IN TUSTIN
CALIFORNIA



NELSON & NELSON
CUSTOM BUILDERS-DEVELOPERS

balanced
power
homes

REFRESHMENTS SERVED
TODAY
1 P.M. TO 5 P.M.

FENCING
LANDSCAPING
INCLUDED IN SELLING PRICE

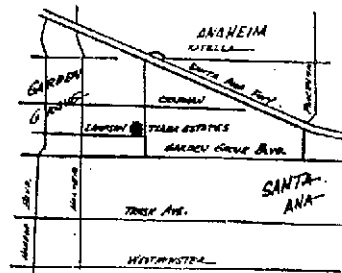
Grand Opening

TIARA ESTATES IN GARDEN GROVE

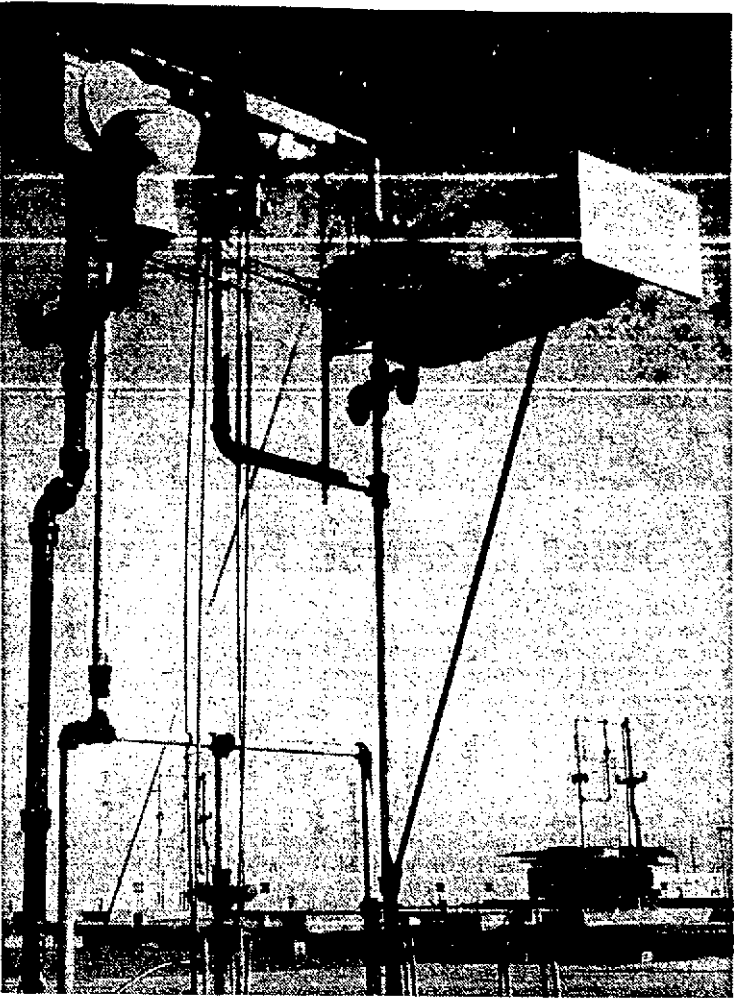
3, 4 & 5 BEDROOMS/2 BATHS
LOW FHA TERMS • VA NO DOWN
CONVENTIONAL LOW DOWN

FROM \$22,650

- Attractive Pool-Side Lots • Family Room
- Dining Room • O'Keefe & Merritt Range and Oven • Garbage Disposal • Full Ash Cabinets with Molded Panels
- General Electric Forced-Air Heating
- Cedar Shake Roofs • Armstrong Vinyl Flooring • Large Patios
- Marble Topped Pullmans with Oval Sinks in Baths • Ceramic Tile Showers • One-Control Plumbing Fixtures • Fireplaces with Log Lighters • Large Sliding Glass Doors to Patios • Roomy Wardrobes—Lots of Storage Space • Close to Schools and Shopping



EXCLUSIVE SALES AGENTS **FARROW**
SALES OFFICE: KE 7-4067



HEY! WHERE'S THE HOUSE?

Either the plumbing contractor is an eager beaver or the building contractor is running behind schedule in the construction of the Scottsdale Town Houses on Avalon Blvd., near Carson St. A photographer spotted the commode, basin and tub hanging on a plumbing tree on the second floor level of what will be one of the two-story homes. Yet actual construction of the house hasn't been started.



What Dreams Are Made of...

Solid oak staircases are for beautiful homes, like Yorba Linda Park. They are for happy youngsters trundling up to bed, and for moms and dads tucking them in. But solid oak staircases are for dreams too, for your little girl a few years from now, walking down those stairs in a wedding gown. Invite a lot of friends to that happy occasion; it's for festive affairs like this that we've made Yorba Linda Park homes so large, and so lovely.

4 & 5 BEDROOMS • 2-STORY STYLINGS • 2½ BATHS • FAMILY AND DINING ROOM • WALL-TO-WALL CARPETING (100% DuPont Virgin Nylon). On pool-size lots. Near golf course. Majestic mountain views.

from \$25,000

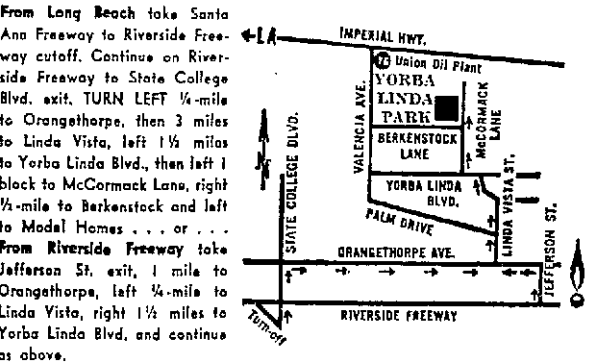
Conventional Financing with Unusually Excellent Terms

UNIT 3

YORBA LINDA PARK

And! A few choice 3-Bedroom homes still available in Unit 2. The last of the VA NO DOWNS.

\$20,950 & \$21,275



ONE-HALF MILE NORTH OF YORBA LINDA BLVD. AT MCCORMACK LANE
IN ORANGE COUNTY'S BEAUTIFUL YORBA LINDA.
JUST 3 MILES FROM AUTONETICS' HEADQUARTERS PLANT IN ANAHEIM.

Yorba Linda Park's Big Homes Appealing

"The big and the beautiful" could describe the four and five-bedroom, two-story homes Yorba Linda Park's new unit three, according to Andrew J. Hamer, builder and developer.

This exclusive community of individual homes in Yorba Linda, in one of Orange County's most picturesque, smog-free, park-like settings, offers floor plans totalling up to 2254 sq. ft. under roof on pool sized lots.

Luxury features highlighted include impressive interiors with cedar-shake roofs, plus a lavish use of masonry and wood trim. Large covered porches hint at the extra spaciousness of living and bedrooms inside. Every room is designed for convenience and extra comfort, with huge closets providing closet space for present and future needs.

CENTER HALL offers the maximum of privacy to cut down cross traffic in the living room and separate living areas from bedrooms. Other features include elegant double



IN YORBA LINDA

Abundant "elbow room" for large-family living is boasted by Yorba Linda Park, featuring two-story stylings with four and five bedrooms. The spaciously designed homes center McCormack Lane and Berkenstock Lane in Yorba Linda.

ble front doors, solid oak 100% nylon and provided at from \$20,950 and \$21,275. stairways, vinyl flooring in no extra cost to the buyers.

THESE TWO-STORY homes, with two and one-half baths, family and dining room, feature built-in range and double oven with rotisserie, conventional financing on ex-

Medallion all-electric kitchen feature built-in range and double oven with rotisserie, conventional financing on ex- overhead range hood, automatic dishwasher, walk-in pan-tries, and tile countertops. A few choice three-bedroom homes are still available in Berkenstock and left to model in Wall-to-wall carpeting is unit two at no down to vets' homes.

Sunday, Oct. 27, 1963—A-7.

California Bank Names Dewalt to Vice Presidency

Election of Robert T. Dewalt, manager of United California Bank's Bellflower office, to a vice presidency of the bank, has been announced by Frank L. King, chairman of the board.

Dewalt joined the bank in 1938 and served in various capacities in several of the bank's Southern California offices before being elected assistant vice president of the San Pedro office in 1956. He has been manager of the Bellflower office for the past three years and has responsibility for the bank's interest in the dairy industry.

Dewalt, of 1331 Somerset Place, Long Beach, is a native of Pittsburgh, Penn., and a graduate of the California College of Commerce, Long Beach. He served four years in the United States Air Force during World War II.

ROYAL HOMES IN FOUNTAIN VALLEY

ROYAL HOMES IN FOUNTAIN VALLEY

Immediate Occupancy!

COMPARE features!
COMPARE location!
COMPARE value



ROYAL HOMES
for a Queen's Taste!

3 AND 4 BEDROOMS
FAMILY ROOM - 2 BATHS

\$295^{dn}
plus costs

total price from \$20,600

NO TAXES OR INSURANCE
'TIL JANUARY '65

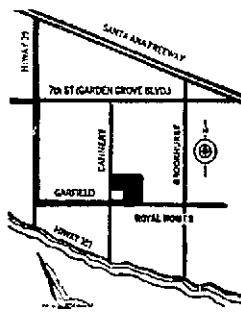
GET THIS COMPLETE PACKAGE. NOTE THESE BONUS FEATURES YOURS AT NO EXTRA COST!

- BUILT-IN WEDGEWOOD-HOLLY RANGE AND 21-INCH OVEN WITH TRIPLE ROTISSERIE
- FENCE AROUND REAR YARD WITH GATE
- FRIGIDAIRE DISHWASHER
- WALL-TO-WALL CARPET, LIVING ROOM AND ENTRY HALLS
- FRONT LAWNS, SHRUBS AND UNDERGROUND SPRINKLERS
- COLOR COORDINATED THROUGHOUT

plus scores of other LUXURY FEATURES!

CLOSEST TO THE BEACH IN FOUNTAIN VALLEY
5 MIN.

BIG! BIG!
POOL SIZE LOTS



Royal Homes are in the new city of Fountain Valley at Garfield and Cannery. From Los Angeles take the Santa Ana Freeway to Hwy 39, south to Garfield and east to Cannery and furnished models. From Long Beach go out 7th Street (Garden Grove Blvd.) to Hwy 39, south to Garfield and east to Cannery.

ROYAL HOMES IN FOUNTAIN VALLEY • ROYAL HOMES IN FOUNTAIN VALLEY

**STOP!
LOOK!**

LISTEN!

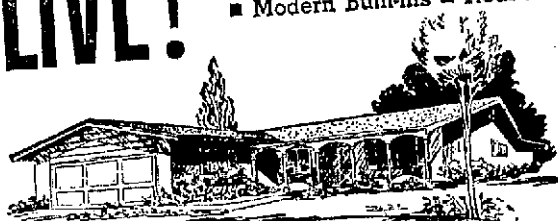
LIVE!

Come and Get Em!

**SPECIAL!
LANDSCAPING
SPRINKLERS
CARPETING
FENCING
SPECIAL!**
Lots 33, 34, 35

**Fantastic Offering At Just
\$18,995
JUST \$495 DOWN
Immediate Occupancy
New FHA Terms**

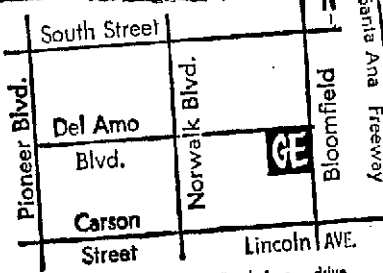
■ 3 Bedrooms ■ Family Rooms ■ Level
Homesites ■ Safe Cul de sac Streets
■ Modern Built-ins ■ Near Everything



**GATEWOOD
ESTATES**

Phone 326-0028
865-1087

**MESA REALTY
DIRECTOR OF SALES**



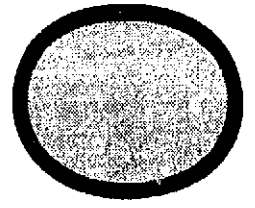
Driving Directions: From Long Beach Area—drive west on Carson Street to Bloomfield Avenue, then left to Gatewood Furnished Models.

Like, Yesterday

WICHITA (AP)—Of 2,134 students enrolled at a Wichita high school, only 80 per cent correctly completed a line of an enrollment form calling for their date of birth. Many of the 20 per cent who were wrong stated they were born in 1963.

Could Confuse

WINCHESTER, Mass. (UPI)—Frederic E. Cobb found an old house on Cape Cod with a kitchen that has nine doors. The doors lead to a sewing room, two pantries, two bedrooms, a parlor, upstairs, back stairs and cellar stairs.



**GRAND
OPENING
TODAY!**

**NEW
HORIZONS
SOUTH BAY**

(see our ad on page 10)

IN FOUNTAIN VALLEY

This is one of the models of large Royal Homes in Fountain Valley which are finding heavy sales response. As little as \$295 down plus costs will permit purchase of one of the homes.

Royal Homes Sales Setting Fast Pace

Record sales were set last week at Royal Homes states Robert Rodman, spokesman for the developers of the popular Fountain Valley community. New financing terms which permit a buyer to purchase with as little as \$295 down plus costs have proven very attractive. Rodman also stated that the new terms require the buyer to pay no taxes or insurance premiums until January 1965.

Royal Homes, according to Rodman, offer the home buyer a "complete package." Buyers moving in find that the purchase price of their home includes such things as built-in range and oven, fence around rear yard with gate, dishwasher, wall-to-wall carpet, front lawns and shrubs.

THE LOCATION of Royal Homes is excellent Rodman states, being the closest community to the beach in the new City of Fountain Valley.

**Hart Is Speaker
at Builders' Meet**

Frank R. Hart, executive vice-president of Walker and Lee Real Estate Co. will be a featured speaker at the Marketing Seminar of the National Association of Homebuilders which is being held this week at the Shamrock Hotel in Houston, Texas. Hart's subject will be "Recruiting, Training and Compensating Salesmen."

Setting Is Big Attraction

Enderle Gardens, the new park development of homes located on Yorba just south of 17th Street, are the large sized living rooms, and master bedrooms, formal dining rooms and the unusual and different covered patio designed for each home.

Planned as an exclusive community of small but expensive homes for adults and adults with older children by Nelson & Nelson, custom builders of the Tustin area, Enderle Gardens is not only drawing sales for its unusual conception of a beautiful park with a splashing fountain and its common greens but for the fact that every home in the development has an entirely different floor plan.

FEATURES of the new

Tire Wear

NEW YORK (UPI)—A single right-angle turn at 13 miles-per-hour can scrape off as much car tire tread as 10 miles of straight-ahead driving at normal speed, reports Tyrex Inc., the association of rayon tire cord producers.

The homes are three and four bedrooms with family rooms and two baths. The lots are extra large and will easily accommodate pools. Royal Homes are at Garden Grove Blvd. to Hwy. 39, then south to Garfield and east to Cannery.

long vistas of green grass and flowering trees and shrubs to view from their windows and patios. The first group of 16 homes are all on display yet, although some of the homes are already sold, it was stated. Three completely furnished models are also on display.



FOR LUXURY LIVING

This attractive living room is offered in one of the Enderle Gardens homes. While the homes are comparatively small, the large living rooms provide luxury living for small families.

GRAND OPENING

2nd Unit

\$495

TOTAL
MOVE-IN

no additional costs

from **\$19,550**

Ask about our
move-in allowance

**It's Not Lease Land—Not A Purchase
Contract . . . It's A Bona Fide Ownership**

Guaranteed by Title Trust and Insurance Co.

**YOUR FAMILY READY
FOUNTAINHEAD HOME INCLUDES:**

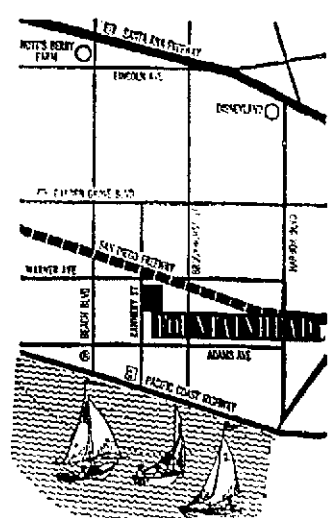
3 or 4 bedrooms, G.E. Kitchen, Dishwasher, Patio,
Fences, Sprinklers, Landscaping, Carpet, and Drapes

ALL ARE IN AND PAID FOR

Ideally Located in Fountain Valley
Orange County's Newest Pre-Planned City!!!

**ENTER
THE
WORLD
OF**

FOUNTAINHEAD



MESA REALTY
Director of Sales
847-0008

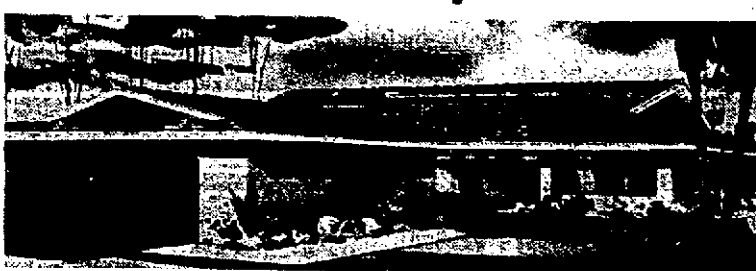
On the Corner of Warner and Cannery in Fountain Valley

Homes in Lakewood for Only \$295 Cash

Homes with individuality and quality design, choice location, and low down payment attract homebuyers to Lakewood East Sunshine Homes, stated Richard C. Hunsaker, president of S. V. Hunsaker & Sons, builders and developers for the past three decades.

LAKEWOOD EAST SUNSHINE Homes have been carefully planned to give families plenty of living space combined with luxury. These have three and four bedrooms, two full baths, family room and breakfast bar, and two-car garages. Luxury features include wall-to-wall carpet, large wardrobes with floor to ceiling folding doors, linen closets, and storage space. Kitchens with built-in Vernois range and oven, Insinkerator disposer, and ample cabinets space stress convenience.

REFLECTING FINE construction and architectural design, these homes may be purchased from \$21,100, requiring \$295 down. Completely fenced rear yard and landscaped front yard are included free to homebuyers. Close-in location to shopping centers, schools, churches, freeways, and only minutes away from metropolitan Los Angeles and Long Beach attracts homebuyers to the area. Furnished model homes are open daily, located between Del Amo Blvd. and Centralia Rd., one block west of Roseton in the City of Lakewood.



LAKEWOOD EAST HOME

Only \$295 down starts a family on home ownership in Lakewood East Sunshine Homes and the buyer receives free a fenced rear yard and a landscaped front yard.

Mobile Home Park Has Air Conditioning by Gas

ANAHEIM—America's first wide 1.25 tons of cooling capacity per mobile home, Del Este Mobile Estates, is now open in Anaheim.

Several families already have moved into the luxurious new park located at the East Street turnoff on the Riverside Freeway, one mile east of Harbor Boulevard. Del Este Mobile Estates is a project of the Ray Watt Construction Co., Gardena, under the direction of Dave Alcorn, who heads the mobile home division.

According to W. J. Altpeter, sales manager for Orange County division of Southern Counties Gas Co., 104 of the park's 173 spaces will be served by gas air conditioning systems that pro-out.

AIR CONDITIONING for the 104 mobile home spaces is being provided by equipment owned, operated and maintained by Uni-Plant Corp., a subsidiary of Pacific Lighting Corp., Altpeter said. Chilled water is piped to the space, then cool air delivered to the mobile home through an air handler located on the roof.

Twenty-six Arkla-Serve gas chiller units, each with a cooling capacity of five tons, are being installed at the park. Each unit provides chilled water for four mobile home spaces, the gas company sales manager pointed out.

Westwind Financing Boosts Home Sales

According to a spokesman of the firm, small down payments and favorable financing has contributed to the rapid sale of Westwind Homes, an exclusive walled community of 38 custom designed homes.

Requiring only \$295 down and 6% financing, these homes can be purchased from \$18,995 with monthly payments of \$117 including principal and interest.

THESE ATTRACTIVE homes offer the buyer such luxury features as wall-to-wall carpet, spacious wardrobe and linen closets, aluminum sliding glass doors, and

oversize fireplaces. Careful floor planning includes a dressing room boudoir, plenty of storage space, and a dining area in the kitchen. The ultra-modern kitchen has built-in range and oven with hood, dishwasher, and natural finish cabinets.



CUSTOM-DESIGNED HOME

Outstanding values in three and four-bedroom homes with two full baths and family room are offered at Westwind Homes, a walled community of 38 custom designed homes. Here is one of the homes.

Seminar to Be Held on Industrial Realty

"High Yield and Capital Gain Through Industrial Real Estate Investment" will be the topic of the first annual California With Future Prospects all-day seminar and conference. Blakely is a director of the American Industrial Real Estate Association. Tuesday, Nov. 19, in the International Ballroom, Beverly Hilton Hotel. Keynote speaker will be Gerald Blakely Jr., president of Cabot, Cabot & Forbes Co., who will discuss "Real Estate Economy of Southern California." Blakely is a director of Boston Safe Deposit Trust Co. and Textron Electronics and as president of a development program of 21 parks for research and industry.

The Last Close-In Location... where Values will Increase!

"TODAY YOU CAN SEE MY NEW FURNISHED MODEL"

FROM \$295 DOWN

Little Miss Sunshine NOW! FREE!

- COMPLETELY FENCED REAR YARD
- LANDSCAPED FRONT YARD
- WALL-TO-WALL CARPET
- 3 and 4 bedrooms
- 2 full baths
- Family room
- 2-car garage
- Insinkerator disposer
- Built-in Vernois range and oven with hood and exhaust fan
- Breakfast bar
- Floor to ceiling folding wardrobe doors

from \$21,100

TODAY! See the Sun 'n Sea, lavishly decorated 3 Bedroom model, with the Omnibus Kitchen.

Located between Del Amo Blvd. and Centralia Rd., one block west of Roseton, in the city of Lakewood. Follow signs to models.

LAKEWOOD EAST Sunshine HOMES

S. V. HUNSAKER & SONS • Builders of the Most Valued Homes since 1932

BUCCANEER SERIES

Sunkist Plaza

HUNTINGTON BEACH

PREVIEW SHOWING

NO DOWN TO ANYONE (JUST COSTS)

\$150 MOVES YOU IN

ALL WASTE KING UNIVERSAL EQUIPPED HOMES

3 and 4 Bedroom Homes
Family Rooms • 2 Baths

Added Special REAR YARDS FULLY FENCED

DRIVING DIRECTIONS

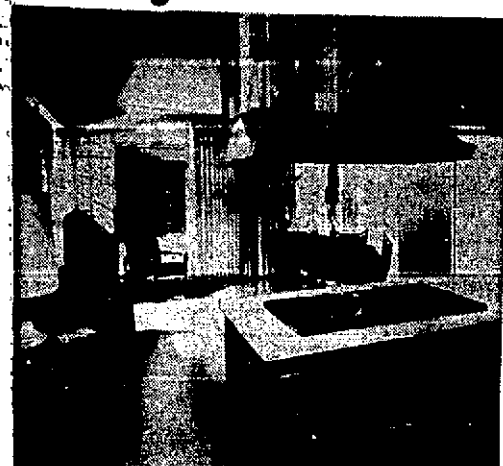
FROM LOS ANGELES—Santa Ana Fwy. to Beach Blvd. Hwy. 39. Turn right south on Beach Blvd. to Edinger. Turn right on Edinger to furnished models.

FROM LONG BEACH—East on Garden Grove Avenue to Golden West, right turn on Golden West to Bolsa. Right turn on Bolsa to Springdale, left turn on Springdale and follow signs to furnished models.

FROM SANTA ANA—West on Bolsa to Beach Blvd. Hwy. 39. Turn left south on Beach Blvd. to Edinger. Turn right on Edinger to furnished models.

Balanced Power Homes

Homes Sell Before Building Is Started



The Catalina model of a Harbor View Estate is ideal for the family. It has a master bedroom suite, three additional bedrooms, two baths and a separate family-play room. Here is an interior view.

Although construction has with a 20-freeway-mile drive begun on the 136 homes to the Los Angeles Civic Center and 5 minutes from Century City and other beaches.

One and two-level homes with three or four bedrooms and two baths are rising at the San Pedro residential community. Each of the four floor plans includes a family room adjacent to the kitchen and a snack bar, and a patio.

Thirty-year financing or six per cent interest loans are available. To reach Harbor View Estates, drive to the end of the Harbor Freeway to Gaffney, then north one block to Capitol and left to the furnished models.

Our outstanding sales record is based on realistic prices and high quality workmanship of the Ray Watt construction staff," Garibay said.

Garibay also pointed out that Harbor View Estates is only two blocks from the Harbor Freeway models.

New Buccaneer Series of Homes Selling Fast



NO DOWN PAYMENT ASKED

Homes like this are offered in Huntington Beach in the Buccaneer Series by Sunkist Plaza with no down payment needed by qualified buyers. The homes are fast approaching a sell-out in this unit.

A repeat performance of the previous Sunkist Plaza unit of homes in Huntington Beach is in the offering for the current Buccaneer Series, notes Sy Brain, executive director of Sunkist Plaza Builders, the developing firm.

He makes the parallel in that the current Buccaneer unit has experienced a tremendous sales pace in which only 20 per cent of the homes remain for sale in the few weeks since opening.

This follows a similar pattern to the previous unit of Sunkist Plaza.

The leading factor has been the financing, which allows qualified buyers to move in for no money down and only \$150 in costs.

Three basic floor plans can be incorporated in a choice of 25 exteriors that cover nearly every motif available.

"This is one of the reasons why, all things considered, it is one of the best home values in Huntington Beach," added Bram.

THE DEVELOPMENT is only eight miles from California's finest beach and is "next door" to the various excellent recreation facilities

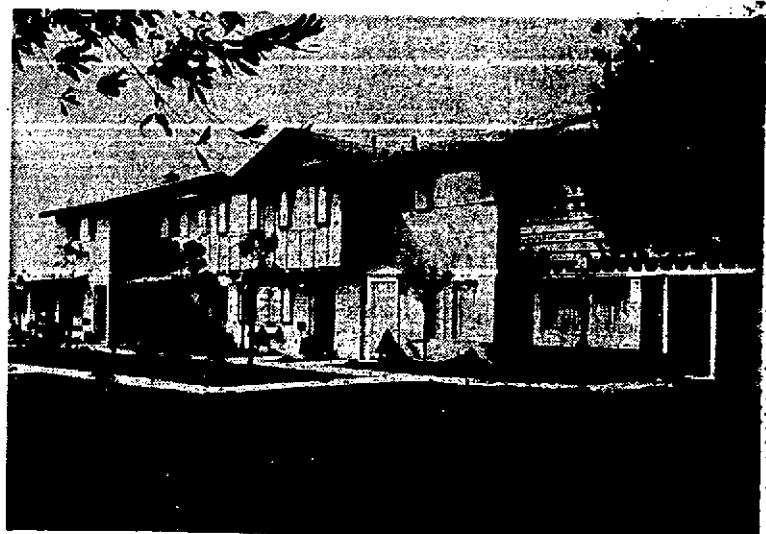
of the city. Schools, shopping centers and employment opportunities are minutes away in one of the fastest growing industrial complexes in the nation.

The quality residences also include a separate utility room, genuine Formica counters, natural ash cabinets, forced-air heating with thermostat control, brick fireplace, aluminum and glass shower doors, sliding wardrobe closets and shades and aluminum screens.

In addition, the homes are on 6000 square foot lots and are on wide paved streets. They feature all brass hardware and weather stripped exterior doors.

To reach the model homes drive East of Garden Grove Ave. to Golden West; right (south) to Bolsa; right (west) to Springdale; left (south) on Springdale and follow signs to furnished models.

Huntington Continental's Big Townhouses Located Near Beach



OFFERED NEAR BEACH

These Continental Townhouses in Huntington Beach are proving popular with home buyers since they may buy a home near the beach for \$75 mo.

"Ownership of a home near the beach for only \$75 per month"—these are the magic sales words that are attracting record numbers of Southland homebuyers to Huntington Continental Townhouses, new community in Huntington Beach.

Sales officials at Huntington Continental report a swift upsurge in traffic since announcement of new availabilities at the popular near-the-beach community. Sales have been proportionately high.

The \$75 a month payment featured at Huntington Continental covers principal, interest, taxes and insurance. Purchasers acquire title to both home and land.

Also included in the selling prices of the Townhouses are a host of luxury-designed appointments such as wall-to-wall carpeting, underground utilities, complete landscaping, private fenced patio and built-in range, oven, refrigerator, washer, dryer and disposal. Other features are color-coordinated interiors, forced air heating, copper plumbing and cultured marble tops on bathroom pullmans.

One, two, three and four-bedroom homes, some including custom-designed fireplaces, are being shown at Huntington Continental. Prices start at \$10,950, with separate areas reserved for adult and family living.

All exterior gardening, paint and maintenance are handled for residents. This service, which costs just \$12 per month, includes full maintenance of landscaping, parking areas, walk areas and recreational facilities.

THE COMMUNITY has two major recreation centers with swimming pools, central recreation building and children's playgrounds.

Furnished model homes are open daily from 10:00 a.m. to 8:00 p.m.

To visit Huntington Continental: Drive east to Brookhurst. Follow Brookhurst south to furnished models at Brookhurst and Adams, near Pacific Coast Hwy. and the beach.

GRAND OPENING!



New Horizons - South Bay gives you time to enjoy life

Yes, New Horizons—South Bay really does give you time to enjoy life because here you not only own an elegant Garden Home but you become a part-owner in a:

- 19 Hole Golf Course
- Swimming Pool
- Your Own Clubhouse Facilities
- An Island Putting Green

To insure your enjoyment of all these facilities, the low monthly payment includes:

- 1 Lawn Mowing
- 1 Gardening
- 1 All Exterior Painting

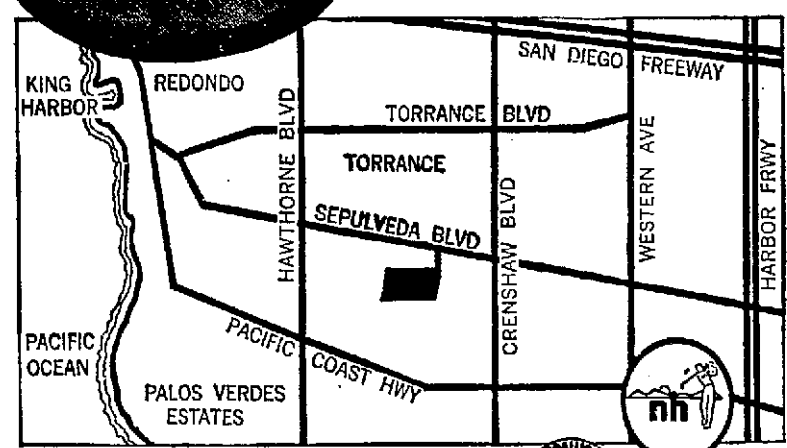
So you don't have to compete continually with the kids when you want to go swimming or just want peace and quiet, one spouse must be 35 and no children under 18 may be permanent residents.

GARDEN HOMES FROM **\$19,995**

A RAY WATT/RICHARD MEINE Development

NEW HORIZONS SOUTH BAY

DRIVING INSTRUCTIONS: The Complete Adult Recreation and Garden Home community is located on Sepulveda Boulevard between Crenshaw and Hawthorne in Torrance. Phone 325-6161.



Joint Sales, Marketing Meeting Set

Sales and Marketing Executives of Long Beach will host the annual jointing meeting of the Southern California Sales and Marketing Executives Monday, Nov. 4, at 6 p.m. in the Empire Room of the Edgewater Marina Hotel.

Participating in the meeting will be clubs from Los Angeles, Orange County, Riverside - San Bernardino and San Diego.



W. GIFFORD MYERS
'Aerospace Competition'

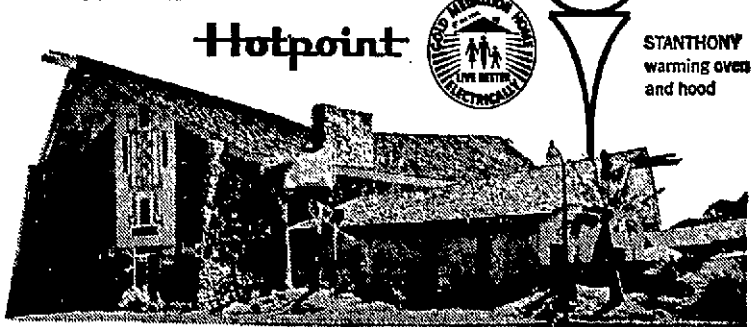
W. Gifford Myers, vice president - marketing, Lockheed Aircraft Corp., a specialist in the field of aerospace marketing, will speak on "Aerospace Competition - Intra-company, Inter-company, International." Myers will discuss marketing techniques of an aircraft company and effects of peace talks and disarmament on the aerospace industry.

Cogburn Appointed by Realty Institute

Medford W. Cogburn, past president of the Bellflower District Board of Realtors, has been appointed local representative of the National Institute of Real Estate Brokers, National Association of Real Estate Boards.

The institute, made up of 16,000 realtors, is the largest affiliate of the national association and has as its main objective education of its members to serve the public better.

One of Cogburn's duties will be to stimulate panel discussions on brokerage problems at real estate board meetings.





BREAKING GROUND AT COLLEGE

John F. Johnson, Long Beach State College associated students president, examines a grading machine while Carl W. McIntosh, college president, uses a type of shovel more conventional for ground-breaking ceremonies during a program marking the start of construction of a \$320,000 expansion of the Forty-Niner Bookstore at the State College campus. The addition, adjacent to the present bookstore, will double the facility's size.

Stratford's Fountain Valley Homes Approaching Sell Out

The First Unit of Stratford Homes Fountain Valley Series is rapidly approaching a sell-out, states James D. Beck of the Cunningham Co., developers.

According to Beck the extra "luxury" features in this series have been the outstanding attraction to buyers.

Sees New Motors

Don Parker of Catalina Sporting Goods, 6500 Long Beach Blvd., attended the recent Mercury outdoor dealer congress in the Bahama Islands. Parker was one of 150 top U.S. and Canadian dealers invited to attend the three-day introduction of the 1964 line.

These include: Block wall rear and side, shake roofs, concrete drives, all-electric kitchen by Westinghouse, with range, oven, dishwasher, range ventilating hood and fan. Other features include hardwood kitchen cabinets with raised panels, Formica sink tops, brick fireplaces with log-lighter, forced-air heating and fully insulated ceilings.

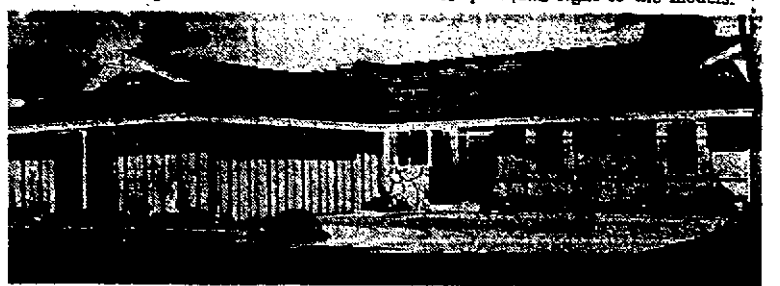
THE NEW Stratford Homes have been given the coveted Medallion Award for electrical excellence. This award assures the Stratford Home buyer adequate electrical outlets and wiring for all future needs.

The new community is just minutes away from Santa Ana, short driving distance from Long Beach and industrial East Los Angeles.

Southland's most famous beaches and other recreational areas are nearby.

Offered is a varied selection of exteriors and floor plans. Priced from \$18,900, the new dwellings can be purchased with low down payments and monthly payments as low as \$132 per month which includes principal, interest, insurance and taxes.

Sunday, Oct. 27, 1963—R-1J
Stratford Homes is in the new City of Fountain Valley at Slater and Bushard. From Long Beach go out Seventh St. to Hiway 39, south to Warner, then left to Bushard and right to the models.



OFFERED BY CUNNINGHAM CO.

Stratford Homes in Fountain Valley have been selling at a fast pace, reports Cunningham Co., the developers. Shown is one of the models of the homes which are priced from \$18,900.

\$95. DOWN!



GRAND OPENING

Sunshine HOMES

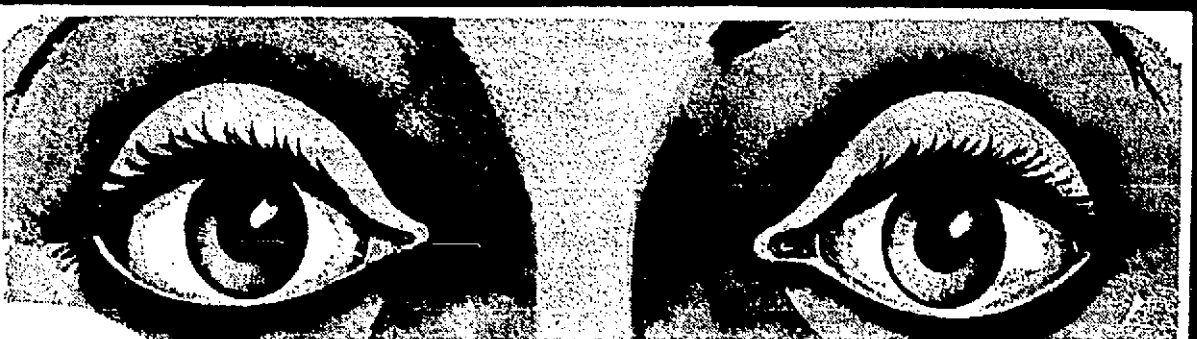
HUNTINGTON BEACH

BIGGEST HOME VALUE IN ORANGE COUNTY

6% FINANCING

- Ample schools nearby
- Adjacent to park site
- 3 & 4 Bedrooms
- 2 Car Garage
- Wall-to-wall Carpet
- Family Room
- Built-in Range & Oven Hood & Exhaust Fan
- Insinkerator Disposer
- 2 Full Baths

DRIVING DIRECTIONS: From Beach Boulevard (Hiway 39) turn right on Edinger (Smeltzer) to Golden West. Turn left on Golden West to Heil. Turn right on Heil to models.



SEEING IS BELIEVING!



BONUS FEATURE

★ CUSTOM BLOCK WALL BOTH REAR & SIDES

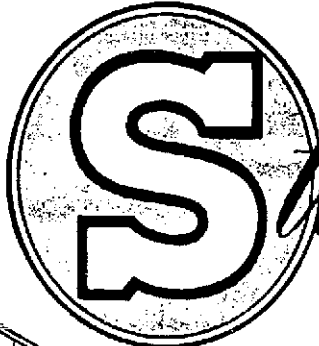
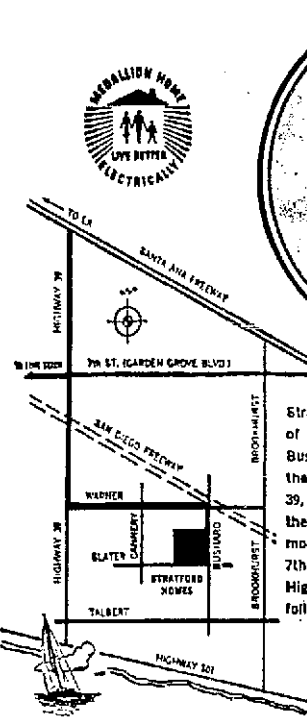
PLUS

THESE LUXURY FEATURES



- Westinghouse De Luxe Oven, Range, Dishwasher and Disposal
- Ventilating Hood and Fan
- Hardwood Kitchen Cabinets with raised panels
- Formica Sink Tops
- Dining Areas off of Kitchen
- Brick Fireplace in all Models with Log-Lighter
- Marble Top Pullmans in Both Baths
- Newest Dial-Set Plumbing Fixtures
- Attached Garages; Oversized for Hobby Space

- Sliding Glass Doors to Patio Areas
- Shake or Rock Roofs
- Concrete Driveways
- All Utilities in and Paid For
- Forced Air Heating
- Hardwood Panelling and Wallpaper in all Homes
- Ceilings Fully Insulated
- Exteriors of Brick and Stone Veneer
- Aluminum Windows and Screens



Stratford HOMES
FOUNTAIN VALLEY SERIES

TOTAL PAYMENT

from **\$132** per mo.

INCLUDES PRIN., INT., EST. TAXES AND INSURANCE

priced from **\$18,900**

CUNNINGHAM CO. Builders & Developers WALKER & LEE, INC., SALES AGENTS

Buyers Guide to Medallion Homes



The only electrically modern homes... in every price range

The Medallion Home Award is a cornerstone for modern living—a solid basis for a home's lasting value, today and in the future. Compare the detailed electrical construction requirements for the Medallion Home Award with those for any other type of new home symbol.

You'll discover the Medallion Home Award is the one award that requires a new home to conform to specific and rigid standards, giving important value to the buyer. Here are just some of the qualifications:

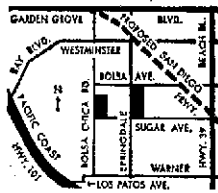
1. A flameless electric kitchen equipped with major appliances, including range and oven.
2. Full "Housepower" Wiring provides capacity for at least twenty circuits, considered a minimum for modern living; large enough wires; 240 volt service for the electrical capacity every home needs.
3. Abundant lighting planned for comfort, convenience and beauty. A total-electric Gold Medallion Home gives you all these benefits plus:
4. Flameless electric home and water heating.

SCE

Southern California Edison

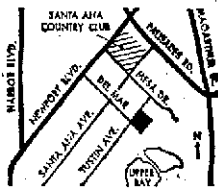
HUNTINGTON BEACH

BOLSA PARK offers outstanding values in contemporary homes. Homes have 3-4-5 bedrooms, 2 baths, family room, all-electric kitchen with dishwasher, disposer, range & oven. Features ceramic tile, lat & plaster construction, stone fireplace, concrete driveway, no down; FHA 25 year terms. \$20,700 to \$23,450. TW 7-5341.



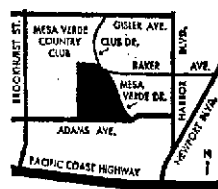
NEWPORT BEACH

VISTA BAHIA homes are planned around a central landscaped area with putting green and swimming pools. These lovely 2 and 3 bedroom, 2 bath all-electric homes come equipped with range, oven, dishwasher, disposer. Priced from \$28,500 to \$38,500. For more information on this Upper Bay area, phone OR 3-9420.



COSTA MESA

PACESETTER HOMES at Mesa Verde Country Club near the ocean, these homes have 3-5 bedrooms, 2-3 baths. Range, oven, dishwasher, disposer. Homes feature wool carpets thruout, luminous kitchen & bath ceilings, fireplace, family dining room, marble top pullmans. Sales office: Adams St. & Shattler Dr. (Between Harbor Blvd. & Brookhurst) \$24,900, \$350 down. 546-1077.



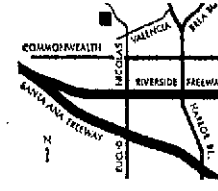
SANTA ANA

PARKLANE SANTA CLARA located near Santa Ana freeway, these attractive modern all-electric homes have 3 & 4 bedrooms, 2 & 3 baths. Feature wall to wall carpets, custom rock facing, intercom, ample storage space. Kitchen has built-in range, oven, dishwasher, mixer, disposer, appliance center. \$27,900 to \$32,500. 10% down, Min. salary \$7,500 yr. KI 3-0942.



FULLERTON

CHIPWOOD SUNNY HILLS offers comfortable family living in lovely 3 and 4 bedroom, 2 full bath homes complete with family room, nylon carpets, 15,000 sq. ft. lots, built-in pullmans, bar, brick or stone fireplace. All-electric kitchen has double oven, range, disposer, dishwasher. Air-conditioning available. Formal dining room, oversize garage. \$29,995-\$33,995. 671-5763.



MANHATTAN BEACH

MANHATTAN TOWN HOUSES on view-lots near beach. Have 4 bedrooms, 3 baths, convertible den. These are luxury homes with fireplace, tile entry, carpeting, marble pullmans, 2-car garage, quality construction. All-electric built-ins: range, double oven, dishwasher, disposer, vent. \$39,500, 10% down. Open: 325 1st St. FR 6-8758.



FREE! Homebuyers Magazine and Map Guide

Homebuyers Magazine provides complete information and guide maps to more than 500 new housing developments in six Southern California counties. For your free copy, fill and mail the coupon below. Limited quantity—order today. Homebuyers Magazine, Dept. D, 205 Ave. I, Redondo Beach, California.

Please send Homebuyers Magazine to:

Name _____

Address _____

City _____ Phone _____

Desired home location(s) _____

Desired price range _____ to _____

My kitchen preference: ☐ Electric ☐ Other ☐ D

DOWN PAYMENT LOWERED

Large Regal Homes in Buena Park, such as this, may be purchased with as little as \$395 down plus costs, with the new terms now available. They are priced from \$21,300.

New Terms Attract Regal Home Buyers

Excellent sales are reported at Regal Homes, states Tom Simms, builder of the popular Buena Park homes. According to Simms, sales of Regal Homes have spurred since the availability of conventional financing in addition to FHA terms. Now, Simms states, buyers may purchase with as little as \$395 down plus costs.

Regal Homes are three and

four bedrooms, family rooms and two baths. They are priced from \$21,300 and can be purchased on low down FHA financing. Families with an income of \$650 monthly can qualify.

THE HOMES feature balanced power and have built-in range and oven with exhaust fan and hood over range, fireplaces with log-

lighters. The backyards are enclosed with a block wall. Other features include furniture finish birch cabinets, tile stall shower with glass doors, also shower over tub, Del Piso entry floors, spacious master bedroom suites, forced air heating and other fine features.

One of the major attractions of Regal Homes is the location, Simms stated. The

homes are only minutes from Knott's Berry farm, or from Disneyland. The beaches are only 20 minutes away, while Long Beach can be reached in 10 minutes.

Regal Homes are in the City of Buena Park on Orangethorpe between Knott and Valley View. From Long Beach drive out Carson St. to Valley View, left to Orangethorpe and right to furnished models.

NOW no more big medical expense worries

Sun City COMPREHENSIVE MEDICAL BENEFITS PROGRAM

- Reserved for Residents
- No Medical Examination or Medical Questions
- Even Covers Pre-Existing Conditions*
- In-Hospital and Surgical Benefits at Any Hospital
- Coverage for Out-of-Hospital Expenses, Too
- Prescription Drugs and Doctor's Visits Included
- No Minimum or Maximum Age Limitations
- Completely Voluntary and With Amazing Low Cost
- Underwritten by Continental Casualty Company

Now... in these famous cities, you not only get America's happiest, most interesting, most economical 50+ living... you can also have one of the finest medical benefits programs ever designed... with built-in flexibility for exactly the protection YOU want. It can be used by itself or to augment protection you already may have.

* (after six months of coverage)

DRIVE OUT TODAY — GET FULL DETAILS

Sun City

22 Miles South of Riverside on Highway 395



For further information on either city, you may also contact Del Webb's Sun City Information Center, Room 246-F87, 900 Wilshire Blvd., Los Angeles 17, Calif. MA 6-5127.

Kern City

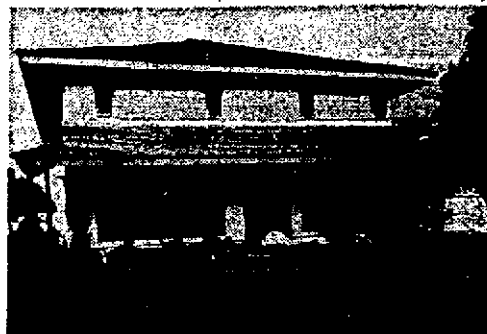
3 Miles West of Highway 99 just 10 Minutes from Bakersfield



DEL E. WEBB CORPORATION HOUSING DIVISION



Meredith Village's Big Homes Attract



LARGE HOMES FEATURED

Meredith Village in Orange County is featuring a six-bedroom, three-bath home as shown here. There are several other exteriors. The homes have 3,200 square feet and three-car garage. In addition, Meredith Village also features 28 different exteriors in four and five-bedroom homes varying in size from 2,700 to 2,800 square feet.

Heavy traffic of homebuyers and increased sales activity was the keynote this last weekend at Meredith Village with several hundred interested couples viewing and inspecting the four furnished models at the Orange County

Stanton Permits Total \$20,864

Eight building permits for construction totaling \$20,864 were issued by the Stanton Building Department during the past week.

Permit for construction of a \$3,500 Italian restaurant at 11821 Beach Blvd. were issued to Carlo and Maria Bocci, 12072 Cole St., Garden Grove.

Other permits were issued to:

St. Polycarp Church, 8182 Chapman Ave., shade pavilion, \$6,144; Jack H. Wood, 2739 Bell Road, Anaheim, remodeling and garden at 8182 Chapman Ave., \$1,620; Harold Plummer, 11825 Pine Tree Lane, family room addition, \$2,500; H. Lester Vincent, 11371 Pine Tree Lane, family room addition, \$1,500; C. Phillips, 11722 Santa Rosalia, sun shade cover, \$1,000; Thomas Keene, 10310 Western Ave., sun shade cover, \$800; J.R. Bowling, 11872 Santa Rosalia, patio at 11872 Santa Rosalia, \$720.

2 Angel Players Buy G. G. Homes

Two members of the Los Angeles Angels American League baseball club have purchased homes in Garden Grove. Gene Fleck, owner of Brookhurst Realty, has announced.

One is Dan Osinski, ace relief pitcher, and the other Edward ("Eddie") Sadoski, catcher. Both players and their families had been leasing homes in Orange County.



WESTERN-STYLE BUS

With the sign Knott's Berry Farm painted on the side of the bus, Miss Sandra Lynn christens the Metropolitan Transit Authority "The Ghost Town Flyer" with a bottle of boysenberry juice. The MTA hopes that the decoration will draw the public's attention to the advantages of riding the bus. Other buses are being decorated by Disneyland and Catalina.

SENSATIONAL INVESTMENT!

CHANCE OF A LIFETIME OPPORTUNITY!

HURRY

These Buildings are Selling Fast! This is your chance to make the best of your life on completely READY-TO-MOVE-IN units.

2 OR 3 BEDROOM
4 Unit Apartment Bldgs.
\$1,980
ENTIRE DOWN PAYMENT
Excellent 25 Year Financing

2 or 3 BEDROOM UNITS
Less than 5 minutes from
RENOVATED
NEWPORT-BALBOA
Features Included:

- Walk-in Pantry
- Built-in Gas Range & Oven
- Covered Parking
- Staggered Wall
- Wall to Wall Polystyrene Pad under Carpeting
- Draperies Included
- Professional Landscaping
- Sprinkler System Installed
- Optional Swimming Pool & Barbecue
- Wall-to-wall Carpeting
- Heavy Duty Laundry Facilities

DIRECTIONS:
Between Harbor Blvd. and Newport Blvd. on Baker Ave. in Costa Mesa

Mesa Townhouses

For information phone WALKER & LEE Sales Agents

AT THE CORNER OF BAKER and MENLOZA in Costa Mesa

KL 6-6593



TWO-LEVEL HOMES
In these models of Scottsdale Town Houses, two-level living is offered with three or four bedrooms available. Heavy advance sales of the condominiums have been reported.

Scottsdale Town Houses Offer Recreation Facilities to All

A recreational facility for every member of the family is embodied in the new community concept at Scottsdale Town House, where more than 280 of the 600 two-level condominiums have been sold in less than three months, reports John Bollinger, sales director.

A development of Ray Watt, one of the nation's largest community developers and home builders, Scottsdale Town Houses is a family-oriented recreational-residential balanced power project on Avalon Boulevard between Carson Street and Sepulveda Boulevard.

Focal point of the recreational activities, Bollinger said, is the 10,000-square-foot club house and recreation building which has a large assembly room with stage and catering kitchen; billiard room; arts and crafts rooms; game and library rooms; and sewing room. Outside are a swimming pool, wading pool, little league baseball diamond, Pop Warner football field, basketball court, tennis courts, handball courts and two fully-equipped children's playgrounds, Bollinger explained.

"EVERY MEMBER of the family will find recreation to suit his desires," Bollinger said, adding that a full-time director will supervise many activities.

Scottsdale, a walled community with underground walkways at the front of each home, utilities and entry protected by 24-hour guard service for complete privacy and family protection, embodies a new concept in land planning, home development and community environment.

Scottsdale homes are available in 22 exterior styles including ranch, rustic, contemporary and Hawaiian designs. They include three and four bedrooms with den on two levels with attached garages reached from rear driveways. Entry to all homes is gained from landscaped

Fountainhead Home Is 'Family Ready'

The "Family Ready" concept is resulting in a sales rush in Fountainhead, the 250-home development in Fountain Valley, reports Lowell Evans, the builder who conceived the plan to have a home completely ready so buyers face no additional costs.

During his years in home construction, Evans made a policy of talking with prospective buyers to determine their likes and dislikes so he could pattern his activities to meet their wants.

One of his major discoveries has been that although the average family likes to buy a brand new house, they rebel at having to "start from scratch." They dislike having to move into their new home and then spend money, time, and hard work getting it into livable shape.

PEOPLE WHO have to landscape and plant a yard, state flatly that they will never go through it again. Others dread the cost of fences to be built; living on bare floors until the budget allows carpeting, waiting years for trees to grow so they can have a shade.

Evans decided what the public really wanted was all the advantages of a new home plus all the advantages of an older home.

Evans and his staff began to design and plan their new home development and "give the people what they want." Instead of simply building houses, they planned the whole project as a community. They thought in terms of a finished product... a home and yard not only ready to move into but ready to start enjoying immediately; a home that offered everything at one price so that the new home owner would know exactly where he stood financially.

EVANS CAME UP with a

Milton Funk Realty Speaker

Speaker for the Long Beach District Board of Realtors, Tuesday at 7:15 a.m. at the Crown Cafeteria will be Milton A. Funk. He will talk on "Pyramiding Estates Through Exchanges or How to Make a Million Dollars in Commissions On Exchanges." Funk is holder of a certificate in real estate from UCLA, member of the board of directors of the Southeast Board of Realtors, certified property exchanger in CREA exchange division, past chairman of Traders Group and present co-chairman of the Select Traders Group of the Southeast Board of Realtors, regional vice-president of Los Angeles County Appointment Association and head of a unique real estate syndicate of more than 100 investors.

Big Cameron Homes Find Ready Sales

three and four-bedroom residences, with three baths, and priced under \$20,000, continues to see a steady rush of sales.

In fact, reports Evan T. Jenkins, the builder, the final unit is now moving rapidly and a sellout is predicted shortly.

Cameron Home community is located on Newman Ave. just off Beach Blvd., in Huntington Beach. All the homes contain three bathrooms, three or four bedrooms and a family room.

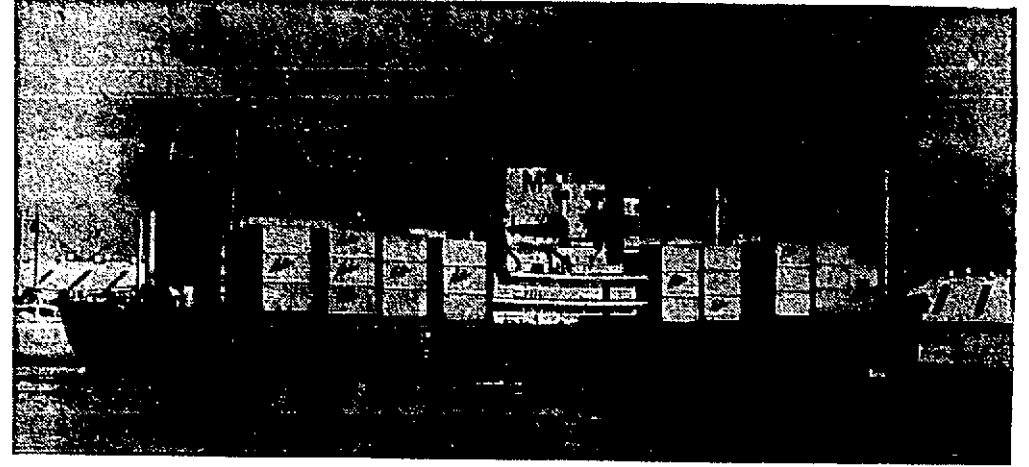
BUILDER JENKINS points out that these are just the principal attractions of the homes.

Realtors to Hear Newsman Talk

George Todt, Los Angeles newspaper columnist and former television commentator, will speak Nov. 5 when the Norwalk-La Mirada Board of Realtors pay tribute to the area newspapers, program chairman Merle Thomas announced.

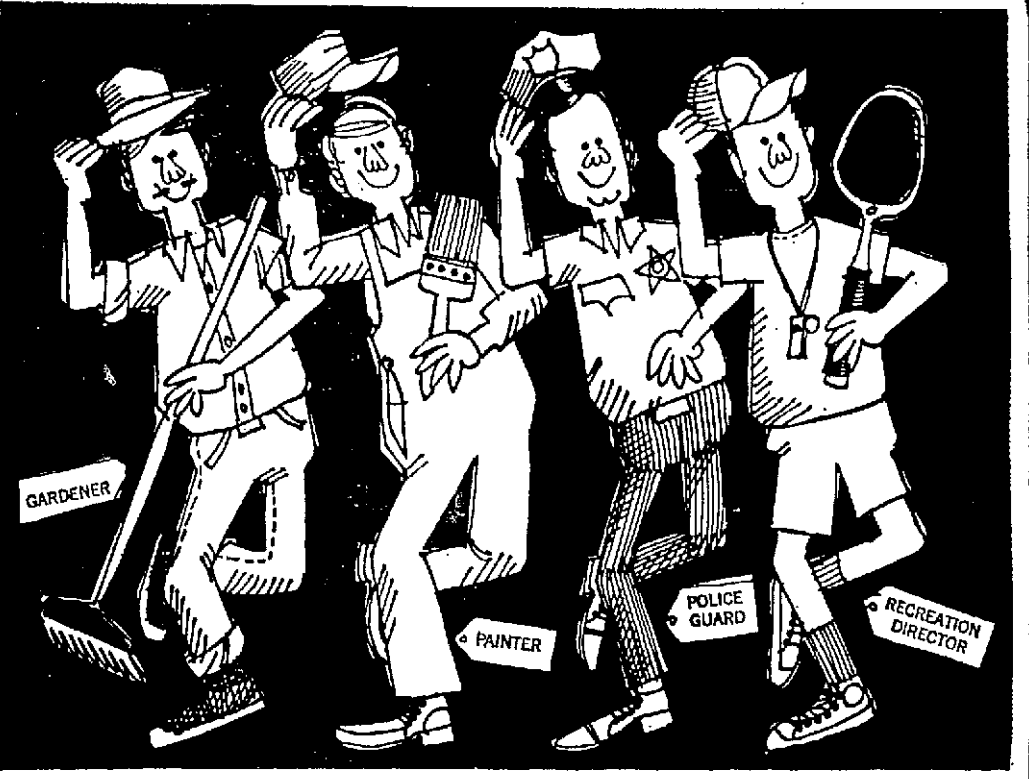
The event is scheduled for 7:30 a.m. in the Cerritos College Student Center. Thomas said all newspaper personnel in the area will be honored.

FIND WHAT you want when you want it by reading Classified ads. Turn to Classified now.



CONTAINERS AND CARS

The "floating garage" Hawaiian Motorist is shown in Honolulu on its first voyage from Los Angeles Harbor following conversion to permit carrying of cargo containers on deck in addition to automobiles below decks. The unique Matson Line's freighter carries 521 cars and 186 cargo containers—the latter stacked three high. Wheelhouse and bridge were raised 12½ feet during conversion for visibility.



We are at Your Service at SCOTTSDALE TOWN HOUSES

(And—we're all included in your low monthly payment)

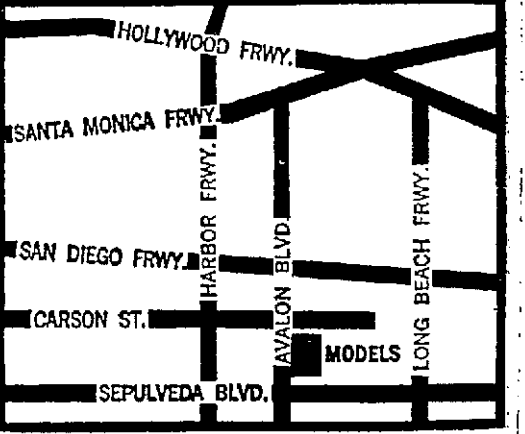
Yes, all these people and many more are here just to insure your enjoyment. They will water and cut your lawn, take care of your garden and paint the exterior of your house at no extra charge. You can own a three or four bedroom home you can be proud of and you will become a part owner in all of Scottsdales' complete recreation facilities:

- Clubhouse and Community Center
- Olympic-size swimming pool and wading pool
- Kiddies' playgrounds
- Picnic areas
- Football field
- Handball, basketball, and tennis courts
- Baseball diamond

Prices begin at
\$16,995
and only \$500 down plus small costs

DRIVING INSTRUCTIONS: Scottsdale Townhouses are located on Avalon Boulevard between Carson and Sepulveda one mile east of the Harbor Freeway. For further information call TE 4-6725

Six furnished models are open daily from 10 A.M. to 9 P.M.



ONLY
\$295
DOWN

The Community of
WESTWIND
in **WESTMINSTER**

OVERSIZE FIREPLACES
EATING AREA IN KITCHEN
DISHWASHERS
3 & 4 BEDROOMS
2 FULL BATHS
2-CAR GARAGE
WALL-TO-WALL CARPET
DRESSING ROOM BOUDOIR

CALL COLLECT FOR INFORMATION
AREA CODE 714-531-2011

WESTWIND HOMES WESTMINSTER

6% FINANCING
From \$18,995

\$117 P. & I. PER MONTH

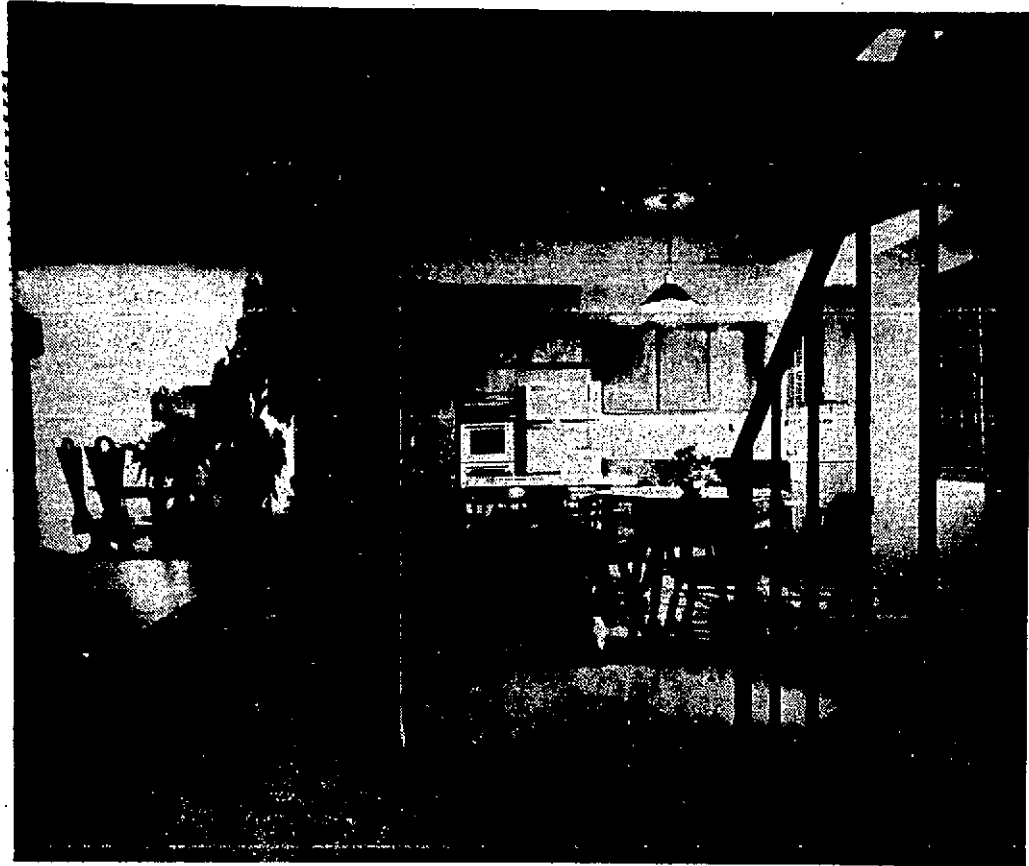
GARDEN GROVE BLVD
GARDEN GROVE FRWY (Prop)
WESTMINSTER AVE
Santa Ana ST
HAZARD AVE
BROOKHURST
BOLSA AVE
BUSHARD ST
CANNERY ST
BEACH BLVD (39)
SAN DIEGO FRWY (Prop)
From Beach Blvd. (Hwy 39) go east on Hazard to Bushard.

GRAND OPENING TODAY!

NEW HORIZONS SOUTH BAY

(see our ad on page 10)

Mesa Palos Verdes Scenic Vistas Great



FOR SMALLER FAMILY

The Scotwood model in Mesa Palos Verdes is designed especially for the smaller family with discriminating taste. It features three bedrooms, family and living room with separate dining area. Mesa Palos Verdes is at the corner of Crenshaw Boulevard and Crest Road.

"Have you driven around growing center in all of South the Peninsula, its hilltop of three, four and five bed-

rooms offer a breath-taking view of Catalina Island and the Pacific shoreline for miles each way. But scenic vistas are only one of the many features of Mesa Palos Verdes. The year around climate is ideal, with fresh, clean ocean air that's free from smog...

Homes in Mesa Palos Verdes, too, are exceptional—both from the standpoint of architectural excellence and high atop the Palos Verdes Peninsula.

LOCATED AT the crest of

12 Duplexes Going Up at Costa Mesa

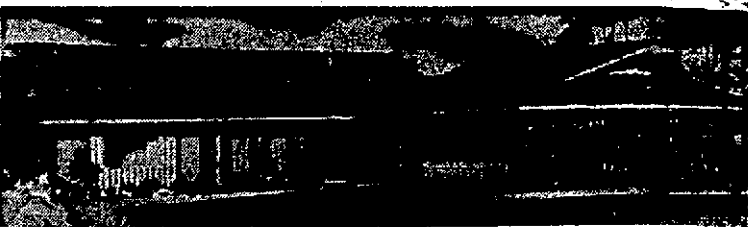
Scheduled for completion next month in Corona del Mar are 12 duplex dwelling in which the Highland Mortgage Co., Inc., of Costa Mesa has invested \$530,000 for land and construction.

Located on sites within five minutes of the ocean and approximately three miles from the new University of California Irvine campus, the dwellings are on title-fee land and comprise one, two and three bedroom units with 2 or 2½ baths.

The development is in the last remaining title-fee property adjacent to the UCI campus, said John B. Halver- son, general counsel and secretary of the company. All other is owned by The Irvine Co.

End Long Career

Ernest D. Downing, 6267 Marina View Dr., Long Beach, has retired from the Southern California Gas Co. following a 33-year career with the firm.



HUNTINGTON BEACH HOME

Wall-to-wall carpet and built-in range and oven with hood and exhaust fan are just some of the quality features offered in Huntington Beach Sunshine Homes Unit 4.

Low Terms on Homes of Quality

Prime factors proving popular to home buyers of Huntington Beach Sunshine Homes unit 4 are quality, construction, small down payment, excellent financing, and near the beach location, stated Richard C. Hunsaker, president of S. V. Hunsaker & Sons, builders and developers. Available for only \$95 down, with 6 per cent financing, Huntington Beach Homes accommodate the growing families by providing three and four bedrooms, two full baths, family room, and two-car garage.

At Huntington Beach Sunshine Homes, sidewalks, sewers, street lights, and parkway trees planted already installed. Located adjacent to a park site, Huntington Beach Sunshine Homes are just minutes from Long Beach, Santa Ana, and a few blocks away from Douglas Aircraft's new research plant. Furnished models are open daily for inspection. From Beach Boulevard (Hwy. 39), turn right on Edinger (Smelter) to Golden West. Turn left on Golden West to Heil. Turn right on Heil to models.

Ex-L.B. Man Head of Auto Leasing Firm

SAN FRANCISCO — Ben Alexander, automobile dealer, and former co-star in "Drag-net," announces establishment of a major new auto leasing organization offering complete coverage of all car financing and upkeep costs to clients throughout California and the nation.

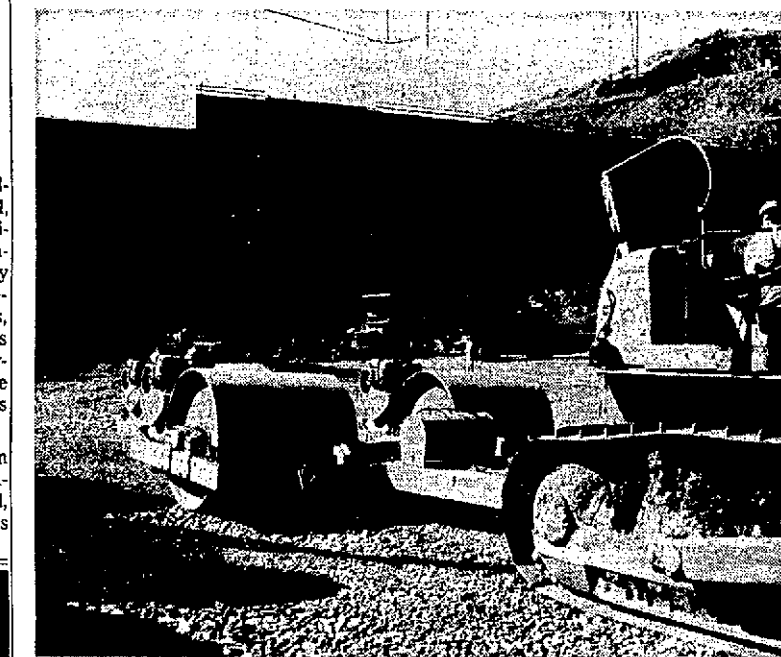
Heading the new Ben Alexander Leasing Corp. as executive vice president and partner is F. Richard Chase, Jr., general manager of all offices and operations. Chase formerly headed Van Etta Leasing, one of the West Coast's largest leasing companies, which he joined in 1959 after six years as Western manager for the Greyhound auto leasing operation.

According to Dick Chase, operations are already underway from Ben Alexander Leasing offices in San Francisco, Hollywood, Los Angeles, Laguna Beach and New York.

Chase, the firm's new chief executive officer, was born in Long Beach.

Working Wives

NEW YORK (UPI) — One out of every three American wives works, according to a survey taken by Equitable Life Assurance Society.



THE BASE FOR OROVILLE DAM

Tractor-drawn vibrating rollers compact loads of rock to form the bottom layers of an embankment that will become part of the 735-foot Oroville Dam, key unit of the State Water Project. The wall-like structure in the background is the concrete core block of the dam. Rock is hauled to the site by trucks, trains and conveyor belts in what is described as world's biggest earth-moving job. The dam will be completed in late 1967.

GUARANTEED HOMES

QUESTION: Which Top Grade Lumber is used in a \$30,000 home—which in a GUARANTEED HOME . . . ?

ANSWER: Both . . . Because the Same High Quality Material Is Used in Both Price Ranges of Homes.

From framing lumber to front door knobs, everything that goes into a Guaranteed Home is TOP QUALITY. They're products of nationally-known firms whose names you would recognize instantly. Visit a Guaranteed Home under construction. Check the names on the shipping cartons of products being used . . . see the kind of workmanship going into it. You won't find better in homes costing many times the price. The 14,000 unit construction record and volume purchasing power of Guaranteed Homes — the world's largest on-your-lot builder — is passed on to you!

FALL SPECIALS IN ON-YOUR-LOT HOMES & APARTMENTS

Model 500 — Compact Duplex

This is the time to reap a harvest of home-building values!

HOME OR RENTAL UNITS **\$4695 to \$7695*** ON-YOUR-LOT
NO \$ DOWN 100% FINANCING

CHECK THESE QUALITY FEATURES: Maintenance-Free Stucco Exteriors . . . Decorator Interior Wall Colors . . . Hardwood Cabinets . . . Built-in Breakfast Bar . . . PLUS MANY MORE!

GUARANTEED HOMES

WORLD'S LARGEST LONG BEACH 1081 Atlantic Ave. HEmlock 7-0967
 ON-YOUR-LOT BUILDER WILMINGTON 1267 Wilmington Blvd. TErminAl 5-7191

BELLFLOWER 9717 E. Compton Blvd. TOrrey 6-9791
 COMPTON 12800 Atlantic Ave. NEmark 9-1223

OPEN 9 A.M. to 8 P.M. DAILY

(CUT HERE AND PASTE ON A POSTCARD)

GENTLEMEN: I own a lot . . . feet in size. Please send me information on building a home or income unit on my lot.

NAME . . .
 ADDRESS . . .
 CITY . . . PHONE . . .

☐ Please send me full information on Guaranteed Homes and Income Units.
☐ Please have a Building Consultant contact me regarding plans and prices.

MAIL TO THE GUARANTEED HOMES OFFICE NEAREST YOU

FREE BROCHURE

BEST BUY in BUENA PARK

Regal Homes

CONVENTIONAL FINANCING

OR

\$395^{dn}
 PLUS COSTS

LOW DOWN FHA

EASY TO QUALIFY
 If you are regularly employed and have good credit, you can live in one of these luxurious homes.

3 AND 4 BEDROOMS
 FAMILY ROOM - 2 BATHS

priced from **\$21,300**

- BUILT-IN RANGE AND OVEN
- FIREPLACES WITH LOG LIGHTERS
- BACKYARDS ENCLOSED WITH BLOCK WALL
- SPACIOUS MASTER BEDROOM SUITES

WONDERFUL LOCATION IN THE HEART OF ORANGE COUNTY!

- ✓ 1 Min. to Knott's Berry Farm
- ✓ 2 Min. to Freeway
- ✓ 5 Min. to Disneyland
- ✓ 15 Min. to Long Beach
- ✓ 20 Min. to Beaches
- ✓ 35 Min. to Los Angeles

Regal Homes are in the city of Buena Park on Orangehorpe between Knott and Valley View. From Los Angeles or Santa Ana, take the Santa Ana Freeway to the Valley View turn-off, go south to Orangehorpe then east to furnished models.

Regal Homes are surrounded by fine schools for all ages and shopping centers large and small. Buena Plaza with the newest May Co. Store is only 5 minutes away!



HOME-O-RAMA PLANNERS

Planning the 1964 Long Beach Home-O-Rama are Tom E. Norcross (center), general chairman; George Colours (left), producer, and Jack Horner, manager of the Builders Exchange of Long Beach, which sponsors annual home show. Home-O-Rama will be held Feb. 26 through March 1 in the Arena.

Norcross Chairman of Home-O-Rama

Tom E. Norcross, Long Beach area builder, has been named general chairman of the 1964 Long Beach Home-O-Rama, according to an announcement by George Colours, producer.

Norcross will head up planning for the home show, which will be held in the Long Beach Arena under sponsorship of the Builders Exchange of Long Beach.

The Home-O-Rama will be held from Feb. 26 through March 1, Colours said.

Norcross said he is working with Colours and Jack Horner, manager of the build-

Will Direct Home Design

The Doyle and Shields Development Co., Inc. announced appointment of Neal B. Gregg as director of new design and planning for the construction company.

The fast-growing Orange County building firm, headquartered in Anaheim, has two projects currently underway: the 800 home community of Prestige Homes in Huntington Beach, and 164 deluxe town house homes overlooking the Newport Back Bay in Costa Mesa.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley; but also in the Whittier-La Habra area.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley; but also in the Whittier-La Habra area.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley; but also in the Whittier-La Habra area.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley; but also in the Whittier-La Habra area.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley; but also in the Whittier-La Habra area.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley; but also in the Whittier-La Habra area.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley; but also in the Whittier-La Habra area.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley; but also in the Whittier-La Habra area.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley; but also in the Whittier-La Habra area.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley; but also in the Whittier-La Habra area.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley; but also in the Whittier-La Habra area.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley; but also in the Whittier-La Habra area.

Profit Margins Rising, but Planning Cautious

Profit margins are moving up and this may signal some fundamental changes in the U.S. business climate.

The latest figures in manufacturing, released by the Federal Trade Commission, Securities and Exchange Commission, shows that margins increased sharply in the second quarter of this year.

A Business Week survey of financial executives—including the treasurers of more than a score of the nation's leading companies—indicates the third quarter brought further gains in both profits and, to a lesser degree, profit margins. Moreover, a majority of financial experts expect moderate improvement to continue at least to the middle of next year.

It's ALREADY clear that 1963 as a whole will bring a sharp improvement in the operating results of most companies. At five cents in each sales dollar, the second-quarter after-tax profit margin in manufacturing was

Five-Bedroom Homes Offered in Cypress Ready to Occupy



A GLENPARK HOME

Spacious living room is one of many features offered in the large five-bedroom homes in Glenpark, now available in Cypress. Immediate occupancy is offered.

Large family-sized five-bedroom two-story homes are available for immediate occupancy at Glenpark in Cypress.

Glenpark offers these spacious homes priced from \$24,450. The community is located 20 minutes from downtown Los Angeles and 10 minutes from Long Beach and Lakewood shopping centers.

Key employment and recreation areas are nearby as well as numerous schools and churches. The homes are designed with the large family in mind. Features in each, for comfortable family living include: 100% wool wall-to-wall carpeting in the living room, entry, hall and master bedroom.

The two baths feature contemporary pullmans with system installed; fencing showers and pullman length around the rear and side yards. A special family room is included for informal living and dining.

According to the sales manager, Herb Peterson, "Glenpark Homes in Cypress have enjoyed a tremendous amount of success since their opening due to great dollar value received by buyers. These homes offer a unique group of features, seldom found in homes of comparable price."

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer, a planted

Permit OKd for \$150,000 Motel-Cafe

A Garden Grove building permit was issued during the week for a \$150,000 motel and restaurant at 12550 Lampson Ave.

The permit for the two-story, 11,190-square-foot development was issued to Tadusz Mikosz, 1822 S. Bayless St., Anaheim. The motel, to be built by Gentosi Brothers Contractors of Costa Mesa, will contain 25 units.

It was the biggest construction development of the week in Garden Grove. Along with numerous permits for swimming pools and residential additions, it pushed the year's building valuation past the \$25.8 million mark.

During the week, permits for swimming pools were issued to F. C. Russell, 13229 Heather Circle, \$2,800; Richard Allen, 11801 Regford Road, \$3,000; Warren Moore, 12771 Spring St., \$2,300; Mrs. Jackie Jensen, 12522 Yonge St., \$1,000; A. Halabi, 12841 Spring St., \$1,900; Chester Rogers, 11811 Emerald St., \$2,200; Orville Oldenburgh, 1741 Candy Lane, \$1,000; James W. Culver, 12822 Lemonwood St., \$2,500; and Milliron Corp., Beverly Hills, two semi-public swimming pools at 9777 Bixby St., \$4,500 each.

Other high-value permits were issued to the following: Cornel Lupel, 10922 Woodbury Road, residence addition, \$4,300; Clyde E. Hughes, 12701 Aristocrat Ave., garage, \$1,200; Joseph Kaiser, 12201 Dunklee Lane, family room, \$2,000; Donald Sweeney, 12911 Pine St., aluminum siding on exterior, \$7,350; Gordon Griffin, 12537 Lacey Ave., bedroom and bath addition, \$1,800; Kenneth R. Durfield, 12562 Lambert Circle, addition of sleeping room, \$2,200; John H. Davies, 12971 Ranchero Way, bedroom extension and playroom, \$3,000; Wilford Bohman, 11971 Kelly Lane, residential fire repairs, \$1,200.

The Most Masons

WICHITA (AP)—Albert Pike Masonic Lodge in Wichita claims to have the largest membership of any Masonic lodge in the world.

Theme Set for AIA Convention in 1964

A major forum to discuss forces that contribute to the character and development of American communities will be conducted by The American Institute of Architects in conjunction with its 1964 convention June 14-18 in St. Louis.

J. Roy Carroll Jr., FAIA, of Philadelphia, president of the national professional organization, has announced that the theme of the program will be "The City Visible and Invisible." It will be the first major gathering to be held in St. Louis during that city's 1964 Bi-Centennial year.

"Within the framework of this theme," Carroll said, "we will explore the forces at work in our communities which the architect must be aware of and respond in developing man's physical environment."

"St. Louis is an especially

Realtor Honored

Bob Compton Realty Co., Lynwood real estate firm, has received an engraved plaque from Gerald L. Petry, president of the Compton-Lynwood Board of Realtors, in recognition of his winning display of reproduction of office floor plans and layouts at the recent convention of the California Real Estate Association in Los Angeles.

NOW ... UNIT No. 3

AIR-CONDITIONED

CUSTOM 2-BEDROOM AND DEN HOMES. FOR DISCRIMINATING SMALL FAMILIES. LOCATED IN QUIET PRESTIGE AREA IN THE CITY OF ORANGE!

Electric kitchens, sunken living rooms, nylon carpeting, custom light fixtures, genuine lath and plaster throughout, decorator tile Roman tile tubs, planters atrium, Nutone kitchen centers.

SOME GOLF COURSE LOTS

1350 to 2000 sq. ft. of living area

from \$26,950

UNIT ONE CLOSE-OUT

Only 5 left, priced from \$25,950



open daily until dark for information call KE 8-2221

DIRECTIONS: Santa Ana Freeway to Chapman Ave., East to Tustin Ave., South 1/4-mile to Fairway Drive to Models.

Cameron HOMES IN HUNTINGTON BEACH

IT'S THE MOST IN EXTRA FEATURES

- Wall-to-wall Carpet • Fencing
- Custom Drapes • Built-Ins

3 and 4 Bedrooms • 3 Baths Family Rooms • Large Service Porch

From \$19,500
\$495⁰⁰ DOWN

Plus excellence in construction and custom styling, used brick and limestone fireplaces, heavy shake and cedar shingle roof, pleasing cut stone, used brick and heavy siding on customized exterior. It's the MOST IN FEATURES, FACILITIES & VALUE!



GORDON D. HETHERTON
Exclusive Sales Agent

Sales Office: Phone 847-8078
Models Open 11 a.m. to Dark

FROM LONG BEACH: Drive out 7th St. (Garden Grove Blvd.) to Beach Drive (Hwy. 391, turn right Newman Ave. (just 1/4-mile south of Warner), and turn left to models.

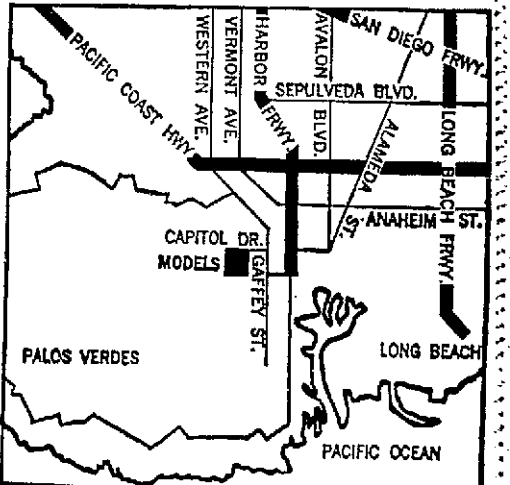
Harbor View Estates

Enjoy the Best of Both Worlds

Beach Living—Freeway Close to L.A. Beautiful 1 & 2-story Balanced Power homes, 3 & 4-bedrooms, 2 baths, friendly & functional family rooms, fully carpeted, O'Keefe & Merritt built-in range and oven, plus the full gamut of finest brand-name features in the tradition of Ray Watt developments.

From Harbor View Estates, 12 minutes to Long Beach, 10 miles to Marineland... and you can walk to the ocean. Set your course for HARBOR VIEW ESTATES. Furnished models located at the corner of Gaffey St. and Capitol Drive, 1/4 mile north of the foot of the Harbor Freeway.

\$22,950



A RAY WATT Quality Development Phone 831-5763



EXPECT THIS SYMBOL WHEN YOU INSPECT A NEW HOME

The sign of "telephone planning"—your assurance of a home's lasting convenience and utility. All phone wires concealed—multiple outlets built-in. Look for it when you compare homes. GENERAL TELEPHONE



Diamond Display Is Coming

"A girl's best friend" ... diamonds, of course, will be on display at Community Savings & Loan Association, 3901 Atlantic Ave., Oct. 28-Nov. 11. The famous diamond and precious gems exhibit will be at the company's Bixby Knolls branch in celebration of the Long Beach Diamond Jubilee. "The exhibit is an exciting story of the world's most treasured jewel," manager



AMONG DISPLAYS Crown Facsimile

Robert Talley stated. "There will be replicas of some of the most fabulous diamonds, including the famed Hope diamond and authentic facsimiles of the English crown jewels worn at coronations and state events, including Queen Mary's crown."

Other exhibits include "The diamond from mine to gem," a working history of the diamond from discovery to final polishing; how a diamond is cut, showing the steps from the rough stone to finished gem; and "diamond cutting effects" showing how to trace the path of light through diamonds to differentiate between good and bad cuts. Coffee and refreshments will be served.

Says Good Business Is Ahead

The liquor industry, which benefits directly from current rising disposable income, should end 1963 with a new record of apparent consumption, according to Jack Musick, president of Hiram Walker Inc.



Speaking at a preview of his firm's Holiday gift predicted that the year's total will reach 265 million gallons, an increase of more than four-and-a-half million cases over 1962.

Musick commented on the unusual unanimity of financial analysts in forecasting a record-breaking performance on the part of the American economy for the balance of this year and for 1964. He added that this optimism appeared to be fully justified by surveys of the U. S. Department of Commerce.

"Both the gross national product and disposable personal income rose to new highs in the second quarter of this year," he said, "and it appears we can look with confidence for a continuation of this upward trend."

Musick said that Hiram Walker's future marketing plans were based on the belief that general business will continue to be excellent.

He stated that Hiram Walker has scheduled the most extensive gift program in company history for the coming holidays.

Compton-Lynwood Realtors to Install

The 29th annual installation dinner dance of the Compton-Lynwood Board of Realtors will be held Thursday, Dec. 5, at the Long Beach Elks Club.

Officers and directors to be installed include H. H. (Bud) Stratford, president; R. L. (Bob) Dressendorfer, first vice president; Verle W. Van Lissel, second vice president; Wilson Buckner, secretary-treasurer; Vern Stone, W. L. White, new directors; and Gerald L. Petry and Bob Compton, re-elected directors. Other directors are Ella Britten, Ivan E. Lauper, H. K. Schnurpel and Bert Griffin, and associate director is Robert M. MacCormack.

GIANT 5 MILLION DOLLAR, 5 CITY

CLOSEOUT

BIG \$34,950 HOMES

LISTEN IN! KFWB ★ KEZY ★ XTRA ★ KWIZ
FOR NEWS OF THESE WONDERFUL BUYS!

\$29,950



Save \$5,000

DON'T MISS THE BOAT AGAIN THIS WEEK!
THIS OPPORTUNITY CAN'T LAST FOREVER!!!

BEAUTIFULLY DESIGNED, LARGE ENOUGH FOR ANY SIZE FAMILY, SHERWOOD ESTATES are two story, custom quality (no look alikes on any block), Eastern construction, far superior to similar or higher priced homes in these areas. For a few short weeks, they are going on the block at the builder's cut-down price, which is at least \$5000 below their value. WHAT A TIME TO BUY! Make this buy-of-your-lifetime this weekend while selection is still excellent and before prices go up. It has never been easier than with these prices and these terms! It may never be again.

MOVE IN TODAY!
AS LOW AS ... \$495 FULL DOWN PAYMENT!!

YOUR CHOICE OF EASY FINANCING!

NO MONTHLY PAYMENT 'TIL NEXT YEAR!

4.5 BEDROOMS 3.4 BATHS

2600 SQ. FT.!

THESE ARE BIG HOMES, all with over 2500 sq. ft. of luxury livability. Almost no family is too large for these beauties. And what features! Look! BUILT-IN KITCHENS including dishwashers and disposals ... HUGE BREAKFAST AREAS ... magnificently carpeted wall-to-wall ... FIREPLACES, two in some models ... enormous WALK-IN CLOSETS ... FORCE-AIR HEATING for optional addition of air-conditioning. Planned, built and guaranteed by GEORGE D. BUCCOLA CONSTRUCTION COMPANY, known for taste and quality throughout the Southland.



FURNISHED MODELS OPEN DAILY

10 A.M. to 8 P.M.

Need further information? JUST CALL PR 6-2400

FREE POOL

A BIG DELUXE TAHITIAN POOL IN THE YARD OF YOUR SHERWOOD ESTATE TO A LUCKY WINNER. ALL YOU NEED TO DO IS INSPECT OUR MODEL HOMES WALKER & LEE, INC. AND REGISTER.

WALKER & LEE, INC.
Exclusive Sales Agent

PLEASE SEND ME A FREE BROCHURE!

George D. Buccola Co.
1045 Jamboree Road
Newport Beach, California

NAME _____

ADDRESS _____

CITY _____ ZONE _____

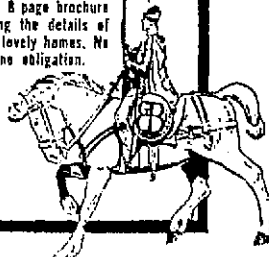
LOOK FOR ROBIN HOOD ON HIS BIG HORSE!
FREE GIFTS FOR EVERYONE AT ALL FIVE TRACTS!

GEORGE D. BUCCOLA PRESENTS

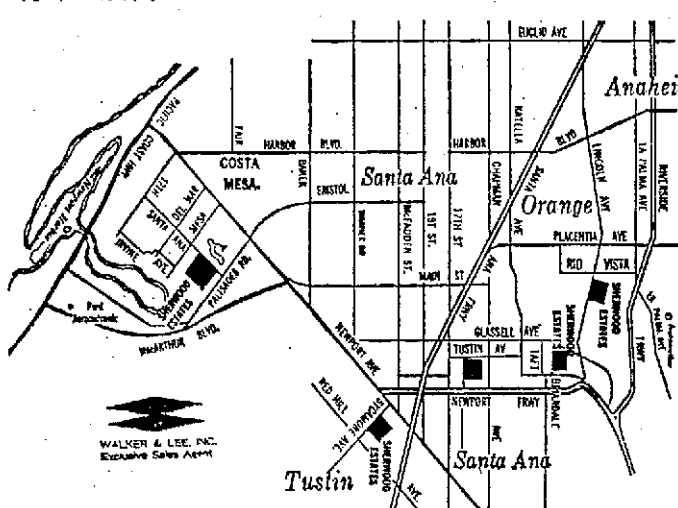
SHERWOOD ESTATES

FREE BROCHURE

Send now for your copy of the 8 page brochure showing the details of these lovely homes. No cost, no obligation.



IT'S EASY TO GET TO SHERWOOD ESTATES!



★ ANAHEIM

From Los Angeles, take the Santa Ana Freeway to Riverside Freeway, turn at College Blvd., turnoff, RIGHT on College Blvd., to Lincoln Blvd., turn left 600 ft. to model homes.

★ ORANGE

Same as above, turn LEFT on Lincoln Blvd. and continue to Newport Blvd. Turn right and continue about a mile to models.

★ COSTA MESA

Take the Santa Ana Freeway, turn off on 17th St. Right on 17th to Tustin Ave., LEFT on Tustin to Santa Clara Ave., then right 600' to model homes.

★ SANTA ANA

From Los Angeles, take Santa Ana Freeway to Newport Blvd., turnoff, continue on Newport Blvd. to Palisades Road. Left on Palisades about one mile to Santa Ana Ave. RIGHT on Santa Ana to models.

★ TUSTIN

From Los Angeles take the Santa Ana Freeway to Newport Beach turnoff. Continue 1 block to McFadden. Turn left on McFadden to Old Newport Blvd. Turn right 300 ft. to Sycamore and models.

Glamor At The Jubilee

SHIMMERING LIGHTS

reflections in crystal . . . dazzling gowns. The effect: nothing less than spontaneous combustion. These social leaders reflect the glamorous fireworks currently igniting excitement over two social highlights for Long Beach's forthcoming Diamond Jubilee Celebration — the Premiere Dinner (Oct. 31) and the Celebrity Ball (Nov. 15), both at Long Beach Arena. From left, Mmes. Donald Wallace, president of Junior League and member of Celebrity Ball committee; Lloyd Whaley and James H. Crooker, members of Premiere Dinner committee; and Malcolm Todd, member of Diamond Jubilee board.

—Photo by John Neagle

Independent Press Telegram
Women

LONG BEACH 12, CALIF., SUNDAY, OCT. 27, 1963, SECTION W

--See Story, Page W-8

Diamond Display Is Coming

"A girl's best friend" ... diamonds, of course, will be on display at Community Savings & Loan Association, 3901 Atlantic Ave., Oct. 28-Nov. 11. The famous diamond and precious gems exhibit will be at the company's Bixby Knolls branch in celebration of the Long Beach Diamond Jubilee. "The exhibit is an exciting story of the world's most treasured jewel," manager



AMONG DISPLAYS Crown Facsimile

Robert Talley stated. "There will be replicas of some of the most fabulous diamonds, including the famed Hope diamond and authentic facsimiles of the English crown jewels worn at coronations and state events, including Queen Mary's crown." Other exhibits include "The diamond from mine to gem," a working history of the diamond from discovery to final polishing; how a diamond is cut, showing the steps from the rough stone to finished gem; and "diamond cutting effects" showing how to trace the path of light through diamonds to differentiate between good and bad cuts. Coffee and refreshments will be served.

Says Good Business Is Ahead

The liquor industry, which benefits directly from current rising disposable income, should end 1963 with a new record of apparent consumption, according to Jack Musick, president of Hiram Walker Inc. Speaking at a preview of his firm's Holiday gift predicted that the year's total will reach 265 million gallons, an increase of more than four-and-a-half million cases over 1962.

Musick commented on the unusual unanimity of financial analysts in forecasting a record-breaking performance on the part of the American economy for the balance of this year and for 1964. He added that this optimism appeared to be fully justified by surveys of the U. S. Department of Commerce.

"Both the gross national product and disposable personal income rose to new highs in the second quarter of this year," he said, "and it appears we can look with confidence for a continuation of this upward trend."

Musick said that Hiram Walker's future marketing plans were based on the belief that general business will continue to be excellent.

He stated that Hiram Walker has scheduled the most extensive gift program in company history for the coming holidays.

Compton-Lynwood Realtors to Install

The 29th annual installation dinner dance of the Compton-Lynwood Board of Realtors will be held Thursday, Dec. 5, at the Long Beach Elks Club.

Officers and directors to be installed include H. H. (Bud) Stratford, president; R. L. (Bob) Dressendorfer, first vice president; Verle W. Van Lissel, second vice president; Wilson Buckner, secretary-treasurer; Vern Stone, W. L. White, new directors; and Gerald L. Petry and Bob Compton, re-elected directors. Other directors are Ella Britten, Ivan E. Lauper, H. K. Schnurpel and Bert Griffin, and associate director is Robert M. MacCormack.

GIANT 5 MILLION DOLLAR, 5 CITY

CLOSEOUT
BIG \$34,950 HOMES

LISTEN IN! KFWB ★ KEZY ★ XTRA ★ KWIZ
FOR NEWS OF THESE WONDERFUL BUYS!

\$29,950



Save \$5,000

DON'T MISS THE BOAT AGAIN THIS WEEK!
THIS OPPORTUNITY CAN'T LAST FOREVER!!!

BEAUTIFULLY DESIGNED, LARGE ENOUGH FOR ANY SIZE FAMILY, SHERWOOD ESTATES are two story, custom quality (no look alikes on any block), Eastern construction, far superior to similar or higher priced homes in these areas. For a few short weeks, they are going on the block at the builder's cut-down price, which is at least \$5000 below their value. WHAT A TIME TO BUY! Make this buy-of-your-lifetime this weekend while selection is still excellent and before prices go up. It has never been easier than with these prices and these terms! It may never be again.

MOVE IN TODAY!
AS LOW AS ... \$495 FULL DOWN PAYMENT!!

YOUR CHOICE OF EASY FINANCING!

NO MONTHLY PAYMENT 'TIL NEXT YEAR!

4 & 5 BEDROOMS 3 & 4 BATHS

2600 SQ. FT.! THESE ARE BIG HOMES, all with over 2500 sq. ft. of luxury livability. Almost no family is too large for these beauties. And what features! Look! BUILT-IN KITCHENS including dishwashers and disposals ... HUGE BREAKFAST AREAS ... magnificently carpeted wall-to-wall ... FIREPLACES, two in some models ... enormous WALK-IN CLOSETS ... FORCE-AIR HEATING for optional addition of air-conditioning. Planned, built and guaranteed by GEORGE D. BUCCOLA CONSTRUCTION COMPANY, known for taste and quality throughout the Southland.



FURNISHED MODELS OPEN DAILY

10 A.M. to 8 P.M.

Need further information? JUST CALL PR 6-2400

FREE POOL

A BIG DELUXE TAHITIAN POOL IN THE YARD OF YOUR SHERWOOD ESTATE TO A LUCKY WINNER. ALL YOU NEED TO DO IS INSPECT OUR MODEL HOMES AND REGISTER.

WALKER & LEE, INC.
Exclusive Sales Agent

PLEASE SEND ME A FREE BROCHURE!

George D. Buccola Co.
1045 Jamboree Road
Newport Beach, California

NAME _____

ADDRESS _____

CITY _____

ZONE _____

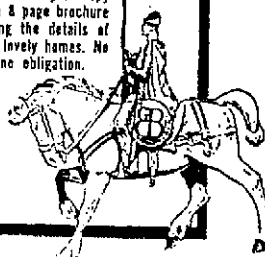
LOOK FOR ROBIN HOOD ON HIS BIG HORSE!
FREE GIFTS FOR EVERYONE AT ALL FIVE TRACTS!

GEORGE D. BUCCOLA PRESENTS

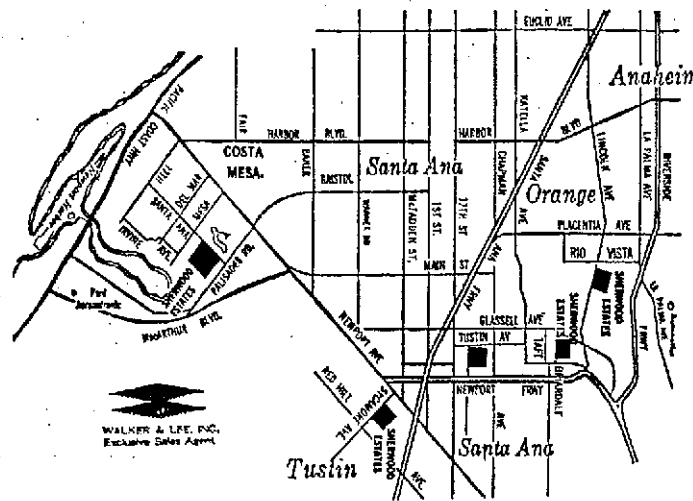
SHERWOOD ESTATES

FREE BROCHURE

Send now for your copy of the 4 page brochure showing the details of these lovely homes. No cost, no obligation.



IT'S EASY TO GET TO SHERWOOD ESTATES!



★ ANAHEIM

From Los Angeles, take the Santa Ana Freeway to Riverside Freeway, turn at College Blvd. turnoff, RIGHT on College Blvd. to Lincoln Blvd., turn left 600 ft. to model homes.

★ ORANGE

Same as above, turn LEFT on Lincoln Blvd. and continue to Newport Blvd. Turn right and continue about a mile to models.

★ COSTA MESA

Take the Santa Ana Freeway, turn off on 17th St. Right on 17th to Tustin Ave., LEFT on Tustin to Santa Clara Ave., then right 500' to model homes.

★ SANTA ANA

From Los Angeles, take Santa Ana Freeway to Newport Blvd. turnoff, continue on Newport Blvd. to Palisades Road. Left on Palisades about one mile to Santa Ana Ave. RIGHT on Santa Ana to models.

★ TUSTIN

From Los Angeles take the Santa Ana Freeway to Newport Beach turnoff. Continue 1 block to McFadden. Turn left on McFadden to Old Newport Blvd. Turn right 300 ft. to Sycamore and models.

Glamor At The Jubilee

SHIMMERING LIGHTS
... reflections in crystal ... dazzling gowns. The effect: nothing less than spontaneous combustion. These social leaders reflect the glamorous fireworks currently igniting excitement over two social highlights for Long Beach's forthcoming Diamond Jubilee Celebration — the Premiere Dinner (Oct. 31) and the Celebrity Ball (Nov. 15), both at Long Beach Arena. From left, Mmes. Donald Wallace, president of Junior League and member of Celebrity Ball committee; Lloyd Whaley and James H. Crooker, members of Premiere Dinner committee; and Malcolm Todd, member of Diamond Jubilee board.

—Photo by John Neagle

Independent Press-Telegram
Women

LONG BEACH 12, CALIF., SUNDAY, OCT. 27, 1963, SECTION W

--See Story, Page W-8

All Across Town--and Countries, Too

By Iola Masterson
I, P-T Women's Editor

IT NEEDS a little paint and a lot of polishing but Hortense Wyatt's "new" Rolls Royce finally arrived. As picture below indicates, it's her baby and John is letting her have her way with the new toy, which runs, incidentally, in tip top order--although it is a 1934.



Rolls up sleeves to care for her "new" Rolls.

Hortense and John returned late in August from a four-month trip around the world (by ship) during which time they spent five weeks in England (also visiting Denmark, Sweden, France, etc., etc.). In England one night at a dinner party they learned that a Lady Vansitotop wanted to sell her Rolls, a vintage piece, and the Wyatts decided it would be fun to start a hobby of old cars. Then the Lady backed out. But, as fortune would have it, they discovered, of all people, a pub owner who had one he also wanted to sell. They bought it. It arrived just the other day. Naturally, as a '34, it is in the classic car mold but, honest, to the uninitiated eye (after Hortense completes her polishing) it's darned hard to tell from the last one off the veddy strict version of the English assembly line.

Don't know whether they were trying to recoup the cost or not, but the Wyatts left Thursday, returned yesterday, from a trek to Las Vegas.

INTRODUCTION parties from what (at least, here) can be called summer into autumn affairs were given, with delightful joie de vivre by Clare and Lynn Hosson: last weekend with two evenings of cocktail buffets, Friday and Saturday.

Assisting Friday were Dorothy and John Munholland, Helen and Jonah Jones and Norma and George Trammell. Saturday assisting greet guests, satisfy their every party whim, were Helen and Bob Summy, Marge and Roy McCullough and Jo and George Pap.

Methodist Service Joins Two in Boise



Mrs. David Combs

Judith Ann Jones became the bride of David Eldredge Combs, son of Mr. and Mrs. Eldredge E. Combs of Long Beach, at a ceremony in First Methodist Church, Boise, Idaho, on Saturday night.

The bride, daughter of Dr. and Mrs. Ralph R. Jones of Boise, wore a gown of ivory satin styled with lace applied portrait neckline and cathedral train. Her bouquet was of carnations and orchids.

Preceding her to the altar was Mrs. Joseph J. Sands, her sister, as matron of honor, and Margo Metzler and Mmes. Robert Angell, Walter Spriggs and Craig Copper, the bridegroom's sister, as bridesmaids.

DONALD YUNKER served as best man and William Organ, Craig Cooper, Thomas Tucker and Riley Burton were ushers.

The new Mrs. Combs attended Colorado Women's College in Denver and received her BA degree in sociology from USC.

The bridegroom, a Poly

High alumnus, attended the University of Colorado and received a BS and master's degree in business administration from USC. He was affiliated with Kappa Sigma at U. of Colorado.

The newlyweds will make their home in Los Angeles.



Mrs. Elgin Ralston

La Sertoma Prexy Here

South Los Angeles district of La Sertoma, comprised of clubs in Long Beach, Whittier and Santa Ana will entertain the international president of La Sertoma, Mrs. Elgin Ralston, at a luncheon at the Charter House in Anaheim Saturday followed by a visit to Disneyland.

Mrs. Ralston was elected at the June convention of Sertoma and La Sertoma in Minneapolis and will serve through the convention next summer in Mexico City La Sertoma International.

She is a former first vice president of the Ohio Crippled Society of Lima, former treasurer of Lo He Ki Crippled Club of the YWCA, past president of the Retail Credit Managers Association, member of International Consumer Credit Association and former president of the Lima chapter of Toastmistress Club International.

The visitor will depart for Las Vegas Nov. 3 for the next stop on her itinerary which includes California, Arizona and Nevada. She is accompanied by Mrs. John H. Bliss, international director, of Whittier.

costumes . . . dresses . . . coats . . . suits



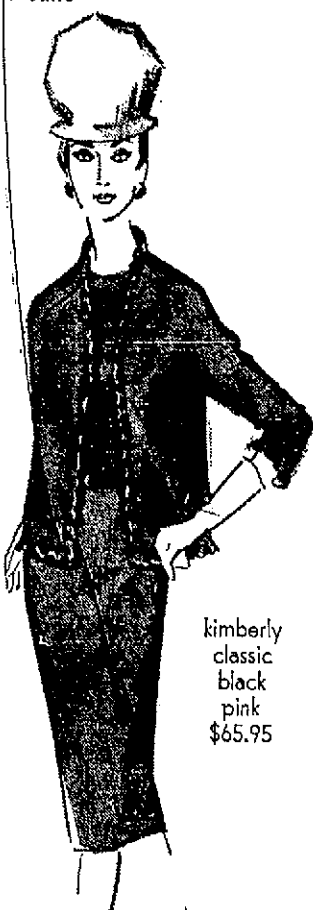
knit dresses

kimberly goldworm nantucket snyder knits

one piece dresses skirt-jacket-blouse dress with jacket

\$39.95 to \$89.95

ATLANTIC AT 45TH



kimberly classic black pink \$65.95

Civic Program on Monday to Feature Poly Orchestra

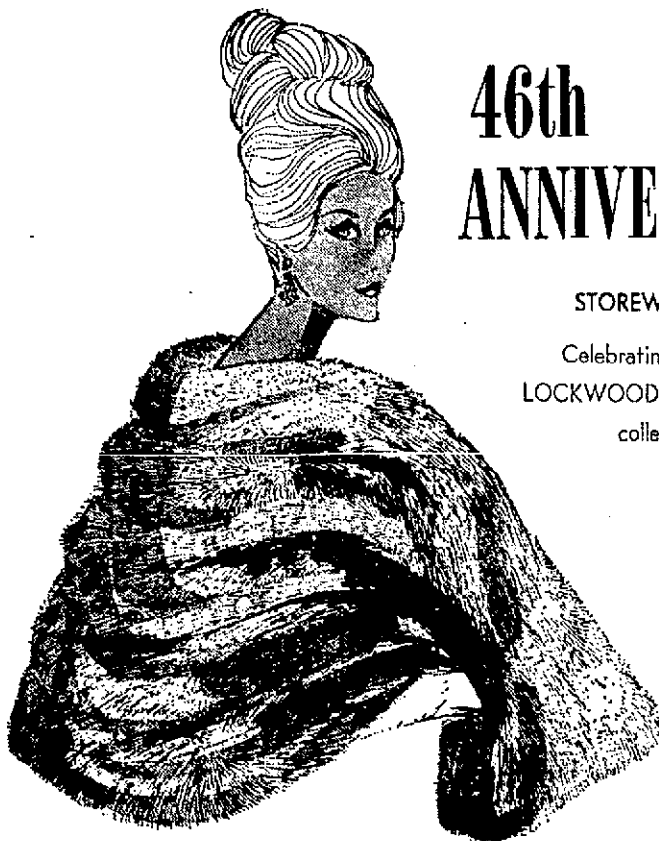
The 70-piece Polytechnic High School Orchestra, directed by Robert Dill, will present an hour of musical selections Monday on the community program sponsored by Long Beach Recreation Department in Exhibit Hall of Municipal Auditorium.

Outstanding numbers will be selections from "Porgy and Bess" and "Exodus" as well as Enesco's "Roumanian Rhapsody No. 1." Soloists are Phil Luna, Raylene Bade and Ken Williams. Carl H. Robertson will

lead community singing to open the program at 7:30 p.m. Regenia Beam accompanies. Tyo Orchestra, with Joe Marshall as caller, will play for old time and square dancing following the stage show.

Need a Tux Tonight
OR ANY NIGHT?
CALL
Raymond's
TUX SHOP
3843 Atlantic Ave. GA 7-0118

LOCKWOOD
Furs



46th ANNIVERSARY SALE

STOREWIDE REDUCTIONS

Celebrating 46 years in Long Beach, LOCKWOOD'S are offering their entire collection of finest quality furs at greatly reduced prices.

Norwegian Blue Fox Shrugs 75

Processed Broadtail Lamb Jackets 250

Natural Mink Stores From 335

LOCKWOOD
Furs

SEVEN ELEVEN PINE AVENUE

DOWNTOWN LONG BEACH

Leaguers Organize Volunteer Bureau

Grand opening of the new Volunteer Bureau South Bay Harbor, at 1427 So. Pacific Avenue, San Pedro, in the Harbor United Way, Inc., Building, has been set for Monday.

Announcement is made by Mrs. Donald Wallace Jr., president of Junior League of Long Beach, which group is sponsoring the project as another pilot program of the league, and by Vernon Fay, retired manager of the J. C. Penney Co., Long Beach, and president of the board of directors of the new bureau.

Under guidance of the local league, the Volunteer Bureau will be patterned after the Community Volunteer offices in Long Beach, which was established by the Junior League of this city in 1948.

It will serve the area from San Pedro north to Manhattan Beach and will be staffed by league members. Mrs. Robert Cooper has been named executive secretary.

THE NEW bureau grew out of meetings between league members, the Long Beach Community Volunteer Office and the Harbor Area Welfare Planning Council and the 24 welfare agencies from the area at which times a need for such a service was clearly expressed and established.

The bureau there, as here, is designed to bring together people who have free time and a desire to put it to use and for agencies who need volunteer workers to fill a number of interesting and rewarding jobs.

Many people serve their communities through clubs and other group organizations; however, the bureau is primarily aimed at newcomers in the area wishing to make friends and at the same time help others. It welcomes older people who find themselves with too much leisure and anyone else who enjoys doing a good turn for his fellow man.

As an example of what an agency such as this can do, volunteers working at the Community Volunteer Office in Long Beach put in over 100,000 hours serving 83 agencies and organizations.

American Legion Auxiliary Bazaar

A bazaar and turkey dinner is being planned by Arthur L. Peterson American Legion Auxiliary Unit 27 for Nov. 6 at Veterans' Memorial Building.

Dinner will be served from 5:30 to 7 p.m. with the bazaar opening at 3 p.m. Mrs. Lorraine Pittaway is chairman of the event. Mrs. Hazel Parker is sewing chairman.

Reservations may be made with Mrs. Ray E. Withee, 525 Ximeno Ave., or Mrs. Elizabeth Eberhard, 1418 Russell Drive. Mrs. Esther Steen is unity president.

Sam Asia

UNIQUE GIFTS AND HOME DECOR	994 REDONDO NEAR 10th ST. LONG BEACH GE 4-9324 OPEN 10 A.M. TO 5:30 P.M.
-----------------------------	--



Connie has memories, good news, souvenirs, too.

Fran Nason Is Woman of Year

Rick Racker's highest award, "Woman of the Year," was presented to Mrs. Leslie J. Nason (Frances Dixon Nason) at an autumn brunch Thursday at the home of Mrs. Kenneth S. Wing, 1407 Bryant Road.

In conferring the honor upon Mrs. Nason, Mrs. Robert Lintz, Rick Racker chairman, reviewed philanthropic endeavors of the outstanding Long Beach woman, particularly in the field of aid to handicapped children.

IN CLOSING, Mrs. Lintz stated "we should be touched by the virtues of these women (award winners) and thus increase our own responsibility toward our youth and civic improvement."

Among the community organizations in which Mrs. Nason has been active are Long Beach Recreation Association, Chi Kappa Rho, Long Beach Boat and Ski Club, Leeway Sailing Club, Long Beach Safety Council, P.T. A., Boy Scouts, Girl Scouts, American Red Cross, Southern California Public Pool Operators' Association, Soroptimist Club and Long Beach Day Nursery.

In 1948 Mrs. Nason made her skill in teaching swimming available to Tichenor

Clinic. Since that time she has helped many a handicapped child move under his own power for the first time.

RECOGNIZED as an authority on teaching swimming to the handicapped, Mrs. Nason has appeared on statewide discussion panels. She continues to work as a volunteer.

The event also served to introduce the 1963-64 edition of the Rick Racker Reporter, edited by Mrs. David Tallchett, assisted by Mmes. Richard L. Miller and I. S. Runolfsson.

The publication raises funds for the support of

Long Beach Girls' Clubs and a scholarship trust fund. The cover theme this year is "Spotlight on the Youth of Long Beach."

Former recipients of the "Woman of the Year" award in the receiving line at the brunch included Mmes. Everett Findlay, Gail C. Hudson, Burton C. Chace, Walter H. Case, Llewellyn Bixby Jr., Ivah B. Eaton and Earl Burns Miller.

Among special guests attending were Mmes. Melvin L. Campbell, founder of the Assistance League of Long Beach, and Mark Duffell, Assistance League president.



Mrs. Leslie Nason

Audrey's
BRIDALS and FORMALS

- bridesmaids
- mother of the bride
- after 5 dresses
- regular & large sizes

open Monday and Friday evenings 'til 9
bona fide cards welcomed
layovers invited
special attention to organizational groups

131 east fourth st.—he 7-5330
park free on lot across from audrey's

PINE AT BROADWAY DOWNTOWN LONG BEACH

Buffums'
BEAUTY STUDIO



The Castilian Look

CUT, SHAMPOO AND SET
7.00*

As spirited as the flamenco . . . as inviting as the click of castanets . . . The Spanish Renaissance inspires the new "Castilian Look"

exclusively at Buffums' Beauty Studio.

Call for your appointment, use your Charge-Plate.

For the gala season ahead see our collection of beautiful hair pieces. Or don one of our flattering wigs . . . of finest human hair. from 25.00

*Regular operator 5.00

MONDAY, FRIDAY 9:30 TO 5:30 OTHER DAYS 9:30 TO 5:30 PHONE HE 4-9841

PINE AT BROADWAY DOWNTOWN LONG BEACH

Buffums'
LINERY

SPECTACULAR

DESIGNER HAT SALE

12.00

reg. 22.95 to 35.95—A superb collection of designers' sample hats in the season's newest silhouettes and fabrics.

One-of-a-kind models in lush Fall colors . . . and Black . . .

beautifully detailed in dressy and tailored styles. You can have a whole wardrobe of trend-setting fashion hats at these sought-after savings.

Also included are many from our fine-label millinery.

MONDAY, FRIDAY 9:30 TO 5:30 OTHER DAYS 9:30 TO 5:30 PHONE HE 4-9841

PINE AT BROADWAY DOWNTOWN LONG BEACH



SUNCHARM SPORTSWEAR

QUICKSILVER KNITS

Antron[®] nylon by DuPont brings a new dimension of ease and composure to fashions by Tabak of California.

Supple, Lustre-knits that move when you do—to return like quicksilver to their perfect shape . . . warding off wrinkles . . . keeping their sparkling beauty, marvelous resiliency always!

Perma-blue, Castilian coral, chartreuse, 10-16
Cardigan Jacket, 25.95 Slim skirt, 15.95
Shell, 17.95
Matching sleeveless rayon print shell, 13.95
Sheath or sleeveless sheath 35.95
(from our dress shop)

Meet Irene Saltern of Tabak Mon., Oct. 28, in our Long Beach Suncharm Sportswear from 2 p.m. to 4 p.m. See the Tabak collection informally modeled from 2 to 4 p.m.

Also at Our Palos Verdes and Marina Stores

Buffums' Autoport Parking . . . Also Lincoln Park Garage

MONDAY, FRIDAY 9:30 TO 5:30 OTHER DAYS 9:30 TO 5:30 PHONE HE 4-9841



LIONESSES TO ROAR

Participating in an outdoor planning session for a fashion show luncheon for Lady Lions and their guests Friday at the Petroleum Club are (from left) Mmes. Wesley Belt, C. P. Morgan, Walter Edwards, G. R. Chrisman.

Lady Lions Will Lunch on Friday

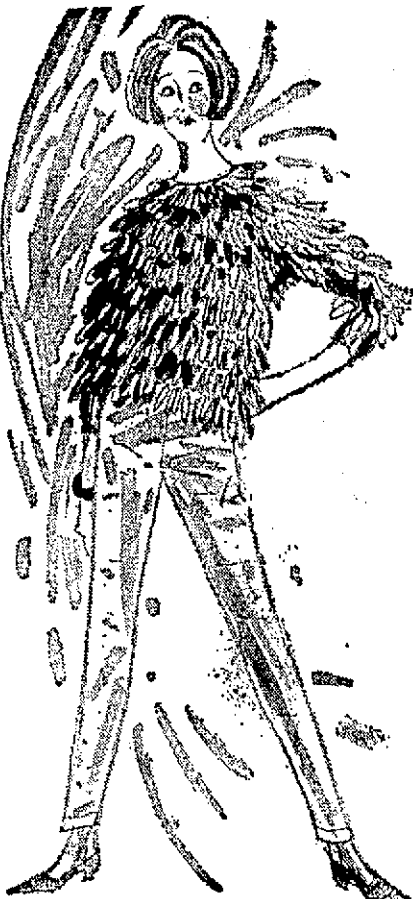
Members of the five Long Beach Lady Lions Clubs and their guests will attend a fashion show luncheon at 11:30 a.m. Friday at the Petroleum Club. The event will be the 14th annual all-city meet.

A Braille writer for a deserving young person will be purchased as a joint project of the clubs.

Fashions from GIGI's in the Shore will be shown.

Mrs. C. P. Morgan, president of the Downtown Lady Lions Club, will preside at the luncheon. Assisting with arrangements are other club presidents, Mmes. Wesley Belt, North Long Beach; Eugene Hamilton, West Long Beach; G. R. Chrisman, Belmont Shore; and Walter Edwards, Lakewood.

Window Shopping



SHAGGY DOG sweater topping silk-like stretch pants with cuff and stirrup makes for fun holiday entertaining—or skiing. Sweater (all wool with giant tiered loops) is British import. Comes in shocking pink, bright blue, stark white or soft lilac. Small, medium and large for \$24.98. Matching pants sizes 8 to 16 at \$12.98. Both by Paul Rose. For information call GE 4-7755.

Patriotic, Fraternal Calendar

MONDAY
Bettina Chapter, OES, Christmas tea and bazaar, noon to 4 p.m., Garden Room, Third Street and Alamitos Avenue. Cards will be played and the public is welcome. Mildred Highsmith, chairman.

Nazareth Shrine 8, birthday night for Mamie Speaker, worthy high priestess, and Charles Boone, watchman of shepherds, 7:30 p.m., Palos Verdes Masonic Temple, 5155 E. Pacific

Handweavers' Guild to Meet

Southern California Handweavers' Guild will have its next meeting Saturday in Pico Arlington Christian Church, 3405 W. Pico, Los Angeles.

Tea will be served from noon to 2 p.m. A program will follow. Members will provide weaving articles, baked and canned goods, plants and weaving materials for sale.

Coast Highway. Supreme honorary officers will fill stations. Mrs. Boone, chairman.

Anna Etheridge Tent 58, DUV, covered dish luncheon and gift sale, 11:30 a.m., Veterans Memorial Building. Mrs. Fayette Bell, department president, will be a guest. Nellie Foulk presides.

TUESDAY
Satellite Social Club of Palos Verdes Chapter, OES, covered dish luncheon followed by business and cards, noon, Machinists Hall. Eileen Olsen presides; Ver-

lin Hummer, chairman.

FRIDAY

Monte Vista Court, Order of Amaranth, turkey dinner, 6 to 7 p.m., Monte Vista Temple, 1120 E. Market St. Reservations with Mrs. Billie McClintock, 2860 Baltic Ave. Balloting for new members takes place during stated meeting following. Elsie Tipping presides.

Chapter 8, Blue Star Mothers of America, annual dinner and bazaar, 6 p.m., American Legion Hall, 59th Street and Orange Avenue. Public welcome.

MODELS

THE VOGUE AGENCY

... has outstanding Adult and Child Models available for Fashion, Photography and Public Relations.

Operated by the

Vogue School of Self-Improvement

4320 Atlantic Avenue GA 7-4277

"VOGUE FASHION SHOWS"

Mon., 12:30 P.M.—Elks Club

8:00 P.M.—Captains Inn

Tues., 12:30 P.M.—Porto o' Call

Thurs., 12 Noon—Cove Bowl

Fri., 12:30 P.M.—Java Lanes

Sat., 1:00 P.M.—Welch's Restaurant

Bridal Vows Exchanged

Stephens-Shehyn

Two hundred and fifty guests witnessed the marriage of Nancy Marilyn Shehyn, daughter of Mr. and Mrs. George G. Shehyn, and Leonard Wesley Stephens, son of Mr. and Mrs. Leonard L. Stephens, all of Lakewood, at Christ Presbyterian Church.

A full length gown of peau de soie with lace overlay accented with beads was chosen by the bride for her wedding. Her maid of honor was Diane Daly. Barry Braman served the bridegroom as best man.

Other bridal attendants included Ronna Ellingson, Rita Williams, Diane Russell, Diana Stephens, Allen

Oswald Jacoby Tell Partner of Weakness

There is a general rule that when you lead a suit of four or more cards you should lead fourth best unless your suit is headed by certain specific high card combinations.

There is one conspicuous exception to this rule that is well illustrated in today's hand.

South doesn't have much of an opening bid but his partner's hand is very sound and the contract of four hearts is a good one.

South wins the opening spade in his own hand and takes an immediate diamond finesse. Perhaps he should have gone after the trumps first but the actual result would be no different. Both finesses are wrong.

EAST TAKES his king of diamonds and a shift to a club is clearly indicated. Also, he should lead the

NORTH		26
♠ A 4		
♥ K J 3		
♦ A Q 10 9 6		
♣ 7 6 4		
WEST	EAST	
♠ J 10 9 7 3	♠ Q 8 5 2	
♥ 6 5	♥ Q 10 2	
♦ 8 7 2	♦ K 3	
♣ A J 2	♣ 9 8 5 3	
SOUTH (D)		
♠ K 6		
♥ A 9 8 7 4		
♦ J 5 4		
♣ K Q 10		
Both vulnerable		
South	West	North
1 ♥	Pass	2 ♠
2 ♥	Pass	4 ♠
Pass	Pass	Pass
Opening lead—♠ J		

nine of clubs and not his fourth best. It is not important to give his partner a count of the club suit, but it is more important to let his partner know that he doesn't hold a high club.

South will play either the king or the queen. It shouldn't make the slightest difference to West. He will see that the only chance to beat the contract will be to let South hold that trick, so if West is on his toes he will play the deuce of clubs.

Eventually East will get the lead with his queen of trumps and a second club lead will allow West to make his ace and jack.



Mrs. Leonard Stephens



Mrs. Lorenzo Gomez

Braman, Lawrence Saiwe, Ralph Kearns and Phillip Johnson.

The couple graduated from Lakewood High School and attended Long Beach City College.

They are honeymooning at Victoria Island, B.C.

Gomez-Burhenn

A Nuptial Mass at St. Matthew's Catholic Church united in marriage Catherine Rae Burhenn, daughter of Mr. and Mrs. Harold R. Burhenn, and Lorenzo T. Gomez, son of Mr. and Mrs. Conrad Gomez.

The bride wore a white gown of peau de soie with lace applique and cathedral

train. Her maid of honor was Ann Brennan. The bridegroom chose Jay Davis as his best man.

Other members of the wedding party included Jane Burhenn, Patricia O'Gara, Mr. and Mrs. Joseph Jasinski, Conrad and Claudio Gomez, Patrick Joyce, Nancy, Peggy, Pammy and James Burhenn.

The new Mrs. Gomez is a graduate of St. Anthony's High School and attended Mount St. Mary's College for Women. Her husband was graduated from Pius X High School and attended Long Beach City College.

On their return from a San Francisco honeymoon, the couple will reside in Lakewood.

Alter Society Sets Apron Sale

The annual gift and apron sale of St. Anthony's Altar Society will be held Friday in the high school cafeteria, Sixth Street and Alamitos Avenue, from 4 to 8 p. m. in conjunction with the group's First Friday dinner. Mrs. Peter Bergeron is chairman.



SMALL SIZE SPECIALISTS • SMALL SIZE SPECIALISTS • SMALL SIZE SPECIALISTS • SMALL

Kitten-Soft

A pastel soufflé
2-piece of
Cotton Mohair &
Nylon Towear
most anywhere
By Stanton Jrs.
19.98

House of Nine

Sizes
3 thru 9
only

430 PINE AVE.—Open Mon. and Fri. Nights

PINE AT BROADWAY DOWNTOWN LONG BEACH

Buffum's

FOUNDATION SALON

SHOP
MONDAY NIGHT
'TIL 9 P.M.



nothing slims like the SMOOTHIE SLIMLOOK® TOUCH

So simply done with Smoothie's Slimlook® touch of firm lace-over-satin, adroitly placed on the satin elastic front to flatten and flatter with easy grace!

A. Slimlook® all-in-one Foundation in Lycra® Spandex, to mold the figure beautifully! B, C, D cup, **25.00**

B. Long-leg Panty Girdle with the Slimlook® touch. S, M, L, XL, **13.50**

C. "Always Twenty-one" Girdle in Lycra® Spandex, with the Slimlook® touch, **17.50**

Nylon lace Bra has Lycra® Spandex back for perfect diaphragm control. B, C cup, **8.50**; D cup, **10.00**

MEET MABLE ROBBINS Stouse Adler
Stylist in our Foundation Salon.
MONDAY and TUESDAY,
October 28th and 29th

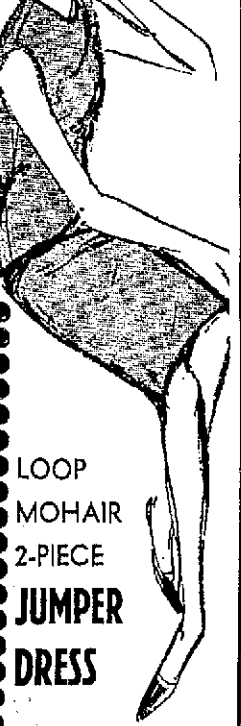
Convenient Autoport Parking ... also in Lincoln Park Garage

MONDAY, FRIDAY, 9:30 TO 9. OTHER DAYS 9:30 TO 5:30. PHONE HE 6-9841

Gene's

Pine Ave. at 5th St.
Downtown
Long Beach

Phone
HE 2-1064
to
reserve
your
size



LOOP
MOHAIR
2-PIECE
JUMPER
DRESS

SENSATIONAL \$16.98
AT ...

Fully-lined slim skirt and sleeveless top. Smart for casual or dressy occasions. White, Lilac, Aqua, Pink. SIZES 6 to 16

Face Value Judgements Don't Check Out

INDEPENDENT-PRESS-TELEGRAM—W.S.
Long Beach 12, Calif., Sunday, Oct. 27, 1968

By MARY NETH

If you've been irate when the cashier at the local grocery store demanded ALL your ID cards before he'd take your check, calm down.

An honest face isn't trusted any more. The population boom has brought a boom in bouncing checks, too.

According to Sgt. George Workman, forgery detail, Long Beach Police Department, super markets, especially, are receiving a super amount of bad checks.

"Clerks get careless," he says. They don't write down a license number—they get in a rush and skip the ID. Sometimes, oddly enough, they'll be very careful about cashing a personal check for \$5, then turn around and accept a phony payroll check for \$125 without question. I guess, it somehow looks more impressive—like a better risk," he adds ruefully.

In this officer's opinion, caution should be the watch word—or everyone.

"Accepting a check without knowing the person or checking identification and credit is asking for trouble. One also should be sure to keep good track of credit cards and promptly report their loss."

BUT, THERE is a bright note to the bad check picture. The officers usually get their man.

"We solve about 80 percent of all cases that come our way," says Sgt. Workman. "The job of nailing the crooks is made somewhat easier by the fact that so many are repeaters. They're barely out of jail before they are up to the same old tricks. It seems to be a sickness—a compulsive type of behavior—like alcoholism."

That's why, according to Sgt. Workman, California is relaxing its laws—being more lenient in dealing with offenders.

At first, this doesn't seem to make much sense, but as explained, it's a measure taken in the public's interest.

Now, forged checks written for less than \$100 net the offender only a misdemeanor charge.

"Before, anyone who passed such a check for more than \$50 was punishable as a felon," explains Sgt. Workman. "That meant instead of being given probation plus perhaps a term in the county or municipal jail, the guilty party was eligible for a healthy prison term. Result: no one got their money back and the taxpayer had to foot the prison bill for board and room, to boot."

AS FAR AS Sgt. Workman is concerned, there is no sure-fire way to eliminate the bad-check passer entirely, not as long as so much business is conducted through checking accounts. But, he does feel a less glib public would help.

The federal government which issues some 350,000,000 checks a year has a

few words of advice along this line:

When you expect a check in the mail, be on hand or have someone else in the home to receive it. If that's not possible invest in a closed mailbox—the type that has to be opened by key.

Don't endorse a check until you are in the presence

of the person who will cash it. (If someone else gets their hands on it—you have no recourse.)

And, if you are accepting a government check, be sure the person can properly identify himself; initial the check and make a note of driver's license and ask yourself: "If this check is forged, can I find the forger

and recover my loss?"

Some stores now are employing Telecredit—an electronic gadget that checks on check passers in a matter of minutes—but its use is not widespread and it will never offer protection to other than large businesses.

COMMON SENSE is the

only answer for the rest of the public.

And, if you take the word of Harold T. Ennes, assistant vice president, operations, main office Long Beach Bank of America, you'll be particularly cautious during December and January.



CHANGE OF PACE...

PERMANENT BY HELENE CURTIS

... Its the new wave designed for the new look in hair style... smooth, soft, ultra-simple. Gives invisible support so that these smooth styles last from set to set. Our waving experts choose change of pace to take hair care out of your hands, give your hair beauty that lasts! Let us show you the many new styles you can have with this new wave.

PERMANENT, INCLUDING SHAPING AND STYLING

\$12.50

Come in with or without an appointment. Use Your BANKAMERICARD PLATE

Cozart Beauty Salons

DOWNTOWN
137 E. 4th St.
HE 6-2859
FREE PARK & SHOP

BIXBY KNOLLS
3934 Atlantic
GA 4-8377
FREE PARKING

is your outlook
a new look?

Let us help you develop
your hidden talents and you, too,
will know the many rewards
enjoyed by our students
and graduates



Wilma Hastings

Finishing School and Fashion Modeling
430 E. OCEAN BLVD. PH. HE 2-4511



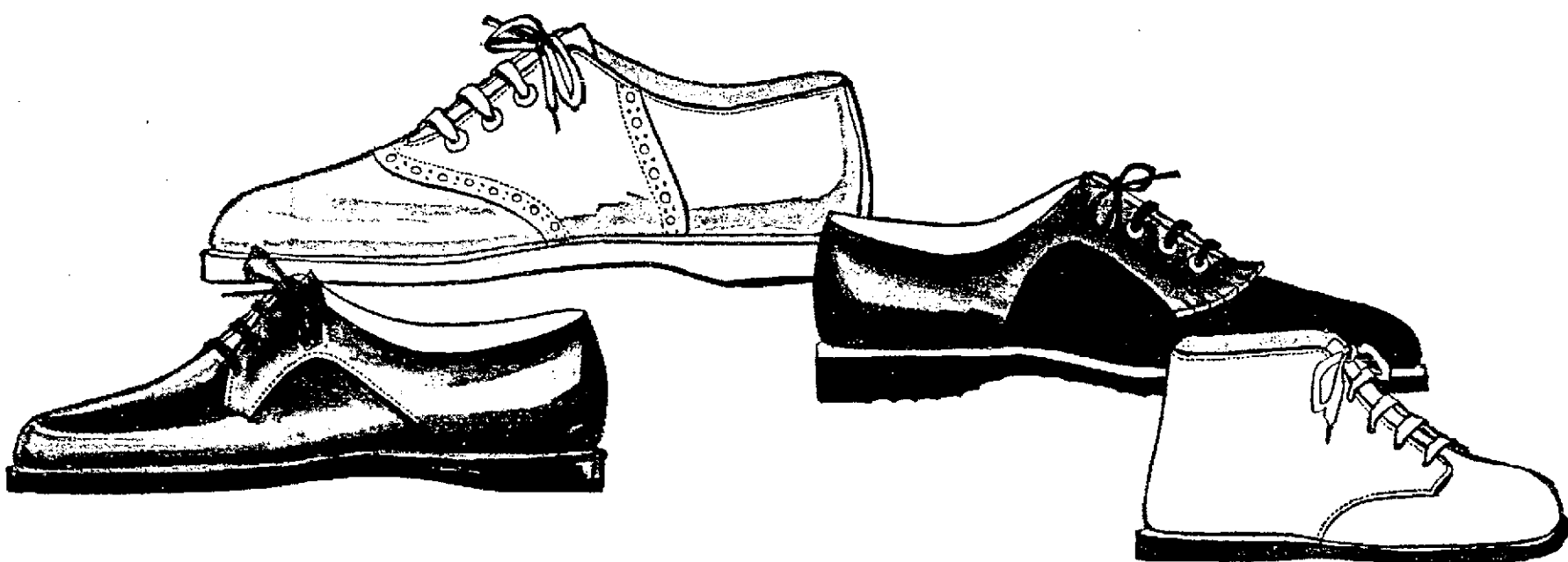
THERE'S NO DENYING IT. RACY CROWD THESE JOYCE SHOES, COMPOSED AS CAN BE IN A BOX, EVEN DEMURE AT TIMES, YET SLIP THEM ON YOUR FOOT AND WHOOOSH! DOWNRIGHT EXCITING. IF YOU'D LIKE A DASH OF GET UP AND GO, TRY THE CASHMERE SET IN BLACK CALF 15.99, LUCKY CHARM, CENTER, IN BLACK OR OTTER CALF 14.99 OR LEFT BANK, LOOKING VERY NEW YORKERISH AT THE RIGHT IN BLACK, RED OR OTTER KID 13.99 BUT HOLD ON TO YOUR HAT!

by joyce LAKEWOOD CENTER

5030 Pepperwood Ave.

Innes

Pick on a shoe your own size!



WE'LL MAKE SURE IT'S THE RIGHT SIZE. JUST AS WE'LL TRY TO MAKE SURE YOU CHOOSE NUMBER 26, THE SHOE DESIGNED TO FIT THE FOOT IN MOTION. CARES FOR KIDS FROM TODDLING TO TEEN-TIME. STARTS WITH FIRM SUPPORT AND NO NONSENSE, THEN ADDS TASTEFUL TOUCHES OF STYLE. BOYS AND GIRLS' STYLES ABOVE, PRICED ACCORDING TO SIZE, 6.99 TO 10.99, CHEAP FOR HEALTHY, HAPPY FEET.

number 26 LAKEWOOD CENTER

5030 Pepperwood Ave.

Innes



'Watch Every Motion-- Every Breath'

By ELISE EMERY



AT "SOUTH PACIFIC" REHEARSALS, accompanist Charles A. Ruetschi focuses attention on singers, dancers and constantly changing scenes. In pictures at top of page, left, are James A. Newquist and Lyn Madrigal as Lt. Cable and Liat; next, Keith Houdysheli as Capt. Brackett;

then, Eddie Martinez as the Professor, Belle Ellig as Bloody Mary, and Roy Malmberg as Luther Billis. At far right are stars James J. Boyd playing Emile de Becque, and Mary Metzger Hamm in role of Ens. Nellie Forbush, with children Gail Sekiguchi and Little Eddie Martinez. Show will close Nov. 11.

"Be aware!

"Be aware of everything! Every motion, every breath!

"An evening of rehearsal is more mentally fatiguing than reading Aristotle all day."

That is why concert pianist Charles A. Ruetschi (pronounced Richey) finds playing for Long Beach Civic Light Opera rehearsals invigorating.

"Total dedication to what you are doing at the moment—that's the secret."

"I always give my whole attention to what I'm doing, whether I'm the star playing in formal dress on the concert stage or accompanying. When I sag, I do that completely, too. I go out in the patio and SAG."

The cast of Civic Light Opera's "South Pacific," which opens Thursday evening in the Concert Hall of Municipal Auditorium, agrees.

They are giving their whole attention to the show—repeating, polishing, refining. Totally dedicated.

NOBODY HAZARDS a guess as to how many hours go into rehearsals. The cast wants the best possible production for the audience. No one watches a time clock. They work a scene over, over, over again.

Boring?

"Never!" says Ruetschi, a child prodigy who was at home on the concert stage before he reached his teens, then went on to a distinguished career in both piano and voice.

"What makes 'South Pacific' a lasting favorite is the music. I believe 8 out of 10 people go,

again and again, to get lost in that wonderful music."

A favorite?

"All of the feature songs are beautiful, each in its own way."

The score includes such enduring numbers as "Some Enchanted Evening," "Bali Hai," "I'm Gonna Wash That Man Right Outa My Hair," "Younger Than Springtime," "Happy Talk," "Bloody Mary," "This Nearly Was Mine."

HEADING THE CAST which brings the music of Rodgers and Hammerstein to life are James J. Boyd as Emile de Becque and Mary Metzger Hamm as Nellie Forbush.

Other principals are Lyn Madrigal, James A. Newquist, Belle Ellig, Roy Malmberg, James M. Short, Eddie Martinez, Keith Houdysheli, and Sutter Kunkel. Little Eddie Martinez and Gail Sekiguchi play de Becque's children.

As they, the chorus and dancers rehearse under Bill Roberts' direction, Ruetschi rivets his eyes on the stage.

"An accompanist must watch every breath the singer draws, know how long it will last. He must establish empathy with the singer, study the way he is thinking, how he is interpreting the song. He must watch, anticipate, every moment."

Preceding "South Pacific," which begins at 8:30 p.m., an original half-hour musical, "The Long Beach Story," will be presented.

When the curtain rises on opening night, the accompanist's work will be finished; the orchestra will be in the pit, and Ruetschi will be a member of the audience, lost in the music.

San Francisco Film Festival

Dominated by new films giving a view of contemporary life around the world, the seventh annual San Francisco International Film Festival will present 21 features from 17 countries Oct. 30 through Nov. 12 at the Metro Theater.

Eugene Burdick, associate professor of political science at the University of California at Berkeley and author of three best-selling novels will join the panel of jurors, according to Festival Director Irving M. Levin.

EARLY BIRD Special



MON. TUES. WED.

COLD WAVE
AND CUT
NOW ONLY \$6.95

Stylist prices slightly higher

No extra charges on this design wave. Lower price on our less busy days.

HAIR SPRAY
\$2 Can \$1

Phone HE 2-7451

Walker's
The Friendly Store of Long Beach
Fourth and Pine

'Clotfield' Opens Friday in Morgan Hall Playhouse

"Clotfield," a new play about the daughter of a Negro housekeeper who grew up believing she was the daughter of President Thomas Jefferson, opens Friday night in Morgan Hall Playhouse.

Adele George stars as Clotfield in the work by Pearl M. Graham of Sunset Beach. It is based on the novel by Negro writer William Wells Brown, an escaped slave and abolitionist.

ALMA NELSON plays Mrs. Patrick Henry and also serves as "The American Conscience," a narrator. As Mrs. Patrick Henry, she befriends Hester, the Negro housekeeper in the Jefferson household, and the daughter, Clotfield, Miss Nelson, of Redondo Beach, has acted at the University of Michigan, Chapel Theater and Players Ring Gallery.

THE CAST includes Jim Gosa as Thomas Jefferson, Jack Lackman, Ralph Dougherty, Pamela Collins, Leon Brawley, Larry Worch, Richard Moore and Sonya Turner. Hazel Henderson is the chorus of sorrow songs.

Samuel A. Boyea, producer, is co-director with Morris Buchanan; sets are by Jim Eric; Claude Fenner-Lopez and Norris Nyack

Superfluous Hair
Scientifically and Permanently Removed

Laura Scott Fries, R. E. Member of Electrologist Association of California.

HE 6-9841
BEAUTY STUDIO
Consultation without charge

Buffums



Alma Nelson

handle the technical department.

The play will run for three weekends.

Extra Matinee for 'Music Man'

In response to the unusually large demand for tickets to "The Music Man," current attraction at Melodyland Theater, Anaheim, the management has scheduled an extra matinee Saturday at 3 p.m. Regular performances run nightly except Monday, and a Sunday matinee.

Bert Parks of "Stop the Music" fame is starred. Featured performers include The Sportsmen quartet, soprano Eileen Christy, Harold (Hal) Peary, who was the original Great Gildersleeve, Renie Riano and Robert Driscoll. The show closes next Sunday night.

On Stage . .

CHAPEL THEATER, 4164 Pacific Coast Hwy., Torrance. "Thieves' Carnival," 8:30 p.m., Friday Saturday, Sunday, through Nov. 26.
COMMUNITY PLAYHOUSE, 5921 E. Anaheim St., "Love Me Long," 7:45 p.m., Thursday, 8:30 p.m., Friday and Saturday; closes Saturday.
MAGNOLIA THEATER, 2406 Magnolia Ave., "Come Blow Your Horn," 8 p.m., Thursday and Sunday, 8:30 p.m., Friday and Saturday, through Nov. 14.
OFF-BROADWAY, 311 Line Ave., "Orpheus Descending," 8:30 p.m., Friday and Saturday, closing Saturday.

Six Painters Exhibit Fresh, Original Work

By VIRGINIA LADDEY

An arresting collection of fresh, thoughtful paintings is on display in Long Beach City College gallery, Faculty Avenue and Harvey Way, until next Thursday. Viewing hours are 10 a.m. to 4 p.m. and 7 to 10 p.m.

Norma Matlan of the art faculty is responsible for the selection of the works by six men painters in the Long Beach-Seal Beach area. While each has a most individual statement, the 33 works look very well together in the lastestfully-conceived exhibit.

Robert Brandis uses thick, expressionistic paint effectively for mysterious figures, some of whom are in the process of "Learning to Fly."

ROD BRIGGS shows several of a "TV Series." The color is very thin, in a close range of sepia. The "evil eye" frames very ephemeral, fulsome ladies caught in intimate moments, or, in one instance, the American family out for a spin with mama

directing from the back seat while junior delightedly catches the airstream with a starfish hand.

DONALD DAME studies the beach scene in rather sophisticated abstracted compositions which are carefully worked out in patterns of tertiary colors.

Jack Kay has developed a most amazing way of conveying the hard, bright California sunshine, though his palette tends to putty tones and blues.

DEAN SPILLE is wonderful with flowers and warm sunlight. "Portrait of Billy" is all in tones of yellow to orange with ravishing pink geraniums in the foreground.

Robert Walker combines hard-edge abstraction with Oriental calligraphy and sparseness. His flat color planes glow with light in the way that Feininger used it. His series is on chess moves.

This is a very painterly group, highly-skilled and sensitive.

Marion Rankin STUDIO OF DANCING
Specializing in Every Phase of the Dance
MODERN • JAZZ • BALLET • TAP • ACROBATICS
STAFF OF HIGHLY QUALIFIED TEACHERS

BILL ROBERTS
Modern & Jazz

HENRI SCANLON
Vocal Coaching

• ENROLL NOW •

For Information Call

Geneva 4-7554

4023 E. Anaheim, Long Beach

Open Mon., Thurs. & Fri. 12:30 to 9:30

There's new fashion excitement at M & B

Mullen
M & B
Bluett

VELVET— THE OPULENT SHIFT

Fashion's favorite silhouette in new elegant guise for the imminent festive season.
Lush rayon velvet with crease and spot resistant Syl-mer finish.
Satin collar and deep front placket with self-covered buttons.
Black only.
Junior sizes 7-15

23.00

Charge it! It's easy!

Mail & phone orders
634-7333

LAKEWOOD CENTER—5028 Pepperwood

To Present 'Henry IV' at LBCC

Shakespeare's "Henry IV, Part I" will be presented at 8:30 p.m. Friday and Saturday in Long Beach City College auditorium, Harvey Way near Clark Avenue. Tickets will be available at the box office both nights.

Presented by the Theater Arts department of the LBCC Liberal Arts Division, by David Emmes and J. L. White. Principal members of the cast are Steve Arena as Henry, Fred Stokes as Prince Hal, Joe Matarazzo as Falstaff, Jim Carson as Hotspur, Steve Caruth as Worcester and Randall Cohen as Lady Percy.

OF ALL Shakespeare's histories and chronicles, "Henry IV, Part I" was the most successful in his own day and, according to critic Thomas Parrot, "has been an unending source of delight ever since."

In addition to focusing on one of the crucial periods of English history and such strong and complex personalities as King Henry and his rebellious earls, the play introduces "the conceived mirth of Sir John Falstaff." Falstaff, who appears in two later plays, is the most fully-drawn comic character in theatrical literature.

Student production managers include Buddy Tobic, Helen Jones and Bjo Trimble.

'Capriccio' Previewed

San Francisco Opera, which will give 20 performances of 14 works at Shrine Auditorium from Nov. 1 through 24, is setting what may be a world-wide precedent. It is presenting a printed preview of an opera to all those purchasing tickets for the performance.

The opera is "Capriccio," by Richard Strauss. Premiered in 1942 in Munich, it was his last opera—and, by his own account, his favorite.

Since this is the first time that the company is staging "Capriccio," it decided to acquaint audiences with the opera by distributing a special booklet about it. The booklet, written by Dr. Ernest Roth, an expert on Strauss and his long-time friend, gives the creative background of the opera, its story, and an analysis of the music.

"Capriccio" will be sung at the Shrine Nov. 6, with Elisabeth Schwarzkopf in the main role. Others in the cast include Cesare Valletti, Herman Prey, Glade Peterson, Jolanda Meneguzzi and Howard Fried.

EARLY WEEK SAVINGS



**MONDAY
TUESDAY
WEDNESDAY**

**COLD WAVE
AND HAIR CUT**

7.95
complete

Stop in early in the week when our pace is more leisurely.

The Broadway LONG BEACH

IN THE LOS ALTOS SHOPPING CENTER
Bellflower at Stearns GE 9-6811; GE 8-4392



'EAGLE WHARF' is one of 45 prints by James A. McNeill Whistler which go on display today at Long Beach Museum of Art. The work is in the exhibit, "A University Collects: Cornell," which will remain at the museum through Nov. 10.

'My Dear and Great Artist'

By RACHEL MORTON
L. P. T. Music Critic

On Sept. 28 there passed from among us a world-famous operatic soprano by the name of Rosa Raisa. She died, at the age of 70, in the home of her son-in-law and daughter, Dr. and Mrs. Joseph Seagla in Pacific Palisades.

I had the honor and privilege of interviewing Madame Raisa in her lovely home, and in Major & Minor Notes of March 23, 30 and April 6, 1958, I told of this wonderful visit.

I had heard Raisa sing with the Chicago Opera Company and also in recital. She was strikingly beautiful at the time and when she came to the door, I exclaimed: "Rosa Raisa!" for she had not changed a bit, except that her hair was white. Her warm cordiality made one settle back as with an old friend.

"I can't remember the time when I did not love music," she said. "As a little child I used to follow every hurdy-gurdy to the great conglomeration of my family."

MADAME RAISA was born in Poland where she lived until her mother died when she was 6. She then went to live with a favorite married cousin in Naples, Italy, where she entered the conservatory at the age of 14. Her one and only teacher, Marchisio, used to teach the little girl at 8:30 every morning before her classes began.

Call Soloists

Frank Ahrold, choral director for the Recreation Department, invites soloists to audition for "The Messiah" Monday and again on Nov. 4 at 7 p.m. in the Band Room at Millikan High School.

"The Messiah" will be presented with a chorus of 100 on Sunday, Dec. 8 in First Congregational Church.

Major and Minor Notes

At 19 she made her operatic debut singing the lead in Verdi's "Oberta," which led shortly to her engagement as Norma in the opera of the same name with the San Carlo Opera in Naples.

WHILE SINGING with this company, Madame Raisa was heard by the famous opera conductor, Campanini, who engaged her to sing with the Chicago Opera Company where she made her debut singing Aida.

Perhaps the highest honor of her life was the creating of the title role in "Turandot" at La Scala under Toscanini. A large photograph of Toscanini stood on her piano—inscribed "To my dear and great artist, with affectionate greetings," Arturo Toscanini.

SHE HAD NO favorite roles, she told me, but loved to sing "Tosca," "Norma," "La Juive," "Jewels of the Madonna," "La Gioconda" and "Cavalleria Rusticana." She showed me an exquisite

Organist to Initiate New Season

Organist W. E. Ladd Thomas will open the 1963-64 season of concerts at First Congregational Church Tuesday at 8:15 p.m.

Presented by the music committee of the church, Thomas will play a varied



W. E. Ladd Thomas

program of master works ranging from Bach to Hindemith.

Thomas is organist of the First Methodist Church in Glendale and is organist for the Pasadena Symphony. He won the 1959 competition of the Far Western Region, sponsored by the American Guild of Organists and is dean of the Pasadena Chapter, AGO.

The musician made numerous recital appearances this summer in the East and was lecturer-recitalist for the Bach Festival in Honolulu in July.

**NO MEN!
LADIES ONLY.**

EXCLUSIVE BUT
NOT EXPENSIVE

2.00

CONTINUOUS
CUTTING

REX'S Ladies Only

Haircutting Only

No Appl. Necessary
Closed Sun. Mon.

Keep this ad for future reference
539 W. 9th Ph. 437-1026

Whistler Prints at LBMA

By ELISE EMERY
Arts Page Editor

Forty-five prints by the American expatriate James A. McNeill Whistler go on display today at Long Beach Museum of Art, 2300 E. Ocean Blvd. The exhibit will continue through Nov. 10.

In the 33 etchings and 12 lithographs are examples of Whistler's various styles and periods which present a review of the life work of the artist.

Earliest among the etchings are those chosen from the "Twelve Etchings From Nature," done in 1858 and sometimes called the "French Set." The plates were drawn when Whistler was on a tour of Northern France and were printed by August Delatre.

Whistler began experimenting with lithography in 1878; one of his most beautiful lithographs, "La Fruitiere de la Rue Granelle," done in 1894, is included in this exhibit.

The show, "A University Collects: Cornell," was selected from the Cornell collections by A. Hyatt Mayor, curator of prints and drawings at Metropolitan Museum of Art. It is circulating in the United States under auspices of the American Federation of Arts.

LONG BEACH Art Association will receive entries from members only for its 39th annual fall juried exhibit which will be open to the public during November.

Entries will be received Monday from 1 to 7 p.m. at the gallery, 800 E. Ocean Blvd. Elsa Warner will jury the show.

A reception for the artists will be held next Sunday; the public is invited.

MALCOLM Lubliner will

teach a class in "Abstraction Concepts and Creative Design" on Tuesdays from 10 a.m. to 4 p.m. at Seal Beach Art Center, Ocean Boulevard and Main Avenue, Seal Beach.

Lubliner holds a M.A. degree in fine arts from Otis Art Institute and has won awards for his paintings. He is represented in 31 private collections.

SCULPTURE, paintings and drawings by Henry Moore, one of the world's most influential sculptors, will be on view at Los Angeles Municipal Art Gallery, 4800 Hollywood Blvd., from Nov. 8 to Dec. 1.

Gallery hours are 1 to 9 p.m. Mondays through Fridays and 1 to 5 p.m. Saturdays and Sundays.

The exhibition will include 60 pieces in bronze, stone and wood, and 40 paintings and drawings. The works, which range from the 1930s to the 1960s, have been borrowed from museums and private collectors.

Commissions for Moore's work from all over the world have placed his sculptures in important architectural settings. Most important commission to date is the great sculpture for the new Lincoln Center in New York City. It was the impending deadline for this work which kept him from accepting an invitation to attend the opening of his show in Los Angeles.

THE AMERICAN premier of Walter Keane's "Tomorrow Forever," will highlight a showing of original oils by Walter and Margaret Keane at W & J Sioane in Beverly Hills beginning Monday.

The 4 by 8 foot canvas is

being brought from Japan for the exhibit. The result of two years of work and 16 years of planning, it sums up the artist's philosophy of time and the hope he holds out to the hopeless. The painting will be officially unveiled at the New York World's Fair in 1964.

Paintings by the Keanes hang in UNESCO, Moscow's Bolshoi Theater, and in collections of King Baudouin of Belgium, Adlai Stevenson, Nelson Rockefeller, Jerry Lewis, Kim Novak, Natalie Wood and Red Skelton.

"NEW ACQUISITIONS" of period costumes and textiles at Los Angeles County Museum were collected by Stefania Holt, the museum's curator of textiles and costumes, during a two-month tour of this country and Europe.

Among her finds are 17th and 18th century bruceades, ancient Oriental silks and velvets, a rare example of Paracas embroidery from Peru dating back 1,400 years, wearing apparel from the periods of Louis XIV, Louis XV, and Louis XVI,

and from the French Empire era.

FIVE ARTISTS representing five art forms are exhibiting at Desert-Southwest Art Gallery in Palm Desert.

The artists and their media are Frances Rich, sculpture; Mogens Abel, wood carvings; Hildred Reents, ceramic figures; Joyce Clark, mosaics; and Lyn Chevli, silver work.

**Be modern with
MOEN**

You just set
ONE dial with
the new
DIALCET

PREFERRED PLUMBING
24-Hour Service
4640 E. 7th St.
Phone: GE 3-7577

COSTUMES FOR RENT

FOR HALLOWEEN

Flappers — Gay 90's —
Gamblers — Spanish —
Gypsy — Harem — Bum
— and miscellaneous Animal
Costumes.

MANY NEW COSTUMES
THIS YEAR

**PRICE—\$5 TO
\$15 RENTAL**

Open each night until 8:00
p.m. until Nov. 1st. Come in
— pick out your costume early.

PLENTY of FREE PARKING
Old-fashioned Bathing
Suits — Southern Belle —
Can-Can — Indians —
Western — Orientals —
Roaring 20's — Blazers —

COSTUME RENTAL SHOP
800 W. Pacific Coast Hwy.
Long Beach, California
Phone 436-5959



Chair Sale!

- tall chairs
- wide chairs
- small chairs
- high chairs

Unheard of low prices at Barker's for these beautifully designed traditional chairs. Many one-of-a-kind, all sales final, all subject to prior sale!

BARKER BROS.

LONG BEACH, Broadway at Locust, HE 6-9251
SHOP Monday and Friday, 9:30 to 9, other days, 9:30 to 5:30
LA MIRADA, La Mirada Shopping Center, 521-8734
SHOP Mon., Thurs., Fri., 9:30 to 9, other days, 9:30 to 5:30

65.
value 99.50



88.
value 119.50



77.
value 109.50



55.
value 79.50



66.
value 99.50



47.
value 69.50



Tufted Traditional Lounge
Chair, val. 69.50.....38.



Armless French Cocktail
Chair, val. 109.50.....75.



USE BARKER'S OWN CREDIT PLANS...
nothing down, 24 months to pay



FASHION BONUS . . .
tunic and skirt in red
crepe are long on
fashion . . . without
skirt, dress solos
for less formal nights
on the town.



For information on where
fashions are available, call
I, P-T Women's Department—
HE 5-1161, Ext. 350

The Long Gown's Back in Town

...Diamond Jubilee Excites, Ignites A Dazzle of Fashion Fireworks

By **MARY ELLIS CARLTON**
I, P-T Fashion Editor

Long Beach's lavish Diamond Jubilee parties—the Premiere Dinner next Thursday and the Celebrity Ball on Nov. 15—promise to be long on dazzle.

For the long gown is back in town . . . staging a comeback with more glitter and glamor than we've seen in many a season.

And although short cuts to evening fashions are still very much on the scene (and will be fashionably acceptable for both events), many local ladies believe the two Diamond Jubilee social events will sweep long dresses back into fashion significance here.

DINNER chairman Mrs. George P. Taubman Jr. says the posh premiere dinner, slated for next Thursday night in Long Beach Arena's spectacular crystal foyer, will be pure black tie.

This, of course, exacts that gentlemen wear tuxedos and that their ladies wear formal dresses—be they long or short.

One of the most lavish social events to be held here, the evening's festivities will begin with cocktails from 5:30 to 6:30 p.m. in the new French Room of the Lafayette Hotel.

Mrs. Taubman pointed out that limousine service will be provided from the Arena parking area to the hotel, and return. Dinner will be served in the crystal foyer promptly at 7 p.m., she said.

WITH MRS. TAUBMAN presiding, the evening's program will begin when

Mayor Edwin W. Wade officially opens Diamond Jubilee month.

Robert Stabler, native of Long Beach and now president of Filmmaster Inc. (producers of such TV epics as "Gunsmoke" and "Have Gun Will Travel"), will give "A Salute to My Hometown."

Musical entertainment will include vignettes from "The Long Beach Story" by Civic Light Opera players.

Some 300 invited guests are expected to attend the dinner, first such event to be held in the glittering glass-and-lights setting of the Arena's crystal foyer.

ALL LONG BEACH citizens are invited to help celebrate the city's 75th birthday at the gala Diamond Jubilee Celebrity Ball, calendared for Nov. 15 in the Arena.

Local merchants report that nothing in recent years has stirred up more excitement in evening finery and glitter than the forthcoming ball.

Chairman Wilma Hastings, local fashion authority, notes that, though the ball is formal in theme, dark suits and dark bow ties may be worn (with white shirts, of course) in lieu of tuxedos. Both short and long formal will be fashion-right, she said.

MANY INDIVIDUALS and groups are planning dinner parties to precede the ball, according to Mrs. Hastings, who noted, also, that most of the ball's 20 co-sponsoring organizations will stage pre-ball festivities.

Highlight of the glamor-packed evening will be formal red-carpet presen-

tation of the 75 Long Beach celebrities selected for special recognition during the Diamond Jubilee celebration.

Following, the city's 6-foot-tall, 4-foot-wide birthday cake, decorated to depict the story of Long Beach, will be presented, cut and served to guests.

Nationally-famous Freddy Martin and his group of entertainers will provide music and specialty numbers throughout the evening. A second name band, to be announced later, also is being contracted for the gala evening. Tickets for the ball currently are on sale at the Diamond Jubilee headquarters, 130 Pine Ave.

MORE ABOUT those formal gowns. If you haven't already taken the plunge, this is the year to add a long dress to your wardrobe. Fashion authorities say it's definitely "in."

Slithering to the floor in new, this-year elegance are slim columns of shimmering crepe designed to make milady look like a Greek Goddess . . . elaborately beaded "tennis dresses" that win in any set . . . high-bosomed dresses with an Empire look. . . .

Favored, too, are low-waisted creations with a "rolled-over" bloused effect . . . there are gleaming satins and gold-lit brocades . . . braid and jet combinations with a Spanish flair . . . all designed to ignite, excite and dramatize the evening.

As one Diamond Jubilee promoter put it: "It may be Long Beach's birthday . . . but it's the ladies in all their glitter who will be frosting on the cake."



WAY TO SHINE at night . . . tennis sweater look in overblouse of jewelled chiffon adds sparkle to relaxed white satin sheath.

When She Says No She Really Means No

Great Books Set for Study

When I drew up at a stop light a while back I looked across at the car next to me. And what did I see? The most beautiful girl I'd ever spied. A real lulu!

So I got her license number and found out her name—Betty Jean. And I telephoned her, and told her about the circumstances, and asked if I could meet her. She said, "Sure," and we had a couple of drinks and dinner, and I thought, "Boy, this is heaven!"

We repeated this a dozen

times maybe, but she would never let me kiss her or enter her apartment. Finally she did let me come into the apartment for a drink before we went to dinner, and the apartment was so neat and sharply decorated that I knew this was it. So I proposed to her.

She flew into a rage, and ordered me out. She said anyone who picked up a girl like I'd picked her up would do it again, and couldn't make a good husband, And

she didn't want to see me again.

What do you suppose got into her? I didn't do anything. I just wanted to marry her.—**DUMB BENNY**

DEAR DUMB:

It sounds to me you're very lucky to have such a positive turnaround. Surely the girl must be very unsettled emotionally to fly into a rage because you proposed.

May I suggest that next time you're tempted to pop the question you know the young lady better and longer than you did Betty Jean?—**M.M.**

DEAR MRS. MAYFIELD:

My husband was never faintly interested in the Parent-Teacher Association until this year.

I finally talked him into going to our first meeting with the promise he would not have to attend any others for at least a month or two. But guess what happens? He meets our little boy's teacher and falls like a ton of bricks!

Oh, I don't mean he's running around with her, but now he never misses a meeting, and he makes up all sorts of excuses to see her at school with the excuse that, as a parent, he has to keep very careful track of how Johnny is coming along in classes.

He's so obvious it's ridiculous, but I do sort of hate to throw cold water on his new interest in Johnny and school. What is the answer?—**ON EDGE**

DEAR ON EDGE:

Maybe by insisting on accompanying him on these visits you can throw cold water on this schoolboy crush he seems to have developed. Just manage to keep him on a leash (figuratively speaking) until Johnny goes up a grade and has himself another teacher.

I find your husband's certain (and obvious) interest rather amusing but I can understand why you wouldn't.—**M.M.**

DEAR MRS. MAYFIELD:

After Joe and I were engaged, he gave me a book on sex and love written by a well-known doctor. He asked me to read it carefully so that we would be fully prepared for marriage. I did so dutifully.

After our marriage, on the night of our honeymoon when we were alone together for the first time, he sat on the edge of the bed and began to quiz me on the

book. He asked me about this chapter and that, what my reactions were to the most intimate subjects discussed by the doctor.

I was so distressed by this cross-examination that when the time came, as my husband said, "to apply the book" I was a nervous wreck and completely unresponsive. This made my husband furious and, though after these three months we have become better adjusted, our love never has seemed complete.

Do you think my reactions on our honeymoon night were strange and abnormal? My husband says they were.—**DISTRESSED BRIDE**

DEAR DISTRESSED:

I believe strongly in the reading by young couples of sound books on sex by competent authorities. But it seems to me that your husband used the most barbaric means in introducing you to such reading.

Imagine on the wedding night a man, with such lack of feeling, quizzing you on this delicate relationship as if he were a mathematics professor! He was the abnormal one; certainly, not you.

However, the worst thing you could do is to brood about something that's past. In many other ways honeymoons are often the worst period in married life. Whenever your husband brings up the matter, laugh about it, tell him to forget about it, and "let's get on with our marriage."—**M.M.**

DEAR MRS. MAYFIELD:

I have six brothers, if you can imagine anything worse than that. They are all older than I am, and treat me like a baby. Even the two older who are married act as though I'm a child—although I am 13.

When I ask if I can babysit for them you ought to hear them laugh. How can I ever grow up with brothers babying me all the time?—**STILL A BABY**

DEAR BABY:

All I can say is how lucky

can a gal be! Imagine, six brothers to baby you. How divine! Hope someday you'll realize you have, along with six brothers, six excellent reasons for feeling very fortunate.—**M.M.**

Formation of a new Great Books Discussion Group will take place at 8 p.m. Nov. 4, with subsequent meetings scheduled on alternate Monday evenings. All sessions will be at Bay Shore Branch Library.

Discussion leader, Paul Nicas, will open the initial meeting with a study of the Declaration of Independence; the Nov. 18 session will deal with the analects of Confucius. All persons interested are welcome.

The Country Day School
"A Country School for City Children"
Kindergarten through Sixth Grade
Phone: GENEVA 1-2025; VIKING 7-2658

**NEWBERRYS
FABRIC SALE**

MONDAY & TUESDAY ONLY!
**WASH 'N WEAR
COTTON PRINTS**
Little or no ironing. 100% cotton, 3 to 10-yard lengths.

39¢ yd

**SOLID COLOR
CORDUROY
PINWALE CORD**
40" wide. 1 to 5-yard lengths. Beautiful Fall shades.

77¢ yd

PRINTED CORDUROY . . . 88¢ yd.
J.J. Newberry Co.
Complete Stock of Simplicity and McCall Patterns
433 Pine Ave., Downtown Long Beach

**LONG BEACH CITY COLLEGE
THEATRE ARTS DEPARTMENT presents**
"HENRY IV, PART I"
Shakespeare's Famous History-Comedy
FRI. & SAT., NOV. 1 & 2—8:30 P.M.
L.B.C.C. THEATRE—CARSON AND CLARK
HA 5-1223
AN A.S.B. PRODUCTION

SHOP 5 NIGHTS
Shop Monday, Wednesday, Thursday, Friday, Saturday 9:30 A.M. - 9:15 P.M.
Tuesday hours 9:30 A.M. to 5:30 P.M.

**SEARS
ROEBUCK AND CO.**

**ZIG ZAG
Sewing Machines**

**Kenmore Portable
Complete with Case**

Sears Low Price \$55

A wonderful machine to sew buttonholes, or for a variety of decorative stitches. Easy-to-adjust stitch length and width. Does all your home mending tasks.

No Monthly Payment Till Feb. 1, 1964 on Sears Easy Payment Plan

**FOR JUST \$15 MORE
You Can Own This Same
Machine In A Console**

**Kenmore
ZIG ZAG Console**

**With Machine
Shown Above**

Walnut finished all-wood sewing center conceals machine yet opens with plenty of working space.

\$70

• ALL ROADS LEAD TO SEARS SOUTHERN CALIFORNIA STORES...PARK FREE!

LOS ANGELES—Vermont & Main
LOS ANGELES—E. Olympic Blvd. & Soto
LOS ANGELES—W. Pine Blvd. & Rimpert

BUENA PARK
COMPTON
EL MONTE

GLENDALE
HOLLYWOOD
INGLEWOOD

LONG BEACH
PASADENA
POMONA

SANTA ANA
SANTA MONICA
TORRANCE

Shop Monday, Wednesday, Thursday, Friday and Saturday 9:30 A.M. to 9:15 P.M.; Tuesday to 5:30 P.M.

Carolyn Bond Says Lines

Carolyn Sue Bond, daughter of Councilman and Mrs. Bert B. Bond, 333 Hermosa Ave., became the bride of Charles S. Ofstedahl, Monrovia, in a Thursday evening ceremony.

More than 350 guests witnessed the rite in First Baptist Church.

Given in marriage by her father, the bride wore a chapel length gown of imported Chantilly lace. She carried a purple throated white orchid surrounded by white roses.

A deep purple gown was worn by Peggy Cobbs, maid of honor, while dresses of a lavender hue were selected for bridesmaids, Barbara Jordan and Judy Wohlschlagel.

THE BRIDEGROOM, son of Mrs. Edith Ofstedahl of Monrovia, was attended by Lon Breedlove as best man. Terry Ackerman and Mike Bond, brother of the bride, seated guests.

The newlyweds will be at home Nov. 3 in Long Beach, on return from a honeymoon trip to Hawaii.

The new Mrs. Ofstedahl was graduated from Polytechnic High School and attended Woodbury College. Her husband received early schooling in Council Bluffs, Iowa, and attended Pasadena City College.



Mrs. Charles S. Ofstedahl

Community Day for Church Goers

United Church Women announce that World Community Day will be Friday in First Methodist Church, Fifth Street and Pacific Avenue, to mark the 20th annual observance since its inception in 1943.

The day is dedicated to the purpose of encouraging all church women to work together in their own communities for a more Christian world order. The day has a dual purpose: it provides an opportunity for women to gain a greater understanding of international brotherhood and it helps meet human needs. The offering taken will provide aid to alleviate suffering in critical areas of the world. Clothing and layettes made by the women throughout the year will be distributed to needy refugees.

SESSIONS will take place from 10 a.m. until 2 p.m. Speakers during the morning include Mrs. Martin DeVries and Mrs. Pearl Harp-

er. Brief discussion groups will follow. A nominally priced luncheon will be served at noon followed by the dedication of the projects. Rev. Leroy Doty, minister of the Church of the Brethren, will speak during the afternoon.

Chairman for the local observance is Mrs. Harold Seymour. She is being assisted by Mmes. Neil Locke, Beach Vasey, Martin Stange and C. A. Pringle. General chairman is Mrs. Robert Prentice. Child care will be provided.

Card Party Benefit Set

Florence Gibbs, 263 Navarra Drive, will be hostess at a fund-raising card-party Saturday at 8 p. m. in her home.

Money will go to the Florence Chapter, Children's Asthma Research Institute and Hospital, Denver.

Assisting the hostess will be Mmes. Frances Feldman, Rose Ziegler and Bertie Pinkham.

Mrs. Sam Pinsky, president, announces that the group's next meeting will be Nov. 14 at noon in the home of Mrs. M. A. Reisman, 13341 El Dorado Drive, Apt. 200 L, Leisure World. Reservations are being handled by the hostess.

CDA Card Party

Court St. Ann 763, Catholic Daughters of America, will sponsor a public card party at 8 p.m. Tuesday in Holy Innocents Parish Hall, 23rd Street and Pasadena Avenue. Bridge, canasta, 500 and pinocle will be played and refreshments served.

Switzerland, will be program fare for Women's City Club at 1:30 p.m. in the clubhouse auditorium, 1309 E. Third St. Mrs. Katherine Langdon will play the organ prelude. Mrs. James Cox presides.

Noon luncheon will be served by Group 18, Mrs. E. P. Adams, chairman. Reservations should be made by Wednesday with Mrs. Joe Taylor, 4315 Rutgers Ave., or Ruth Carr, 4669 Banner Drive.

Club Women Man Food Booth

Members of North Long Beach Senior and Junior Women's Clubs will man the food booth during the annual Halloween carnival Thursday at Houghton Park, beginning at 6:30 p.m. Mmes. Clifford Robinett and George Andrews are chairmen. The carnival is a traditional event of Long Beach Recreation Department.

Set Music, Talks, Films

MONDAY

Richard Floer, Norwegian tenor currently attending UCLA Opera Workshop, will present a program of operatic arias as well as folk songs during Ebell program which follows 1:30 p.m. business session in Ebell Auditorium. Mrs. H. P. Dunlop presides. Noon luncheon will be served by Group U, Mrs. Hugh Garth Maddox, chairman.

Departments: Travel, 10 a.m., "Chilean Lakes," Mrs. John A. Dickerson. Bible, 11 a.m., Mrs. Martin DeVries, speaker; Mrs. Bond Johnson, soloist. Antiques, 1:30 p.m. Thursday, Ebell Lounge, "Attic Treasures" by H. McCumber Jr. of Gallery 934. Mmes. Stephen R. Hemmi and Shirley Ford Robertson, hostesses.

WEDNESDAY

Sisterhood of Temple Beth Zion will stage its first luncheon of the year at noon at the Temple, 6440 Del Amo Blvd. Hostesses will be Charlotte Warshaw, president; Morelyn Singer, Ray

Calendar of Clubs

Wolf, Mary Cherniss, Sonia Fried and Betty Goldman.

THURSDAY

Alamitos Bay Garden Club will meet at 11:30 a.m. in the bay front home of Mrs. Samuel C. Cameron, 5517 E. Ocean Blvd. Mrs. Don Gillespie will preside. "Floral Arrangements for Autumn, Thanksgiving and Christmas" will be theme of a demonstration by Pauline Henriques.

Mrs. Gilbert Karste, chairman of the noon dessert hour, will be assisted by Mmes. Edward C. Losch, Tell D. Tuffi, Arthur Vincent, Vernon A. Williams and Vaile G. Young.

FRIDAY

Two color films, one on William Shakespeare and the other a travelogue of



—Staff Photo

SCHOLARLY PURSUIT

Scholarships for graduate students will be provided with proceeds from a benefit fashion luncheon sponsored by members of Beta Province, Theta Sigma Phi Sorority. Mmes. K. W. Davis and Robert Prasser (from left) visit Long Beach State College campus for a look at the facility prior to the event which will take place Saturday at 11:30 a. m. in the Empire Room of the Edgewater Inn.

Sorority Slates Fashion Luncheon

"Fall Flair of Fashions" has been chosen for the theme of the fashion luncheon sponsored by Beta Province, Theta Sigma Phi Sorority, Saturday at 11:30 a.m. in the Empire Room of the Edgewater Inn.

Proceeds of the event will go to scholarships in Los Angeles County for graduate students in the care and teaching of physically and mentally handicapped children.

Doris Stears is coordinator of the fashion show, which will feature costumes from Towne and Country. Table decorations will include miniature dolls.

Among prizes to be awarded is a weekend at the Riviera Hotel in Palm Springs.

Reservations may be made with Mrs. Willis Head, 6008 Bonfair Ave., Lakewood or Mrs. Jack Bolton, 3330 Gundry Ave.

Good Sports

Good Sports Club of Long Beach bids the public to its noon luncheon and card party Monday in Garden Room, Third Street and Alamitos Avenue.

Dinner Will Benefit Clinic

A spaghetti dinner for the benefit of the Community Epilepsy Clinic will be served from 1 to 6 p.m. next Sunday at Los Altos United Church.

Hourly door awards will be presented during the event in Freedom Hall, 5550 Atherton St.

Community Epilepsy Clinic is a volunteer, non-profit facility which currently ministers to 273 patients, aged 1 to 63, in 33 Southland cities. The clinic is dependent upon private funds and patient fees which are on a sliding scale according to the individual's ability to pay.

Tickets for the dinner may be ordered by mail from the clinic, 1720 Termino Ave., Long Beach 90804, or will be available at the door.

Set Work Party

Alumnae of Alpha Delta Pi will have their annual work party at 8 p.m. Tuesday at Edison Day Nursery, Seventh Avenue at Maine Avenue. Mmes. Eugene T. Connors and Eugene C. Hoffman are co-hostesses.

Make Your Move!



NOW LEASING Meredith Manor

Fullerton, California
NEW TOWNHOUSE APARTMENTS

Designed to a Queen's Taste
Without Paying a King's Ransom

Air conditioned — Sound-proofed —
Carpeting and Drapes — G.E. Kitchen
— Up to 1630 sq. ft. — Luxuriously
landscaped — 4 heated pools — private
patios — convenient to shopping.
Furnished Model Open Daily

1-2-3 BEDROOMS—\$175 to \$275 MONTHLY
PHONE 871-8990—ADULTS

Orange/Alt Ave. (Harbor Blvd. Exit Riverside Fwy.)
For Brochure—Write LBPT—Box 481, Tustin, Calif.

AUTUMN BEAUTY SPECIAL...

Will you go "Elegant" or "Sportive"? Only trained advisors can artfully shade fashion's latest moods. Toned with a soft natural permanent wave complete with a cream shampoo, cream rinse and custom styled cut.
FROM... \$10.00



We Are Experts in Styling Wigs,
Tinting or Fashion Bleaching!

Los Altos Beauty Salon

2139 BELLFLOWER BLVD. GE 8-1115
LONG BEACH—Joyce White, Owner

Order Extra Copies NOW for Friends and Relatives!

DIAMOND JUBILEE

EDITION OF THE

Independent Press-Telegram

PUBLISHED SUNDAY, OCTOBER 27

25¢

per copy

postage paid, wrapped and mailed anywhere in the U.S.

8 BIG SECTIONS

EXCITING READING FOR ALL!

1. History and growth of Long Beach
2. Oil
3. Religion and Education
4. Transportation—land, sea and air
5. Industry
6. Biggest news stories of the year
7. Recreation and Sports
8. Long Beach tomorrow—redevelopment, cultural activities

1888-1963 . . . 75 years of steady growth and progress! . . . That's what the Diamond Jubilee edition of the Independent Press-Telegram tells in fascinating stories and pictures about Long Beach from its very beginning to its exciting future! It's a very special edition; one that will be of great interest to your friends and relatives in other parts of the country. Why not order several today!

Simply fill in coupons and mail to us with 25¢ for each copy . . . we'll do the rest!

DIAMOND JUBILEE EDITIONS

25¢ each, postage paid, wrapped and mailed anywhere in the U.S.A.

FILL IN THESE ORDER BLANKS NOW!

Send them and 25¢ for each copy to DIAMOND JUBILEE EDITION, Circulation Dept., Independent Press-Telegram, 6th and Pine, Long Beach 12, Calif.

TO:.....	(name)		
	(address)		
	(city)	(zone)	(state)
TO:.....	(name)		
	(address)		
	(city)	(zone)	(state)
TO:.....	(name)		
	(address)		
	(city)	(zone)	(state)
TO:.....	(name)		
	(address)		
	(city)	(zone)	(state)

ORDER SEVERAL COPIES NOW!

ABIGAIL VAN BUREN

Only Have Eyes for Him

DEAR ABBY: I work for an ophthalmologist. He is middle-aged, extremely handsome (the muscular, gray-at-the-temple type) and is very, very sweet. He is married and I have yet to see him give a woman any encouragement. Twice in the past month women patients have tried to attack him. You know, when an eye doctor does a refraction, he must put his face very close to the patient's. Woman Number One just suddenly threw her arms around his neck and tried desperately to kiss him. Woman Number Two backed him into a corner and started to shout all over the place that she was in love with him and didn't care who knew it. The whole office building is talking about it, and people are hinting that my doctor must have encouraged them. What can I say in his defense to save his reputation? — HIS NURSE.



ABBY

DEAR NURSE: Don't try too vigorously to defend him, or they might think you are Number Three! A professional man's reputation is seldom affected by obviously disturbed patients, or outlandishly aggressive ones.

DEAR ABBY: I am a widow in my early 60's and I would like to have your opinion on a delicate subject. I have a very kind and intelligent gentleman friend whom I admire. I have been keeping company with him for three years. I see him every day. He never mentions a word about matrimony. I am wondering how to act on the subject. I could use some

sound advice.—WHAT TO DO.

DEAR WHAT: If a man does not mention matrimony, it is a good bet that he isn't thinking about it. My advice: keep listening and say nothing.

DEAR ABBY: I am a widow with married children. I married a widower who also had married children. Our problem is, where should we be buried? My first husband and my present husband's first wife are buried in separate cemeteries and each lies alone. Should my husband and I each buy a plot beside our first mates and be buried beside them? My husband thinks we should be buried together as we will no doubt finish our lives together. But I think, out of consideration for our children, we should be buried beside our previous spouses. But how would that look for me, since my name is no longer the same as my first husband's? However, he is the father of my children and that should count for something. Our children want no part of the decision, so we are appealing to you. — SECOND WIFE.

DEAR SECOND WIFE: In death, those who are left behind should be considered first. For the sake of your children, I think you should be buried alongside their father.

CONFIDENTIAL TO BROAD-MINDED: "Out of sight, out of mind." And you are out of yours if you let him go off with your blessings for a little fling.

What's on your mind? For a personal reply, send a self-addressed, stamped envelope to Abby, Box 3365, Beverly Hills, Calif.

ENGAGEMENTS

Aisle Dates Told for Five Couples

Lynch-

Steinman

Mr. and Mrs. E. P. Lynch of Corona announce the engagement of their daughter, Nina Jean, to Paul R. Steinman, son of Mr. and Mrs. Francis E. Steinman of Lakewood.

The bride-elect is a graduate of Riverside City College. Her fiancé graduated from Wilson High School, Long Beach State College and now is attending the UCLA School of Law. He is affiliated with Phi Kappa Tau.

The wedding will be an event of Feb. 1.

Waller-

Clarke

Mr. and Mrs. George Waller announce engagement of their daughter, Susan Louise, to Jerauld Francis Clarke, son of Mr. and Mrs. Richard Clarke.

The couple attends Long Beach City College.

No date has been set for the wedding.

Bennett-

Ingram

Mr. and Mrs. Marion L. Bennett of Long Beach announce the engagement of their daughter, Valerie Anne, to Ed Bruce Ingram, son of Mr. and Mrs. Russell Ingram of Bellflower.

The bride-elect was graduated from Polytechnic High School and now attends LBCC. Her fiancé was graduated from Bellflower High School and Compton Junior College. He also attended LBCC.

A spring wedding is planned.

Van Keppel-

Turk

Mr. and Mrs. Stanley J. Curtis announce the engagement of their daughter, Wilma Helene Van Keppel, to Joseph J. Turk, son of Mr. and Mrs. Victor Turk of Sheboygan, Mich.

The bride-to-be is a graduate of Polytechnic High School and attended LBCC.

April 11 has been chosen for the marriage.

Joyner-

Willmarth

Mr. and Mrs. Harold W. Joyner of Long Beach and Montreal announce the engagement of their daughter, Eleanor Mary, to Francis Glennon Willmarth, son of Mr. and Mrs. Frank Willmarth of Berkeley and Downeyville.

The couple graduated from UC, Berkeley, where the bride-elect now is taking her masters in social welfare. Her fiancé also studied in Brussels, Belgium, as an International Legal Studies Fellow.

The wedding will take place Nov. 29 at St. Luke's Episcopal Church.



PRINTED PATTERN M349 SIZES 10-18

PEGGY HUNT OF CALIFORNIA traces a delicate Empire line via binding on the front of this pliant sheath. In back, the line descends slightly below the natural waist. Printed pattern M349 is a superb figure showcase—makes you look slim and streamlined all the way down.

Printed pattern M349 is available in misses' sizes 10, 12, 14, 16, 18. Size 16 requires 2 yards 54-inch fabric. Send one dollar for printed pattern M349 to Independent, Press-Telegram, Pattern Department, P. O. Box 59, Old Chelsea Station, New York 11, N. Y. (Add 15c for each pattern for first class mailing and special handling.) Please print plainly your name, address with zone, style number and size.

Pfeiffer's

(LONG BEACH'S OLDEST FABRIC & LINEN SHOP)

2135 BELLFLOWER BLVD.

Phone GE 4-0220

Across Street From Los Altos Shopping Center Sign

STORE OPENS 9:30 A.M.

SHOP MONDAY, THURSDAY, FRIDAY 'TIL 9 P.M.

SHOP OUR BIG

MONTH-END SALE

In this space we cannot list nearly all of the odd lots of goods offered in this sale, so hurry for these few items for they will not last long. As quantities are limited we must say NO WILL-CALLS — All sales final.

260 YDS. ONLY — IMPORTED

TWILL BACK — 36-INCH

VELVETEEN

We are running this special because our goods were late in arriving and we want our customers to have this. This is our regular \$2.98 quality.

\$2.29 yd.

116 YDS. SUPERB QUALITY

54-In. Knitted Fabrics

Matching sets of stripes and plains that could not be purchased anywhere for less than \$5.95.

\$2.88 yd.

430 YDS. SMART IVY LEAGUE

COTTON PRINTS

Smart, dark Ivy League designs so much in demand now.

57c yd.

300 YDS. NEW IMPORTED

HAWAIIAN PRINTS

Regularly \$1.59 but arrived late so offered in this clearance.

98c yd.

FOR THE MONTH-END WE WILL CONTINUE OUR BIG

WOOLEN SALE

1.88 — 2.88 — 3.88 yard

Take advantage of these savings for naturally stocks will go down quickly at these prices — again. NO WILL-CALLS.

1000 YARDS OUR OWN FINE

DRESS FABRICS

Mostly our own \$1.98 fabrics and taken out of our stocks to clear, so need we say more? You simply must see these goods.

98c yd.

MANUFACTURER'S

SAMPLE SALE

A truly ridiculous price on fine manufacturer's samples of brand new goods. Samples run about four yards each and cannot be cut.

57c yd.

PARK IN REAR OF STORE

What's on the Menu?

The following menus will be served in Long Beach elementary schools in the week of Oct. 28-Nov. 1:

MONDAY: Toasted cheese sandwich, creamy coleslaw, fruit gelatin, homemade peanut butter cookie and milk.

TUESDAY: Italian spaghetti, garden peas, peach-cottage cheese salad, hot buttered French bread and milk.

WEDNESDAY: Meat loaf, mashed potatoes-gravy, fruit cup supreme w/bananas, whole wheat bread and butter and milk.

THURSDAY: Cheese beanburger, buttered spinach, garden salad, Halloween cake and milk.

FRIDAY: Tuna-noodle casserole, green beans, fresh beans, fresh apple slices, peanut butter sandwich and milk.

The above items make up the elementary children's lunch 30c. Soup and salad from the junior-senior high school a la carte menu are sold in the elementary schools, but they may be purchased by the children only after they have purchased the tray lunch.

JUNIOR-SENIOR HIGH MONDAY: Italian spaghetti, buttered spinach, autumn fruit cup, hot buttered French bread and milk.

TUESDAY: Taco, Rio rice, buttered carrots, fruit gelatin, whole wheat bread and butter and milk.

WEDNESDAY: Chopped steak on mashed potatoes, garden salad, sliced peaches, raisin bread square and milk.

THURSDAY: Creole noodles, buttered peas, pineapple-cottage cheese salad,

whole wheat bread and butter and milk.

FRIDAY: Baked fish with au gratin potatoes or beef-vegetable casserole, whole kernel corn, fresh apple slices, whole wheat bread and butter and milk.



Upper: The Coupe de Ville; lower: The Fleetwood Sixty Special Sedan

See it at the Los Angeles International Automobile Show
Pan Pacific Auditorium • October 25—November 3

When you and your family see the new 1964 Cadillac at the show you will find it the most tempting motor car ever created!

Side by side with other new car offerings at the show, Cadillac for 1964 is more tempting than ever to look at! There's a cleaner, lower sweep to its lines . . . greater refinement in all its body contours . . . and a dramatically new divided grille.

But the big surprise awaits you when you follow your show inspection with a visit to your authorized Cadillac dealer.

*Optional at extra cost

For the 1964 Cadillac is more tempting than ever to drive! It has a new high-performance engine—the most powerful in Cadillac history. And Cadillac's Hydra-Matic Drive, recognized as the industry standard of excellence, is remarkably smoother and more responsive—while a new version, Turbo Hydra-Matic, is standard equipment on some models. Both assure amazing agility in traffic, noteworthy economy, and a new standard of performance.

The new 1964 Cadillac is more tempting

to ride in! It's smoother and quieter in operation. The interiors are beautiful and luxurious as never before. And an exclusive new Comfort Control*, combining both heating and air conditioning in a single unit, enables you to pre-set temperature while automatically controlling humidity. So don't be satisfied with just looking. To learn the whole story . . .

...just wait till you drive it!

VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER

RIDINGS MOTORS

1501 Long Beach Blvd.

Long Beach

Walker's

The friendly store of Long Beach



New Concept

exquisite diamonds
wedding duets
engagement rings
prices starting at \$100
plus tax

convenient credit terms
may be arranged

fine jewelry—
street floor

Fourth and Pine



DIAMOND JUBILEE



LONG BEACH 75TH ANNIVERSARY

1888-1963

A CONSERVATIVE CITY

Gin, Oil Church Basic in Politics

By ROBERT HOUSER, Political Editor

Saloons, powder factories and slaughterhouses were harnessed in one of the first waves of political action in 1888's new Long Beach.

Nucleus of the city, and well represented in that 118-vote action, was the Methodist congregation which had been holding summer camp meetings here.

Shell's Alamitos No. 1 well popped 33 years later, marking the first year of existence of the Long Beach oil field which "probably brought financial independence to more poor people than any other in the state."

THIS EARLY AMALGAM of gin, oil and church was the durable mortar of civic foundation. And it's the likely fountainhead of ensuing generations of political temperament which, boiled to essence, is conservatism.

Wealth brushed on fundamentalism and temperance set a unique, if inevitable keynote for political thinking. And it would beautifully accommodate the thousands of Iowans and other Midwesterners to come.

The High License Party had a couple of high-flying years in our first decade. Their platform clobbered gin with a \$600 liquor license fee and detailed restrictions in the spa against "kids, drunkards and gambling."

Our Liquor Article of 1921 was the most drastic in the nation. You couldn't even get alcohol in a doctor's prescription.

BUT THAT YEAR marked change and progress. The mayor-council form of government (1908-1915) was gone; the commission system that followed was gone. And here was 1921 and the council-manager system. And its oil.

Long Beach's muscle followed its millions. We launched our "million a month" building program.

But even in 1910 we were the fastest growing city in the nation. We were legally dry from 1900 to repeal in 1933. And our fleet foot was noted nicely in a Los Angeles Express editorial on the character of our population increase:

"—a class of people possessing exceptional culture and refinement—alert, prosperous, public-spirited and intelligent." We were about 18,000 strong at the writing.

WE HAD LABORERS in that big building program. In fact we hosted the California Federation of Labor Convention in 1922. One of the interesting actions was a 149-83 vote against a resolution endorsing the Soviet Government.

Now look in 40 years later. They're still talking about communism. Clyde Doyle, long time congressional representative for the Long Beach area, and in 1962 the acting chairman of the House Committee on UnAmerican activities, said: "Communists are more active in Southern California than ever before."

And Doyle had a poignant footnote in that April 1962 interview. Doyle lived in Long Beach when first elected to Congress but never carried the Long Beach part of his district. When the district was spit, Doyle moved north and left Long Beach to Republicans. Said he, in that year before his death: "As a Democrat I could see no chance of election in the Long Beach area which had always had a Republican majority at the polls."

CONSERVATISM, a wraith in many guises, has shepherded Long Beach-voters since the city's beginning.

First it was fundamentalist religion. When the oil gushed, it was wealth which nurtured conservatism. The big migration brought conservatism in terms of sun-seeking older people. As the boom grew, footloose, independent thousands looking for guidelines in a new home were shaped conservatively by this community's newspapers.

In modern-day Long Beach, conservatism moved in with the mortgages. Homeowners may have imported political escutcheons reading "Democrat," in typical 3 to 2 majorities here, but once in the voting booth the suasion of the conservative wraith prevailed.

WHILE THIS MOOD has been a long-playing groove, it hasn't been a rut. Don Foltz, youngest-in-history delegate to a Democratic national convention at 21 in 1952, says, "Long Beach has bounced all over the political spectrum." And there have been some surprises, oddities and big-deals.

Harry Fulton, former columnist, political editor and now city public relations expert, noted one of the fulcrums hinging a political disaster:

GOP presidential candidate Charles Evans Hughes and GOP U. S. Senate candidate Hiram W. Johnson—Governor of California—visited our old Virginia Hotel on the same day in the 1916 campaign. Each waited in his room waiting for the other to pay his respects.

"NOBODY HAD THE BRAINS to bring them together," reported Julien Roussel, stenographer to Hughes. Hughes left town without talking to Johnson and Johnson took it as a personal affront. Johnson backers were miffed at the snub.

As the national presidential vote was counted Hughes looked like the sure winner. But California's vote, reported the next morning, swung the Electoral College in favor of Woodrow Wilson. Some observers thought the Virginia Hotel incident decided the election of a president.

The late Sen. Estes Kefauver reached his decision to run for the Democratic presidential nomination in December, 1951, after conferring with advisors in the Wilton Hotel Rose Room, including Long Beach's L. A. Pipkin.

ODDITIES? During cross-filing when candidates could run on both party ballots for primary nomination, Democrat Lorne Middough won the Republican nomination. That eliminated Middough because a candidate had to win his own party's vote before he could accept the other's. W. S. (Bill) Grant was drafted by Republicans for the November final and won the seat.

Grant suffered the same sling and arrow in 1952. Bill won the Democratic primary vote over Craig Hosmer by 3,600 votes (Democrats ran third in their own primary) but Grant lost the GOP vote to Hosmer by 1,000 votes. In total vote, Grant outpolled Hosmer 38,000 to 35,000 but was out of the race. Democrats drafted Joseph M. Kennick for November and Hosmer won.

Long Beach's current registration is 54-46 per cent in favor of Democrats. It has been over 60 per cent Democratic. But Democratic candidates would be hard pressed to find rougher ground to hoe.

CONGRESSMAN DOYLE was a classic example to answer the question here: "What does a Democrat have to do to be elected in Long Beach?"

Doyle was president of the Board of Freeholders which wrote the charter under which Long Beach operates today. Before running for Congress he had served 15 years on the Recreation Commission, was its president. He was president of the Long Beach Bar Association. First president of the Boy Scout Council. Organizational president of Kiwanis. A juvenile court probation officer. A member of the State Board of Education.

But Doyle couldn't carry Long Beach. Democratic Assemblyman Joe Kennick, now serving

the Long Beach-Lakewood 44th District, had similar trials. He had to prove himself in a quarter century of civic service and several rejections at the polls before he could win an election.

LONG BEACH'S voting pattern parallels that of the Republican-Southern Democrat coalition which often upsets the nominal Democratic majority of Congress. And, as in that coalition, Long Beach sometimes find itself an island of minority on state issues and candidates. There are times too when Long Beach is reflective of state sentiment.

Remember Richard Nixon's 1960 presidential margin of victory in California was 35,623 votes? Nixon took a 14,000-vote edge out of the City of Long Beach. L. B. was an island in Los Angeles County, however; the county went for Kennedy by 21,157.

Gov. Pat Brown beat Nixon in 1962 by 297,000 votes statewide; by 112,000 votes in Los Angeles County. Long Beach? It gave Nixon the nod 69-64,000.

COMPARING 1962 RETURNS in cities of comparable sizes, there is an apparent pattern of conservatism bunching up in the toe of California's sock. Oakland, Sacramento and San Jose gave decisive majorities to Pat Brown. Long Beach and San Diego did the same for Nixon.

This, of course, does not prove the South is conservative except as applied to this type and size of city—cities which have fairly strong self-identity and which lack the huge metropolitan pockets of minority and liberal groups which may overturn any election.

If Long Beach is a sometimes island in its voting, it is a divided island. This is apparent in comparing that 1962 gubernatorial vote between Long Beach's west side 44th Assembly District and the east side 39th.

WEST SIDE WENT BROWN by 7,500 votes; east side went Nixon 7,900 illustrating a disparity in political complexion of more than 15,000 votes when you cut Long Beach into halves down Atlantic Avenue. It's true that traditionally Democratic Lakewood is a part of the 44th, but Lakewood accounted for only 3,800 of the 44th's pro-Brown vote.

How did the ball bounce across the political spectrum here, as Don Foltz put it?

Democrat John Harley Burke rode in as our district congressman in 1932, enjoying the same 7,000-vote majority that this city's voters gave to Franklin D. Roosevelt. Burke's opponent was Capt. Robert Henderson, endorsed by the Drys.

TWO YEARS BEFORE, Depression's Ham-n-Eggers gave Upton Sinclair a 15-12,000 vote majority here over Republican Frank Merriam, a Long Beach product, although James Ralph Jr. won the governorship that year.

Prohibition's repeal in 1933 got this city's sanction 22-13,000.

Wilson High School teacher Byron N. Scott, an FDR liberal, defeated William Brayton for Congress in 1934 and was reelected in 1936. Republican Mayor Thomas M. Eaton defeated Scott in a 1938 squeaker. L. A. Collins Sr., former Independent publisher and now an editorial columnist, managed Eaton's campaign and served with him in Washington.

Attorney Ward Johnson, who died this year, defeated Scott in 1940, served two terms to continue the GOP reign but lost to Clyde Doyle in 1944. Democrat Doyle lost out in the Republican sweep of 1946 and Willis W. Bradley was in.

DOYLE DEPOSED BRADLEY in 1948 in a 104-91,000 vote starting an uninterrupted tenure in the House. He won over Craig Hosmer by 1,800 votes in 1950. But Clyde, never able to carry Long Beach, moved north to the 23rd District in 1952 after state redistricting had cut off that northern segment and left Long Beach in the 18th District.

And it has belonged to Republican Hosmer ever since. Phenomenally. The young Navy veteran and attorney went in office at 37 with a 55 per cent victory over Joe Kennick and repeated it in 1954. Hosmer's victory margins increased regularly with each biennial election, through attorney Raymond C. Simpson, Dr. Harry S. May, Councilman D. Pat Ahern and Joe J. Johovich, until it reached slightly more than 70 per cent.

Hosmer, in cameo, personifies the current political temperament of Long Beach—its favor for a Republican, its reward for tenure in increasing ballot box margins, its reluctance to change from incumbency, its approval for generally conservative positions. And, above other considerations, the district notes Hosmer's quick responsiveness to constituent query regardless of party. Hosmer's success is at the same time demonstrative of the strength of unwavering newspaper support.

DESPITE the glowing word of that year-year editorial on Long Beach people, the city gets only a so-so grade on voter turnout. Local elections typically draw one-third of registered voters; only 12 to 15 per cent in school board elections. It has always been that way here.

Women don't do well for elective office. The late Ruth Bach won a City Council seat in 1954, died in 1956. Voters here gave Mildred Younger an edge over former State Senator Richard Richards in 1954—and that's about it for women politicians.

Extremism's weed has flowered intermittently here, and abruptly withered. The Ku Klux Klan, a quarter century ago, lived long enough to fire a couple of lawn crosses. They were enough to cause wholesale withdrawals of prominent citizens who apparently had joined with other motivations.

LABOR MAY have had a measurable, deliverable vote here when a big labor issue hit the ballot, such as the right-to-work measure of 1958. Without such an issue, labor's vote is negligible as a bloc to be sought by an aspiring candidate.

Labor's announced endorsements may coincide with statewide elective successes, but numerous successful candidates for local and regional office often ignore Labor's invitation for endorsement interviews here.

In spite of our short shrift to the political woman in Long Beach—or perhaps because of it—women here are a part of the burgeoning phenomenon of "take charge."

THE LEAGUE of Women Voters is probably more dedicated than any other group in the city toward the end of examining issues and candidates on regular basis and submitting their nonpartisan findings before elections.

By default, women have largely taken over the pure political cry in local dialogue. Candidates take the torch at election time but off-season argument is left almost exclusively to Republican and Democratic women's clubs.

If there is anything new in politics, its overt domination by women is it. Women handle the running discourse. They are a candidate's most dependable resource at election time from the mental (envelope licking) to the prime (their fidelity to exercising their vote.)

They surpass men in excitement and faith. If they are not now calling the turn, the day may be soon.

A Woman Chose the City's Name

By HORTENSE HOFFMAN

At first, on the long unshadowed beach, there was only a horse-shed used by grain threshers. Bixby sheep nibbled the stubble. Waves lapped at the warm miles of sand as a man with a vision of a city and harbor tried to promote his American Colony.

William Erwin Willmore, between 1882 and 1884, was not able to get buyers and backers to meet his payments on the 4000 acres he wanted to purchase from the Bixby ranch and he had to withdraw his option. He died in 1901, penniless, but his dream became reality.

Capt. Charles T. Healey, first licensed surveyor in California, laid out the town site. An Oct. 25, 1882 map showed many streets of 1963, outlining 122 blocks and a park, now Lincoln Park.

POMROY and Mills Real Estate Co. then bought the town, the American Colony farmland, and a little more ranch land, and organized a new investment company and wanted to change the name of Willmore City.

"One evening in 1884 a body of citizens met for the purpose of selecting a name," wrote D. N. Shreve in the "Arrowhead" magazine, January, 1917.

Col. W. W. Lowe was there. He had recently brought Belle, his wife, and their two daughters, to the

burghers, tired of so much talking, adjourned until the next morning.

"**LONG BEACH** is the only sensible name for this town!" Mrs. Lowe declared to the colonel when they talked it over in the privacy of their double bed. "We have 12 miles of natural beach from San Pedro to Alamitos Bay, and no other resort can equal that. You vote for 'Long Beach!'"

So the next morning, he presented Belle's opinion so convincingly that the committee voted for "Long

Beach" unanimously on the first ballot.

Farmers used to drive their wagons or surreys filled with picnickers, basket lunches to eat after their well-clothed swims, and hitch their horses along the sand.

Willmore's vision could not have included expanded modern shopping and housing projects unfolding in every direction and sport fishing, water skiing, boating and swimming from Alamitos Bay to the busy harbor, with a population of over 350,000.



happy
Diamond Jubilee
to a
Jewel
of a
City



DAVID SELCER

YOUR LONG BEACH POSTMASTER

LEO
SHULTZ
FURNITURE COMPANY
DOWNTOWN LONG BEACH

From a small beginning to one of
the Leaders in the Furniture Industry

Since 1918 . . . 45 years ago . . . our company has
furnished homes . . . apartments . . . hotels and motels for
great-grandmothers and grandmothers . . . mothers . . .
daughters and their husbands.

We invite your inspection and pricing of our huge

DOWNTOWN "ACRE OF FURNITURE!"
LEO SHULTZ FURNITURE COMPANY
700 LONG BEACH BOULEVARD
DOWNTOWN LONG BEACH
Phone HEmlock 7-1295

The Elegant Eighties

LONG BEACH enjoyed its age of elegance even before it came of age as a city. In 1884, the new Long Beach Hotel, with its impressive facade (below) and spacious verandas overlooking famed San Pedro Bay, attracted new waves of tourists to the tiny seaside community—among them the nattily-attired and dramatically-mustachioed gentlemen at right, who posed with a lady guest and members of the staff for a postcard picture. But elegance was no substitute for fire engines when the huge building burned in 1888. Citizens could only watch it burn—and resolve to do something about a fire department and an adequate water supply.



CATTLE SLAUGHTER FOR HIDES

California Bank Notes

By LORETTO BERNER

Can you imagine a whole state conducting most of its business without using cash money? Although most of our financial affairs are today transacted on a credit basis, our economic system is based on the good round dollar.

But to the rancheros and businessmen of California before the Gold Rush Days, the Spanish-Mexican *peseta* was something he used as a basis on which to evaluate his most plentiful commodity; namely the cattle hide. This unit of exchange and the system of barter which it fostered throughout the province became so well known from Alaska to Peru, that the cattle hide became known as "The California Bank Note."

Trading ships came with a variety of merchandise and returned to their home ports laden with hides and tallow. Many supercargoes (officers in charge of the commercial concerns of a voyage) would accept no other payment for goods.

THERE WERE several reasons why cash money was unavailable. In the early days of Spain's new colony, a throttling trade embargo had been designed to keep foreigners out. All it accomplished was to force the colonists into a surreptitious trading policy with any ship coming to the coast, as they traded hides, tallow and grain for supplies Spain failed to send them.

This embargo also deprived the territory of any cash income from import or export taxation. Spain's failure to keep her colonists supplied was of course due to the changing political conditions of the times, and it left this territory virtually stranded in its earliest years.

THE POLITICAL unrest of the times did not help matters. The confused colonial policy directed towards California by its provisional superior, Mexi-

co City, up until Mexican Independence in 1822 was not conducive to any form of financial stability. The succession of governors sent from Mexico after 1822, then recalled as that country's politics changed hands did not help matters. In 1832 this territory actually had three governors at the same time, as the result of the ousting of Governor Victoria, against whose policies the Californians rebelled.

San Diego, Los Angeles and Monterey, unknown to each other, all elected governors pro-tem, while they awaited Mexico City's selection of Victoria's successor. All this upheaval did nothing to encourage men with money to invest in any type of business. If they had any cash, they either hoarded it or sent it out of the country.

For the cattle hide had become established as the medium of exchange, the basis of all other commodities. Money was not considered necessary for most business dealings.

AFTER MEXICO'S independence, a great variety of merchandise was welcomed to these shores. Trading ships came from several countries, but the Yankee ships were the most numerous, and they brought a variety of good honest men who wished to settle here.

This resulted in the Yankee dollar's popularity as the monetary unit of the province, and it became the basis on which hides and tallow were evaluated. The well-to-do rancheros and the city merchants bought heavily; the trading ships happily refilled their holds with hides and tallow in payment. It was an ideal arrangement and it lasted until the discovery of gold in the north changed values in the whole state.

From the earliest days of the sale of the first hides by the Missions, down through the pastoral age of the great ranchos, the Cali-

fornians enjoyed a deference in their dealings that was almost legendary. If the ranchero had only a few hides ready for shipment at the time of a ship's arrival, the trader merely made note of the goods delivered, secure in the knowledge the debt would be paid in due time.

THE HISTORIAN Bancroft records the story of the ship's merchant, Jose Aguirre and a well-to-do ranchero, Augustus Merchado, who, though he could neither read nor write, was a man of sterling character.

Merchado boarded Aguirre's trading ship at the landing in San Pedro, while the latter was ashore. He selected a large amount of goods and directed that they be delivered to his carts on shore. A new young supercargo, left in charge, knew nothing of the way business was conducted in California, this being his first trip to this coast. When Merchado was ready to return to shore with his purchases, the young man politely asked for a token payment or some note for a guarantee.

Don Merchado just stared at him in astonishment. He just couldn't understand what the supercargo meant. Such a demand had never been made to him or from any other ranchero. Then he began to wonder if he was mistreated.

FINALLY, he pulled one hair from his beard and solemnly presented it to the supercargo saying, "Here, deliver this to Senor Aguirre and tell him it is from the beard of Augustus Merchado. It will cover your responsibility, it is a sufficient guaranty." When Aguirre learned his supercargo had demanded a document from Merchado, he hastily offered his profound apologies. For the good Don's word was better than the best bond for the entire ship's cargo if he had wanted it. And as a

merchant in good standing, Aguirre did not relish any criticism of his manner of conducting a traditional method of business.

This system of bartering became just as common in domestic transactions ashore as it was with the trading vessels, but with a slight difference. Contracts and promissory notes, payable in hides, tallow or cattle passed from hand to hand like any other negotiable instrument.

A glance at business records of the period shows us a note from John E. Ebbets, dated March 26, 1833, for 227 hides payable to Nathan Spears. A larger note in the Abel Stearns manuscripts, dated Oct. 10, 1840, states that Abel Stearns and A. B. Thompson jointly agree to pay John Domenic the sum of \$5,796.00 in merchandiseable hides at \$2.00 apiece.

LOOKING further we find in the minutes of the Los Angeles Ayuntamiento (town council), a record of the levying of fines and paying of many municipal obligations in the same commodities.

Small amounts of merchandise in the stores, such as a few yards of cloth, a pound of sugar, a box of raisins or a handful of cigars could be purchased with the standard currency of the times, the cattle hide.

It is interesting to note the American trapper's use of the beaver skin as a unit of trade during this same period. While in general use on the frontier, the beaver skin was never used to the extent that the hide was employed in this state.

TODAY in this age of multiple processing, when even the bones are collected from the butcher shops and ground into meal for various products, it is hard for us to realize that up until the time the gold rush triggered a demand for beef, thousands of cattle were slaughtered for their hides and tallow alone.

GEORGE A. RICHARDS & SONS

Your Independent Insurance Agent

GEORGE A. RICHARDS

Chairman of the Board of Directors
A resident of Long Beach since 1912, Mr. George A. Richards has been active in civic affairs for many years, having served as President, Long Beach Insurance Agents Assn., President, Reserve Officers Naval Service Post No. 10, Service Lodge No. 591 I.O.O.F., Director, Long Beach Chamber of Commerce, Past Director, California Assn. of Insurance Agents, Veteran of World War I and II, etc.



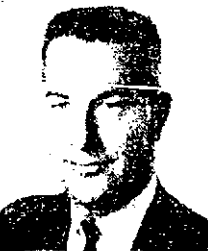
Celebrating a
GOLDEN
ANNIVERSARY
at a
DIAMOND
JUBILEE!



GEORGE L. RICHARDS
President and Director



HARRY W. JORDAN
Secretary, Treasurer and Director



PAUL S. JORDAN
Vice President and Office Manager



DONALD E. RANDALL
Life and Group Sales



R. SCOTT JONES
Stockholder and Controller



C. ROSS MCKELVIE
One-Network Associate

OVER FIFTY YEARS IN LONG BEACH (with Salt Water in our veins) George A. Richards & Sons, Inc., is one of the oldest Agencies in the area, providing a team of Insurance specialists second to none in their qualifications to serve your particular individual and commercial insurance needs.

GROWTH has been a natural impulse with us. In contrast to many firms which handle Insurance on a part-time basis, GEORGE A. RICHARDS & SONS, Inc., dedicates its entire resources exclusively to providing superior insurance service.

TODAY'S MARKET REQUIREMENTS make specialization most necessary. Further, there is no product or service for which people spend more money, yet know less about, than Insurance. Obviously, one cannot take time to study the complex terms of his Insurance policies, but you can take time to investigate the reputation, dependability and performance of the insurance firm with whom you deal.

No Agency in Long Beach occupies a higher distinction than GEORGE A. RICHARDS & SONS, Inc. Let us study your current Insurance program without obligation!

George A. Richards & Sons, Inc.

Your Independent Insurance Agent since 1913

617 E. Fourth Street
Long Beach 12, Calif.

HL 7-0411 (L.B.)
JA 7-5545 (Orange County)



SAN GABRIEL MISSION CHANGED A SAVAGE PEOPLE

A Tale of Accomplishment--and Frustration

By JAN HEMINWAY

The bells of San Gabriel rang out for the Indians of Long Beach in 1771. Their liquid tongue was heard for only 60 years. Yet, between dawn and twilight, the Franciscan Missions spanned the gulf from Stone Age to the 19th Century.

The Gabrielinos, with their San Fernando branch, were spread in small villages over most of Los Angeles County, including Catalina and San Clemente Islands. A primitive people, they responded to the Christianizing and civilizing influence of the missions, only to be crushed under the boot of secularization and swept away by the American conquest.

Juan Rodriguez Cabrillo, the first visitor from outer space, had seen San Pedro 230 years earlier and called it the Bay of Smokes. The Indians were flushing out rabbits with brush fires, and the smog hung thick as it does today under such provocation. But there was very little provocation then. Game was seldom necessary for food, and the men preferred spectator sports. Most of the time, Long Beach was a six-mile stretch of crystal surf on sunlit beach and a grassy plain lying behind the cliffs.

FATHER Junipero Serra led the crusade into California. While he remained at San Diego to breathe life into the newborn mission there, Capt. Gaspar de Portola, with most of the able bodied survivors of the trip from La Paz, started for Monterey. Their route corresponded roughly with today's Highway 101, so they missed the beauty of Long Beach. Instead, the Mission was established inland, at a spot chosen on that tour, and embraced the natives all the way to the coast.

Over the council fire, at night, tales had been told of other white men who came by way of great birds that glided over the sea. Occasionally, they had landed. But these palefaces rode mules, and flying saucers could be no more amazing. There were no domestic animals in California, and to ride a four-legged beast was as unbelievable as to orbit the earth in a rocket. More so, since one of their legends featured a flying machine made of reeds which soared to the sky and became a star.

For a somewhat different view of the character of the California coastal Indians, see "The Very Merry Californians" on Page 5.

Graciously, they accepted the gifts of dried fruit, beads and clothing. Everyone knew that blue beads were a girl's best friend, and cloth was a status symbol. They had seen fragments of the Chinese silk Cermenho's hungry crew had exchanged for food at Catalina, and they had never found a tree on which it grew. As for the food, it was secretly buried. To eat it might bleach a man's skin to that sickly pallor and color his eyes blue. It took time to quiet their fears, but the gray-robed Fathers taught brotherhood. The later missions, dealing with a more sophisticated native along a well-traveled El Camino Real, found no such problem.

THE SPANISH king gave each mission two bells at the time of its founding. They were the chief means of communication and the bell ringer had to be skilled in their language. They called the neophytes to prayer, work and sleep. They pealed for a birth and tolled for a death. They warned of attacks by pagan tribes, of fire and flood. They were the town crier.

Besides teaching Christianity, the missions were trade schools. Under their influence, the indolent food gatherers of California learned to develop the land, for some day this was all to be their own. For centuries, agriculture had been no further away than Yuma,

but the Gabrielinos had preferred drifting and dreaming. This did not include the women, for woman's work was never done. The din of pestle on mortar acted as early day radar, warning a traveler that he approached a village. Acorns were the staff of life, but they had to be pounded into powder, leached clear of tannic acid, boiled into a gruel and eaten without delay. Once readied, it was highly perishable, and there were no refrigerators handy.

Today, we argue the merits of porcelain-painted iron or coppercoated steel for cooking ware. The Gabrielinos of the mainland used tightly woven baskets and dropped hot stones into the raw contents. Those on Catalina made fire resistant bowls of steatite, and traded them to the fortunate for the wild plants and animal skins available only on the mainland. But they had a monopoly on steatite. Whether basket or steatite, the acorn meal had to be cooked. Flavored with insects or berries, it was sure to please a man's palate when he returned from the temescal—his clubhouse.

They adopted the corn, wheat and barley grown under the padres' supervision, but for years it was ground by hand. Gradually, the Franciscans were able to fashion mills run by water power, and the women discovered equality of the sexes. No longer were they slaves to their mortar and pestle. Alas! Neither could they burn down the house when it got dirty, as in the good days.

THEY LEARNED to bake bread in great, beehive ovens; to make tortillas on clay griddles over a fire-pit; to barbecue meat at huge hearths. They no longer wore grass skirts, and neither could they buy clothes ready to wear. Instead, they carded and spun the wool, wove it, and stitched it by hand. But their men had sheared the sheep, and made both spinning wheel and loom!

Under Father Zalvidea, the Mission reached its peak. He could make anything grow, and all the mission vineyards were born of his Vina Madre. He planted citrus, fruit and olive orchards and the Gabrielinos' thumbs turned green. All through the Mission Period, the neophytes raised 90 percent of the farm produce. Few Spanish Californians cared for farming. The irrigation projects engineered by the Fathers were too intricate for them. But the Yankees and Europeans who married into California families carried on, and as their numbers increased, so did the cultivated acres.

In American hands, so much wheat and barley was grown that the state was advertised as the "World's Granary." Viticulture expanded and domestic wines became popular. With the coming of the railroad, oranges were shipped east. Father Crespi's vegetable garden at Carmel has expanded into the Salinas Salad Bowl. Cotton and flax were grown at some missions. Almost every successful crop in this leading agricultural state had its beginning under the Fathers.

BRUSH SHELTERS sufficed for the founding of a mission. As soon as possible, more durable buildings were constructed, although of a temporary nature. The climax would be the great stone or adobe buildings familiar today. When the Moslems held Spain captive, they left their mark upon her, and the Moorish influence is seen in California architecture. Many of our public buildings have its flavor, as adapted by the Fathers with materials at hand. Then, millions of man-hours were needed to accomplish it. Adobe bricks were laboriously made with clay, straw and water, which the Indians mixed with their feet, packed into forms and dried in the sun. Roof tiles were gray until



SAN GABRIEL MISSION

baked in kilns which turned them red.

Gradually, the natives were coaxed out of their basketry huts and moved into small, family-sized apartments. Still, the neophytes increased in number at such a pace that there never were enough adobe homes to go around.

At San Gabriel, two gristmills were erected. The first was soon abandoned because its water wheel was too close to a running stream. The mill's interior was damp and the wheel splashed water over the flour. But its use as a mill had been secondary in the planning. It was built for a shelter, in case of attack by hostile pagans. An immense stone building, it had a water storage chamber and fresh water available. Had it ever been needed, they could have come out into a clean world, though a fire-blackened one. There would have been no fall-out to consider.

LAUNCHES were built at San Gabriel, and the Indians went to Catalina or San Clemente to trade bolts of woven wool for the coveted steatite bowls and the carved flutes and files—and so the small boat industry began. The Gabrielinos left at midnight from Redondo or San Pedro, guided by a beacon fire high on an island mountain. In their myth-shrouded former world, Coyote, a minor god, had raced with water and ended exhausted and ashamed. Now, in their sturdy boats, they raced and won.

The Island Indians fared harshly at the hands of the Russians in search of sea otter after 1813. Those left alive were brought to the safety of the missions, with the Catalina and San Clemente people joining the trade school at San Gabriel. The caste system was not possible here, though anyone with a high I.Q. was given a chance to develop it. Some learned to read and write, in an age when most of the wealthy rancheros signed their names with a cross.

The handful of emaciated domestic animals that once tramped to California produced tremendous herds of cattle, sheep and horses. They roamed at large, and a cactus fence protected the hundreds of acres of cultivated land at San Gabriel. As they increased in number, the Indians, whose fathers had never seen a horse, became expert cowboys. They rode the high-spirited stallions with assurance. At rodeo time, San Gabriel's herds were branded with "T" for Temblores, meaning Earthquakes—something Long Beach understands. Beef became the new staff of life, and the neophytes ate it three times a day. They had no need of cellophane, for it was packaged in the animal's own skin.

worked for the new owners. The Gold Rush brought hundreds of thousands of strangers into Northern California, yet it barely touched the South. The price of beef went up, but so did taxes. Until the drought of 1862 to 1864, when a great and incessant lowing of thirsty cattle ended with their bones bleaching in the sun, there was little change. Today, this is still cow country, study of the issues would be though dairy production is the aim. Cattle owners will figure heavily with the tax collector.

SECULARIZATION means only that a mission is turned over to a parish priest. It was always done when the pagans had become sufficiently Christianized and civilized. But in California it was both premature and a trick for cheating the Indians out of lands held in trust for them by their mission.

Spain had never granted land outright to individuals. Instead, she granted grazing rights, and this was done with the site of Long Beach. It was one of the first three such "grants"—made in 1784—and one of only twenty made in all of California during the Spanish period. In the Mexican era, that many were cut from San Gabriel alone, and a total of eight hundred from all the missions.

But Spain was tapped of her colonies as she wearily fought for life in Europe, and Mexico City took control of California. The missions were secularized in 1833, although the missionaries were the only men of God in the province, and their farms and factories given over to civil administrators who mismanaged things skillfully.

SAN GABRIEL'S powerless priest died. There was a succession of sticky-fingered administrators there, one of whom set up a saloon on the grounds, selling aguardiente to the Indians and then arresting them for drunkenness. The bells were silent. A blight fell on the famous vineyard. The great orange grove—the only one in California—bore shriveled fruit. And the neophytes were gone with the wind.

Pio Pico contracted for the hide-and-tallow industry at San Gabriel, employing 40 Indians to do the work. Thirty thousand bullocks were killed in one mad orgy of slaughter, their rotting carcasses causing fears of pestilence. According to Alfred Robinson, Pico stole two hides for each one credited to the Mission. The Franciscans were invited back in 1843, but the church had been stripped of its furnishings, the livestock had vanished, and the acres of vines and fruit trees were now under private owners. Soon, the

church was taken for taxes that couldn't be paid. The Indians had lost all they had to the wily white man, and those who stayed were slaves to aguardiente.

The missionaries had always been watchful to see that their charges had no contact with the fruit of the vine after it fermented. They harvested the grapes and started the process of wine-making, but it was used only in the ritual of the Mass or to serve guests. In pagan days, the Gabrielinos had been addicted to the Jimson weed, which produced visions and sometimes death. There was no glue to sniff and they had never discovered morning glory seeds. After secularization, they were easily turned to the strong Mexican brandy in which their miserable existence could be briefly forgotten.

ONCE CALIFORNIA became part of the United States, those who were not killed—the only good Indian being a dead Indian—were paid for their labor in

vineyards and orchards with firewater. On receiving their wages on Saturday evening, they passed the night in debauchery. On Sunday they were put in jail and the next day bailed out by their employers at two or three dollars a head, only to repeat the process the next week.

"Los Angeles has its slave mart, as well as New Orleans and Constantinople," wrote an eye witness in the 1850s. "Only the slaves at Los Angeles are sold 52 times a year."

In the wake of the Civil War, the Indians who yet lived were put on reservations in broiling wastelands where it was impossible to wrest a living from the earth. Palm Springs was one such spot, its potential not foreseen.

BY THE TIME Long Beach was born, there was little concern over Indians. The budding city was described as containing "a large Methodist Episcopal Church, a Congregational

(Continued Page 7, Col. 1)

at Lloyd's
when you want
the BEST of
THE BUNCH in
fine carpet

Ask for

Karastan®
AMERICA'S FINEST POWER-LOOMED RUG

Whatever you desire in carpeting, rugs or area rugs, Karastan lets you make the most of the most important decorating area of your room. See thick, deep-pile wool in an exciting array of single or multi-color patterns. Karastan's Malaren area rugs in shaggy, thick wool pile come in striking sunbursts of color graduated from light to bright shades. Be sure to see Lloyd's extensive selection. Decorator staff at your service.

Call Lloyd's for a Carpet Expert to bring samples to your home.

LLOYD'S
OF LONG BEACH

4141 ATLANTIC AVE. / GA 4-1641 / NE 6-2439 / OPEN MON. & FRI. TILL NINE

Since 1883
We're Older Than
You Are, Long Beach

Five years before Long Beach earned its place in the sun, Mullen & Bluett had already established a reputation for fine quality fashions for ladies and gentlemen.

From a modest beginning in 1883 at First and Spring Streets in Los Angeles, Mullen & Bluett now operates 8 stores (with more to come) throughout Southern California. Our newest and "handsomest" store (one year old this month) is right in your backyard — LAKEWOOD CENTER. Here you'll find America's leading brands such as Timely Clothes, GGG Clothes, Cricketeer, Van Heusen, Excello, Don Loper, Catalina, Pendleton, Knox Hats and Nunn-Bush Shoes.

Your reception to our Lakewood store has been overwhelming. Thank you, Long Beach, for making our newest store a smashing success — and congratulations on your 75th Anniversary.

Mullen & Bluett
CHARITY ORGANIZATION UP TO A POINT TOGETHER

5028 Pepperwood
LAKEWOOD CENTER

Phone 634-7333
Open Mon., Thurs. and Fri. 12:30 - 9:30

The Very Merry Californians

By MARK CLUTTER

What were the Long Beach Indians like? Of them and their kind up and down the coast, one modern scholar writes, "Maybe their principal occupation was being very merry."

The California Indians had the misfortune to have their histories written by people who were not their friends. To this day they are thought to have been primitive, ignorant, sullen and worthless.

Modern historians disagree. They have interpreted the truth behind the prejudices of the old writers and have pieced together such facts as are available. The aborigines of California, they agree, were much better human beings than most people believe.

THE COASTAL INDIANS did not fit the cliché of the Noble Red Man. When Americans think of Indians, they envision feathered warriors like Sitting Bull and Crazy Horse, men whose furious spirits were devoted to the arts of manslaughter. To understand the Indians who fished and sunbathed on our long beach, one must forget Crazy Horse.

The California Indians were, above all, Californians. They knew how to live in this land. They had lived here for a long time. Studies of the kitchen middens—areas where people naturally gathered to cook and eat—indicate that men have been living in Long Beach for at least 7,000 years.

Strangely, their way of life paralleled that of modern Californians in many respects. We newcomers naturally take up many of their customs in this land of sun and sea and mountains and moderate climate.

CALIFORNIA ALWAYS HAS been the goal of immigrants. There were at least 22 distinct languages—and most of them were the languages of the eastern United States, Canada and Mexico. Their migrations covered several thousand years, but once on the California coast, they tended to live exactly like their neighbors.

Primitive life was easy in California. Land and sea supplied an abundance of food. Therefore, there was no economic need for war and conquest. Sea and land

every change of season, every war or victory was an occasion for ritual and ceremony.

There was fun, fun, fun all the time. One suspects that their all-inclusive diet was for gourmet reasons. They could have lived on game or fish or nuts and berries, but they liked variety at their banquets.

THEY PLANTED NO CROPS and kept no livestock. They probably didn't want to be tied down. A farmer can't just up and leave his farm to go to the dance in a neighboring town.

They were seamen par excellence. They built great canoes, up to 28 seats, of hand-hewn planks fastened together with rawhide and made waterproof with asphalt. In these they often went on holiday to Catalina to visit their cousins. They also built one-man boats of basketry, and occasionally a man would make the channel crossing alone.

The plank canoes are a mystery. Only here and in South America did Indians make such boats. Did voyagers come from South America to teach the Californians, or did Californians teach the South Americans? Or was the same invention arrived at separately?

THE CALIFORNIA INDIANS were great ones for religion. New cults were invented, flourished and died with great frequency. Since they wrote no books it is hard to say whether their religions were wise or foolish. But it is known that they offered dancing, ritual, pageantry and ecstasy. The Californian could find salvation just as often as he wanted it.

In their family lives they were moral people who did not let morality be a burden. They were monogamists, but divorce by mutual consent was commonplace. An outraged husband had the right to kill his wife and her lover. Usually this did not happen. The two men negotiated. Sometimes they would simply trade wives. Sometimes the lover would have to pay damages.

They had the custom of broiling the orneriness out of teen-age girls. The child was required to lie in sand warmed by the sun and by an underground furnace for several days. When she was "done," an elderly man would come to her and explain exactly how the men of the tribe expected her to behave. Early explorers described the women as "virtuous."

LONG BEACH, THEN AS NOW, was a tourist mecca. This is known because of the wide distribution of their clamshell money. It is treasured by Indians as far east as the New Mexico pueblos. It is quite understandable that some desert Indians, hearing of the ocean, would have to go and see if it existed.

The notion that our Indians were dirty is not true. The men gathered nightly in their sweathouses to talk, sweat and gamble. (All these Indians were inveterate gamblers.) When finally they had sweated enough, they washed themselves in the nearby river or sea. They were cleaner than most of the people you see walking around.

Their government was sketchy. The chiefs served as head warriors and as judges. But they seemed to serve at the will of the people. Individual freedom within limits seemed to be the rule. People who understand and love each other, who have all the food they need and who have no neurotic itch for power need very little government.

WERE THESE PEOPLE, as is generally believed, the most ignorant of American savages? No, if by ignorance you mean the inability to cope with environment.

They were wise with the wisdom of thousands of years in everything that mattered. They knew where to find food. They knew how to build boats and how to make nets and fishhooks. They were among the best basket weavers on earth, and they used baskets for everything, even for boiling water. Their staple food was the acorn, from which, by a complicated process, they took

out the poisonous tannic acid.

But above all, they knew how to be merry, to love each other, to enjoy living in the magic land of California. Are you, dear civilized reader, doing as well?

THE KING OF SPAIN and the czar of Russia ended their way of life. The Russians came down from their Alaska colony to form a little village in Northern California. When the king of Spain heard of this, he became fearful that the Russians would seize his California. So he sent soldiers and missionaries to civilize the land.

The missions flourished between 1769 and 1823, but they brought doom to the Indians. When one visits San Juan Capistrano he is touched by the charm of the place. He does not suspect the misery of the Indians trapped by a harsh discipline and by a religion they couldn't comprehend. Many died. The survivors became sullen, lazy, untrustworthy.

The padres should not be too harshly blamed. The institutions they set up would have been wonderful in Spain or in almost any agricultural land. The padres cared, but they did not know how to care properly for these merry children of the wilderness.

IT WAS WORSE WHEN the Anglo-Saxons came. Mexico revolted from Spain, the missions closed and the Indians were turned adrift. Generations of dependence made them unfit to survive. Hunger, together with the white man's liquor, tuberculosis and syphilis killed them by the thousands. At least, the Southern Californians, unlike those of the north, seldom slaughtered them outright.

It is strange that any of them survived. However, many of them did and are dwelling among us, some on reservations, other as plain Americans. But none of them know much about the "very merry" people who knew how to live in California until the white men came.

For a somewhat different view of the character of the California coastal Indians, see "A Tale of Accomplishment—and Frustration" on Page 4.

provided all the meat and vegetables they needed. They ate everything that was edible except rattlesnake, although they tended to avoid bear and deer meat because they considered those animals sacred.

They were settled people, living in villages in the winter and roving about within their area in the summer.

LOS ANGELES COUNTY is believed to have been the most heavily populated area of its size north of Mexico. There were probably as many towns then as there are now. The people were of many tribes. Some of them spoke Shoshone, the language of an Idaho and Utah tribe.

Early explorers said the Indians who lived along the Los Angeles River were the most beautiful of all. They were described as tall, fair-skinned, and often blond. (They sometimes bleached their hair to get rid of lice.)

The Long Beach Indians wore few clothes. Often the men went entirely naked, an unusual custom even for primitives. The women wore skirts of basketry or skins and little basketry hats to cushion the burdens they carried on their heads.

FEW ARROWHEADS are found in Long Beach because these Indians were peaceable folk. They did have wars, of course, and almost always they arose from insults. But the chiefs always parleyed before war, and usually some sort of compromise or settlement could be arranged.

The Long Beach Indians, like their neighbors up and down the coast, were great ones for fiestas and celebrations of all kinds. A wedding meant a three-day dance. A funeral usually bankrupted the family. Every birth,

Eugene H. Wiley Band's 'Granddad'

One of the pleasant things that happens in Long Beach is when Eugene H. Wiley, 84, comes down from Hollywood to direct the Municipal Band as guest conductor.

Wiley considers himself the "great-great grand-daddy" of the band because he formed it in 1909 under sponsorship of the Pacific Electric Co. and the beach bathhouse.

After two years of urging, Wiley persuaded the City Council to hold an election to establish the band tax rate and city financial responsibility. The vote was favorable on a basis of 3 to 2. That was the "birth" of Long Beach's widely known and justly famous Municipal Band.

WILEY—his friends call him "Harry"—continued as director for seven years. In 1915 Wiley and his band played for the opening of the World's Fair at San Diego and then went to San Francisco to open the World's Fair at the Panama-Pacific Exposition Grounds. The band made many tours traveling in Pullman cars with a diner.

For years Wiley was in the real estate and publicity business and he served as a radio and television script writer.

Wiley claims the distinction of being the first man to land a marlin swordfish in Catalina waters on rod and reel. What's more, he caught a marlin in Catalina waters every year for 55 years.

The marlin wasn't even called a marlin when he landed his first big fish



E. H. WILEY
He Made Music

back on Aug. 23, 1903. For lack of a better name, it was called a "belaying pin fish." His first marlin weighed 167 pounds; later he landed one that weighed 375 pounds, and in 1929 he recorded the best time for the year—bringing in a 230-pounder in 11 minutes.

—VERA WILLIAMS

Firemen's Pay

Just after the turn of the century, Long Beach volunteer firemen went on the payroll. They got \$2 apiece for each call answered, and \$1 apiece for attending the monthly meeting.

Fire Chief Killed

J. E. Shrewsbury, fire chief here from 1902, was also one of the city's first traffic fatalities. He was killed in an automobile accident in 1916.

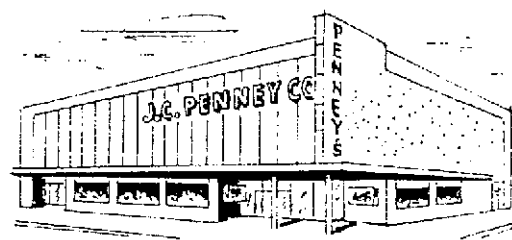


On Long Beach's Diamond Jubilee

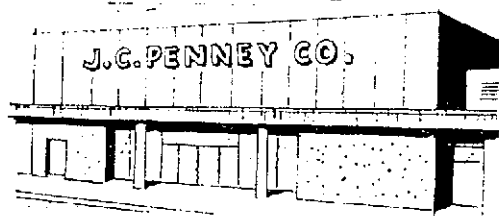
PENNEY'S
ALWAYS FIRST QUALITY

CELEBRATE THEIR 61st ANNIVERSARY

Sixty-one years ago—in 1902—J. C. Penney opened his first general merchandise store. Outwardly, there is little similarity between that first store and today's, but, basically, the principles set down by the founder remain unchanged. Families still look to PENNEY'S for honest merchandise, sensibly priced, and a friendly, relaxed atmosphere.



500 Pine Ave., Downtown Long Beach



Los Altos Shopping Center



OLD-TIMERS RECALL EARLY DAYS

A City Younger Than Some Citizens

By VERA WILLIAMS

One of the interesting things about living in Long Beach is its proximity to history. On this 75th anniversary of the town, you may visit with persons who lived here when Long Beach was brand new—or even before there was a Long Beach!

Take Frank E. Cook, 92, for instance. He lives alone in a downtown apartment, 51 Atlantic Ave. The son of pioneers who came west in a covered wagon from Ohio to California in the 1860's, fighting Indians and dodging cyclones along the way, he was born in Monterey and came to Long Beach in 1882. Only it was Willmore City, and just a-borning at that.

As a matter of fact, his father, James Rowland Cook, who had come to look at lots advertised in the proposed seaside village of Willmore City didn't realize that one tent and piles of lumber WAS the village and kept on driving his team of horses on Anaheim Road past the townsite. He had to turn around and come back.

THE ONE TENT at First Street and Ocean Boulevard

was occupied by Capt. Charles Healey, first Willmore City licensed surveyor, who still was working on the townsite survey for William Erwin Willmore, founder of the town.

He talked with Willmore and Healey, thought the prospect might be good for a fair-sized town, and acquired two lots for \$25 each on the west side of Pine Avenue between Third and Fourth Streets.

Cook hauled lumber for houses for several prospective residents, but he built his own house before they got theirs finished. His house, the first in Willmore City, stood at 327 Pine Ave., the present location of Manning's Coffee Cafe.

THEN COOK drilled a 30-foot well on his property, and supplied the community with water.

The Cook family occupied the home until 1902 when they sold the two lots and house for \$20,000.

As a youngster, Frank Cook was a livery boy for the like Fetterman livery stable on First Street between Pine Avenue and Pacific Avenue. He was a



FRANK E. COOK
Early Settler

blacksmith helper during school vacation and worked for harness makers at Los Alamitos Rancho.

He was a printer's devil and the Long Beach Journal, the first newspaper here, established in 1888. It was a seven column folio, issued on Fridays. Subscription: \$2 a year.

He was a driver on the historic "Get Off and Push" horsecar line which gave the town its first transporta-

tion link with the outside world.

ORIGINALLY, the line ran from Fourth Street and Chestnut Avenue to Thendara Station on the Los Angeles-Wilmington line of the Southern Pacific. "Get Off and Push" meant exactly that. The first day of operation pine scantling rails broke under the weight of the two cars, which were crowded. The name clung even after a primitive steam engine succeeded horses. In 1887 the Southern Pacific took over the line, and Long Beach welcomed its first real train service.

One of Cook's early memories is the night of Nov. 8, 1888 when the three-story Long Beach Hotel, on the south side of Ocean Boulevard across from Lincoln Park, burned to the ground.

"I was at a dance at Second (Broadway) and Pine," he recalls. "We saw the smoke and fire, I ran as fast as I could to the Chautauqua Tabernacle (Third Street and Long Beach Boulevard) and rang the bell in the belfry for 15 minutes, then ran to the burning hotel to help save the furniture. We had no fire equipment, just sloshed buckets of water."

He was city clerk from 1893 to 1896, during which time the town's assessed valuation grew from \$652,000 to \$755,000. During the 1890-1900 decade, its population increased from 564 to 2,252.

Another memory: One day William Willmore and I stood where Golden Avenue is now. He looked out over the ocean, toward San Pedro and said "Some day that will be a large harbor and ships from all over the world will come in there. I won't see it, but you will."

woman at Long Beach Gen

A GENTLE, sweet-faced woman at Long Beach General Hospital, recovering from a hip fracture is Katherine Robinson Bushong, 88, of 1026 E. Fifth St., who also came to Willmore City in 1882. And she still has the doll she clutched in her arms during the journey from Forster City in San Diego County to Willmore City. The doll had been given her on her fourth birthday. It has a stuffed body, a China head with dark hair and pink cheeks, and it wears high black kid shoes. She still loves it.

The little girl and her parents, Mr. and Mrs. Richard B. Robinson came here about the time the original townsite map of Willmore City was recorded and two years before the infant seaside village between Magnolia and Alamitos Avenues, bounded on the north by 10th Street, was renamed Long Beach.

"My mother, Laura Bailey Hannah, ran a rooming house across the street, at 435 W. Ocean Blvd.," recalls Hannah. "She was going to give me a birthday party that night. We heard at school that the new hotel had fallen down. I rode home on my bicycle for lunch—and there was the debris of the hotel fallen down the bluff."

"No birthday party for me."

"We had the closest telephone. The telephone was in the front hall. My mother took the door off the hinges to make it easy for people to come and go. For days our place was full of doctors, police, reporters using the phone."

"The Southern Pacific sent down a wrecking train with a crew to dig into the debris for bodies or possible survivors."

When the hotel was rebuilt, it was renamed the Virginia. It was torn down in the 1930's.

"I have a copy of the Los Angeles Examiner with a picture of the laying of the cornerstone of the Bixby Hotel," recalls Hannah. "Jotham Bixby, a heavy stockholder, was handling the trowel and mortar. Beside him stood Col. Charles R. Drake, for many years the 'grand old man' of the Virginia. Many people

thought he owned it, but he represented stockholders. . . . In the background are a couple of kids who sneaked into the picture. It just so happens that one of those kids was me!"

ATTORNEY CARROLL M. COUNTS, 3631 California Ave., takes a slight bow for Poly High School. He drove a Reo owned by his father, J. E. Counts, early-day real estate man here, and took people to the polls to vote for the Poly bond issue.

"The bond issue was for \$240,000," he recalls. "The school district was buying 15 acres for \$55,000. It was a hotly contested election. A lot of people thought it was too much, too big, too far out. All the schools were downtown, below Ninth Street. Atlantic and 16th was a long way out."

However, the bond issue went over. The Poly cornerstone was laid Dec. 16, 1910 and the new school was opened at the beginning of the term in September 1912.

For all his driving, Counts didn't get to attend Poly. He was graduated in 1911 from the Long Beach High School, 9th Street and American Avenue (Long Beach Boulevard).

In 1913 Counts' brother, GERALD A. COUNTS, was appointed to West Point. He was an Army engineer, taught physics and chemistry at West Point for 30 years, served as dean at West Point for three years. He now is a retired general, living at Coronado.

For 25 years Carroll M. Counts has been associated with Attorney EUGENE E. TINCER. They were boys together and attended Long Beach High School together.

LONG BEACH in the early part of the century was a fine place for a boy, says MAX S. LOWE, 2505

E. Second St., who was brought here from Denver in 1899 when he was five months old. His mother died shortly afterwards. The first 10 years of his life he spent in the home of his grandparents, Mr. and Mrs. William Wallace Lowe. Lowe was Long Beach's first appointed postmaster.

"We lived at the northeast corner of Ocean and Pine," says Lowe. "My grandfather owned the property there. The post office and a drug store were downstairs; we lived in the apartment upstairs."

When he was 10, his grandfather died and he went to live with his uncle and aunt, Col. and Mrs. Charles L. Heartwell at Fifth and Cedar. Mrs. Heartwell was his mother's sister. Later the Heartwells moved to Linden and Broadway.

Lowe was a member of the first graduating class from Horace Mann school.

"The town grew from 12,000 to 50,000 while I was growing up," he said. "We had a lot of fun. There was always fishing and swimming; Poly went in for water sports, tennis, football and basketball."

"There were vacant lots on every side. We played ball on the vacant lot at Sixth and Pine, across the street west from where The Independent Press-Telegram stands."

"And we had cars—my folks had Fords and Oldsmobiles, among the first in town."

Astronomical Clock

There is no lighthouse keeper for the Long Beach Light that stands sentry on the west side of the harbor breakwater entrance. The light is turned on and off by an astronomical clock, geared to the rotation of the earth and the position of the stars.

LONG BEACH

...a good place to live...

JACK HANSTEIN

A good man to know for
INSURANCE



JACK HANSTEIN

28 Years'
of
Insurance
Experience
to
Help Advise
You

- AUTO • HEALTH
- FIRE • LIFE



As an Independent Insurance agent I deal with many companies and can analyze your needs to select the policies that meet your individual situation best. Come in or call about your particular problem.

J. E. HANSTEIN
INSURANCE AGENCY

616 PINE AVE. • LONG BEACH
432-7969



75

LONG
BEACH
DIAMOND
JUBILEE

- Serving Southern California Since 1862
- Serving Long Beach Since 1931

DESMOND'S
CONGRATULATES
LONG BEACH ON
ITS DIAMOND
JUBILEE!

Since 1931 fashion conscious Long Beach has depended on Desmond's, its largest quality specialty apparel store, for the newest and best in Men's, Women's and Boys' clothing. Desmond's is proud to have earned this confidence, pleased to have become an integral part of the community. We congratulate Long Beach on 75 years of growth, and look forward to sharing its bright and prosperous future!

YOU CAN DEPEND ON

DESMOND'S

MEN'S, WOMEN'S AND BOYS' QUALITY FASHIONS

BROADWAY AT LOCUST

**CONGRATULATIONS
LONG BEACH!**



• Opportunity Is Forever Fresh to Eyes That Can See Accurately and to Hearts That Are Adventurous. There is much pioneering yet to be done, and we salute the young ranks coming up who will build our community to even greater heights.

BIXBY LAND COMPANY
JOTHAM BIXBY COMPANY

(Continued From Page 4)

Church, schools, stores and livery stables, but no saloons." In the Middle West it became known as the "Seacoast of Iowa." Soon after the discovery of oil at Signal Hill, the population jumped to more than a hundred thousand—about the number of inhabitants there had been in all of California before the white man came.

This new breed of pioneer showed interest in the history of their adopted state, and soon an organized effort was begun to preserve what remained of the ruined mission buildings. Some had been stripped of their roof tiles and the adobes disintegrated in wind and rain. Others only stood forlorn and neglected, and these were soon repaired.

Since the turn of the century, much has been done to restore the broken shells to their past glory. In 1930, San Gabriel began excavations to uncover cobblestone foundations and tiled floors, the irrigation system and huge soap vats. Piles of decomposed adobe were once more moulded into bricks and used in reconstructing crumbled walls. Paintings and early photographs were a valuable guide. The descendants of

many original settlers contributed heirlooms long considered family treasures but identified by yellowed inventories. Mulety, the haunted buildings tell the story of accomplishment and frustration—of the Indians' rise and fall.

ONLY UNDER the love of the Mission Fathers did the Gabrielinos learn racial tolerance. In the beginning, they strangled any infant showing signs of mixed blood. Now, in this day of "emerging nations," they are once more showing pride. They've fought for the country that robbed them, and most have left the reservations. Father Serra's confidence in them has been justified. For some are highly educated professional people—doctors, teachers, lawyers. Now, their suit for confiscated lands, entailing Los Angeles County south of the Sierra Madre and half of Orange County, is up before a conscience-stricken Uncle Sam. The Land of the Sundown Sea may be given back to the Indians.

And through the thunder of traffic on El Camino Real, the bells of San Gabriel are sounding once again.

World Trade Center

The first complete world trade center in the United States will be built in the Port of Long Beach.

To be constructed on a 14-acre site 300 yards southeast of the Port Administration Bldg., the \$15 million world trade center complex will include a 25-story hotel, a 20-story office building and an eight-story trade concourse.

In a recent progress report to the Long Beach Board of Harbor Commissioners, Charles C. Weidlein, president of the International Towers—World Trade Center project, said an economic feasibility study has shown that the complex can be a success

and will provide a vitally needed headquarters for world trade in Southern California and the Southwest.

WEIDLEIN said that financing for the project has been provided by private capital and the entire amount for construction has already been committed.

The hotel, which will be called the "International Trader," will be joined to the office building by the trade concourse which will house offices for brokers, freight forwarders, retail sales, distributors, communications center, world trade club and other international trade offices.

We Salute You ... LONG BEACH on Your Diamond Jubilee!

We are proud to be established in such an aggressive city.

MORRY'S of NAPLES Select LIQUORS, FOODS, WINES Established Since 1938

Here's Our Team —



MORRY RABIN



HARVEY RABIN



DONNA RABIN



JIM MONTAGUE



SOL BERGER



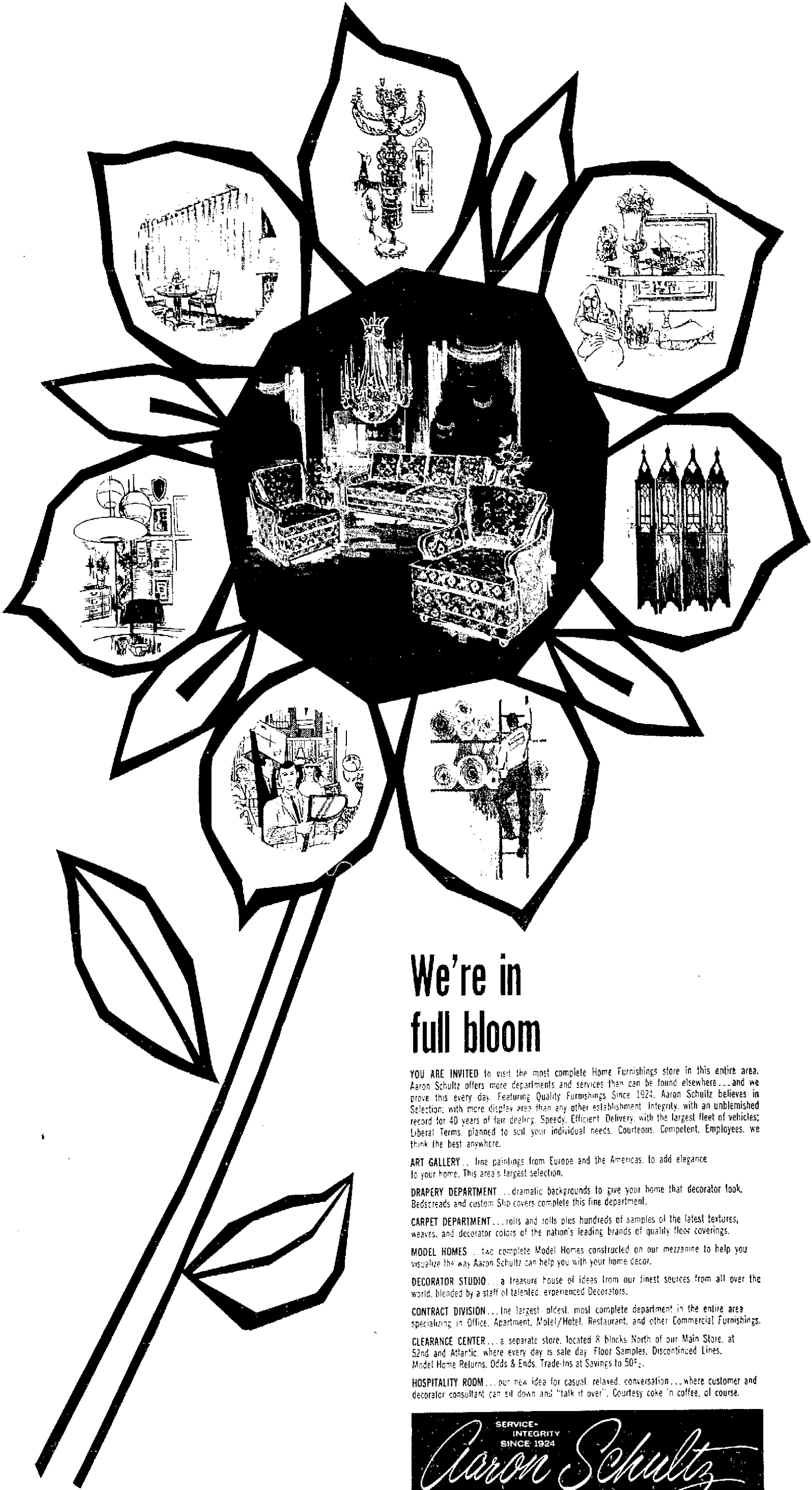
BOB SMITH

5764 E. 2nd St. NAPLES • LONG BEACH

"In the Heart of the Marina"

PROMPT FREE DELIVERY • GE 9-2255

• DINERS' CLUB • CARTE BLANCHE • BANKAMERICARD



We're in full bloom

YOU ARE INVITED to visit the most complete Home Furnishings store in this entire area. Aaron Schultz offers more departments and services than can be found elsewhere... and we prove this every day. Featuring Quality Furnishings Since 1924, Aaron Schultz believes in Selection; with more display area than any other establishment. Integrity, with an unblemished record for 40 years of fair dealing. Speedy, Efficient Delivery, with the largest fleet of vehicles; Liberal Terms, planned to suit your individual needs. Courteous, Competent Employees, we think the best anywhere.

ART GALLERY... fine paintings from Europe and the Americas, to add elegance to your home. This area's largest selection.

DRAPERY DEPARTMENT... dramatic backgrounds to give your home that decorator look. Bedspreads and custom Slip covers complete this fine department.

CARPET DEPARTMENT... rolls and rolls plus hundreds of samples of the latest textures, weaves, and decorator colors of the nation's leading brands of quality floor coverings.

MODEL HOMES... two complete Model Homes constructed on our mezzanine to help you visualize the way Aaron Schultz can help you with your home decor.

DECORATOR STUDIO... a treasure house of ideas from our finest sources from all over the world, blended by a staff of talented, experienced Decorators.

CONTRACT DIVISION... the largest, oldest, most complete department in the entire area specializing in Office, Apartment, Motel/Hotel, Restaurant, and other Commercial Furnishings.

CLEARANCE CENTER... a separate store, located 8 blocks North of our Main Store, at 52nd and Atlantic, where every day is sale day. Floor Samples, Discontinued Lines, Model Home Returns, Odds & Ends, Trade-Ins at Savings to 50%.

HOSPITALITY ROOM... our new idea for casual, relaxed, conversation... where customer and decorator consultant can sit down and "talk it over". Courtesy coke in coffee, of course.

SERVICE- INTEGRITY SINCE 1924
Aaron Schultz
4321 Atlantic Ave., Long Beach • GARfield 7-5431
Open Monday and Friday 'Til 9 • TERMS? OF COURSE!

The Pioneers Set the City's Pattern

By MAYMIE R. KRYTHE

As we celebrate the 75th anniversary of the incorporation of our City of Long Beach, it's well to look back at those founders who came here during the two closing decades of the last century.

For these pioneers set the pattern for our development, through their civic and moral principles, and their church, school, and cultural activities. And these dedicated founders left a strong impression on this community.

We should actually go back to the year 1870 when William E. Willmore, a man of great vision, was walking from Wilmington to the small settlement of Anaheim. He stopped to rest at a spot about where Anaheim crosses Long Beach Boulevard. There he gazed over the great expanse of grassland to the Pacific beyond. At once he was struck by the beauty of this part of the coast; later, at a meeting, Mr. Willmore declared: "In my thoughts, at that moment, the town really was born."

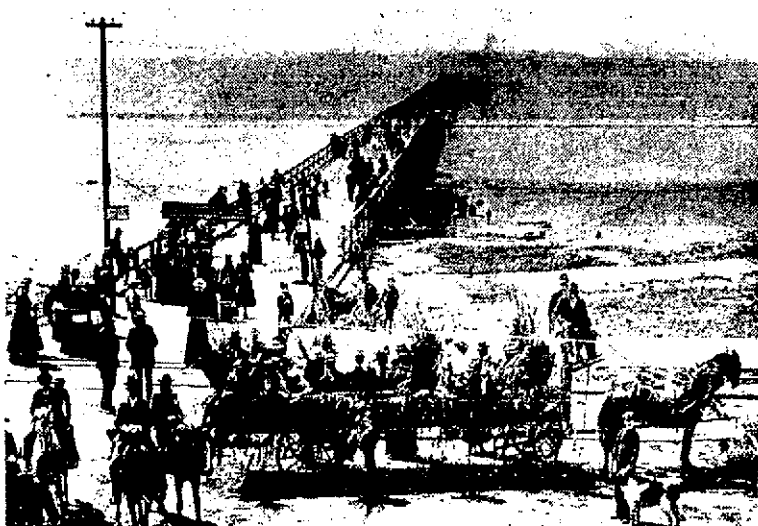
IN 1880 he talked to the Bixbys of Rancho Los Cer-

ritos, told them of his plan for a colony here, and received an option on 4,000 acres of land. This was laid out in lots and acreages, and "Willmore City" was surveyed. Although the project was widely advertised, and some settlers came to the new resort, William Willmore's dream did not come true.

Perhaps he was ahead of his time. Most who knew him believed he was an idealistic planner, but not a practical businessman. Therefore, he had to turn the land back to the Bixbys. Then another company was formed; the Long Beach Land and Water Company, and the name of the settlement became Long Beach.

With the influx of more residents who wanted to make permanent homes here for themselves and families, it's interesting to note how civic-minded many were and what methods they adopted to attract summer tourists and also all-the-year-round fellow-citizens.

IN ORDER to get their



BIG DAY

It was a gala day in Long Beach when the brand new Pine Avenue pier was opened in 1893, replacing the structure at Magnolia Avenue, which was destroyed by waves. Palm-decorated wagon was one of those which participated in a parade along what is now Ocean Avenue to celebrate the event.

community "going" the leaders decided to incorporate Long Beach in 1888 as a sixth-class city. When this election was held, Jan. 30, 1888, only two of the 102

voting were against incorporation.

On March 2, 1888, the new city government was organized; there were five trustees. They met in the office of one of their members, George H. Bixby, oldest son of Jotham Bixby. This was in the Tower Building at the northeast corner of Pacific and Ocean. Their first official act was to pass an ordinance "prohibiting saloons, gambling houses, and other institutions dangerous to public health and safety."

These five men met twice each month and were very conscientious in attending to the needs of the new town, and in trying to promote its growth and development. Our first mayor, John Roberts, was a gentleman of high principle, and was said to have been "an energetic force in shaping the early history of our community."

WHILE these civic leaders were good boosters, they had assistance along this line in the persons of two editors of the first Long Beach newspaper, the Long Beach Journal, Amos Bixby and H. W. Bessac. They were completely "sold" on "Our Town" and praised it in such words: "Nature has bestowed upon the place a rich heritage, that can never be taken away. Here is found the finest beach on the coast. . . . There is an inexpressible charm in the combination of ocean, valley, and mountain views."

And another writer of the time declared:

"Nature has left little undone to make Long Beach the perfect seaside resort, and pleasant residence place. . . . It will be the fault of the people if any other seaside community gets the start of Long Beach."

TO TAKE CARE of the many summer visitors, some early residents built boarding houses, restaurants, and hotels, notably the Long Beach Hotel. This—the "pride and joy" of the community—was built at a cost of \$50,000. The day it burned to the ground—after four years, in 1888—was the saddest one the town had experienced.

Since many out-of-towners liked to camp during their vacations here, the Council saw to it that they had a special place on the beach. This was east of Locust Avenue and south of Ocean. A small fee was charged for space and the use of city water. A bath house was erected on the beach and a small pier for fishing was built.

By the end of the century Long Beach had several hotels where visitors could stay for 50 cents, 70 cents or \$1.00 per day; and you could get a good meal for "two bits" or one quarter.

DURING the "Gay Nineties" some undesirable characters came into the town; and this did not suit the early, rather strait-laced residents. Some religious leaders asserted:

"Only a short time ago, one could walk out to the

Pavilion, almost any time of the day or night, and see card-playing and craps, and hear the vilest of language. The Pavilion was a resort for gambling and rowdies."

Some of the Methodists feared that if Long Beach became "a place of drinking, gambling and other immoral business" that it might lose the annual summer Camp Meetings that brought so many tourists to town.

Since the resort had such a long beautiful stretch of sandy beach, the founders knew what an attraction this would be for summer visitors. However, they had strict ideas about how bathing and swimming should be carried on along their strand, and issued this order:

"No objectionable or inappropriate bathing suits will be allowed under any circumstances, and all attempts to use such shall be promptly punished under the criminal laws of the state."

ALSO NO ONE could wear a bathing suit on the streets of Long Beach, unless it was covered by a long coat. So the women of those decades went wading in high-necked suits, with bloomers and long black stockings. Gradually the ankle-length bloomers were shortened. Soon after the turn of the century one young girl asked the Council for permission to wear a bathing suit "with short sleeves, low neck, bloomers to the knee, covered by a full skirt." Her request was granted, but she was ordered to wear a long robe to the water's edge. So the City officials tried hard to keep up the moral tone in those far-off days!

When the town was started, many built rather modest houses, but they took much pride in their appearance and in making the yards attractive with flowers and "velvety" lawns. In 1888 a reporter on the Long Beach Journal commented on some of these homes. In describing "Rose Cottage," the property of Professor Trowbridge, the high school principal, he wrote:

"The design of Rose Cottage makes a beautiful impression with verandas all around. In due time, these will be trebled by climbing roses. The occupants are building to an ideal, Mrs. Trowbridge regards the rose as the queen of all flowers, and for her the cottage takes its rosy destination. It is only 8 months old, yet has growing or entwined around it 30 varieties of roses. The cottage is on the corner of Second and Maine."

THIS WRITER also praised the Congregational minister for setting out eight evergreen trees, two umbrella trees and six peppers. He developed an attractive lawn, and had climbing vines and flowers, making the parsonage "one of the prettiest homes in Long Beach."

Many of our early pioneers were strictly "temperance"; and this liquor question became quite an issue. When originally founded by William E.

Willmore, the town was not to have any saloons. However, he did void the liquor sale ban on the lot at the northeast corner of Pine and Broadway—then Second Street. All other deeds, with the exception of two hotel sites, had clauses in them that forever prohibited the sale of intoxicants, with the penalty that the land would revert to the former owner.

In June, 1890, the Council voted against the establishment of a saloon; and soon some disgruntled interests forced a special election. On July 27, 1896, the community was reincorporated, and went under County rule. Then Dennis J. McCarthy opened a saloon; and when Long Beach—about a year and a half later—reincorporated, he was allowed to continue in business, but had to pay a yearly license fee of \$600.

FROM ITS very beginning Long Beach was a "church" town with a decidedly religious atmosphere. The Methodists began worshipping in homes, about 1884, and soon were

joined by members of other denominations, including Friends, Presbyterians, Baptists, and others.

In 1888 at the annual California Conference, Bishop Foss appointed the Rev. George W. Elder as minister for the "charge" of Long Beach. Soon afterwards "eleven or twelve persons" organized the First Methodist Church of Long Beach. According to one account:

"Worship was first held in a hotel parlor, then in an empty house lent by Brother M. H. La Fetra, then in a tent, south of Dr. Williams' cottage on Cedar Avenue."

WHEN THE BLOCK between Long Beach Boulevard (then American Avenue) and Locust, Third and Fourth Streets, was donated by the Long Beach Land and Water Company, the Methodist Resort Association agreed to build "a wooden tabernacle, costing \$5,000, and to plant eucalyptus trees to shade the campers during religious services."

The Rev. Mr. Elder was in charge of construction,

and on April 12, 1885, he preached the first sermon in the chapel—then not completed as it had no doors, windows or seats. However, by 1886, about half of the main building—the tabernacle—was finished and the annual camp meetings were held there. The two buildings seated about 1,700, after the rest was completed in 1887. The Methodists worshiped there for several years.

The First Congregational Church was started by the Jotham Bixbys, in Cerritos Hall, at the southeast corner of Cedar Avenue and Third Street. They had asked the Rev. Andrew J. Wells to organize it, and on February 6, 1888, 26 persons met and formed this institution. The Long Beach Journal, February 17, 1888, gave this account of the affair:

"Mrs. Bixby, as is well known, built and furnished Cerritos Hall, entirely at her own expense, and though intending it to be used as occasion demanded for secular purposes, designed it

(Continued Page 11, Col. 1)

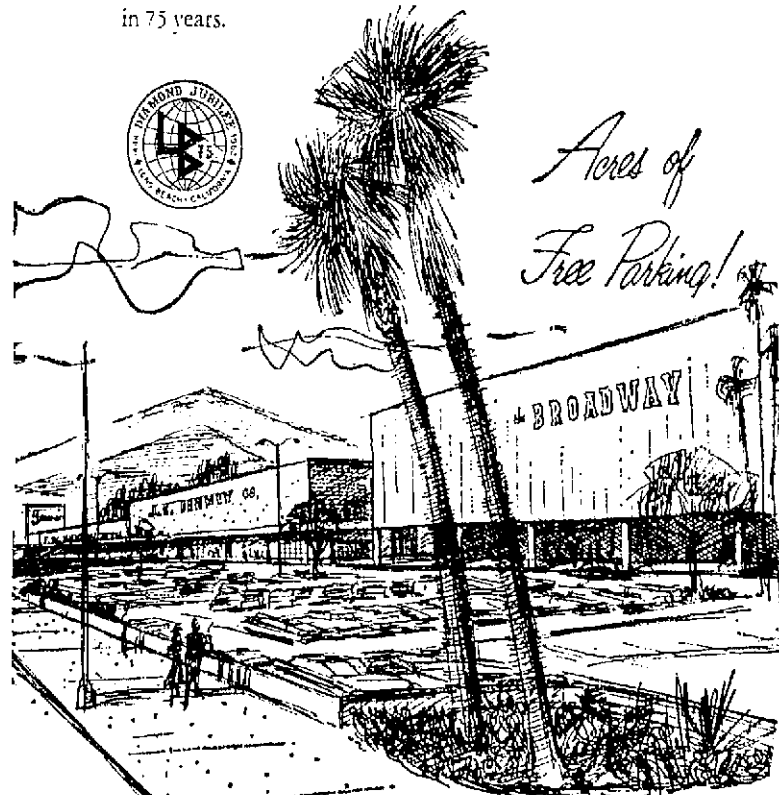


BELLFLOWER BLVD. AT STEARNS, LONG BEACH

A Milestone in Long Beach's 75 Years of Progress

As a city grows, the needs of its population grows.

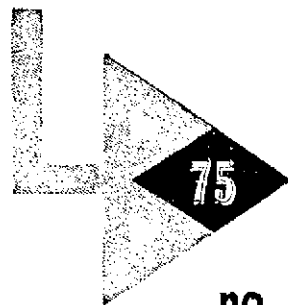
In 1956, Los Altos Shopping Center opened to satisfy the needs of Long Beach families who wanted the convenience and selection of merchandise that only a complete suburban shopping center can offer. Today, in seven short years, Los Altos has grown into the largest shopping center in Long Beach. We take this opportunity to thank the families in this area for their patronage and to salute Long Beach on the monumental growth and progress it has made in 75 years.



Acres of Free Parking!

BROADWAY

accelerated progress in the making



Long Beach, after 75 years, has no ceiling on the future!

UNION DEVELOPMENT CO.
(DEVELOPERS OF THE DUTCH VILLAGE)
OVER 40 LEADING BUSINESSES TO BETTER SERVE THE AREA

Founded in 1895

...looks behind with pride and forward with enthusiasm to the progress of Long Beach and surrounding area.



WOODRUFF & SOUTH ST., LAKEWOOD

OPENED 1955 AND GROWING AND PROSPERING WITH THE AREA!

Business and Professional Space Available

ME 3-5143

THE YANKEE DONS

By HORTENSE HOFFMAN

At 4600 Virginia Road in the quiet, wooded Virginia Country Club district there is an ancient farmhouse. You may enter because it is now a public museum.

In the old house you can get a little feeling for a past so strange, so exciting, so different from anything we know that the imagination falters. It is the Hacienda del Rancho de Los Cerritos—the great house of the Little Hills Ranch.

Unfortunately for us, the gentry who lived in the great house were the kind who made history, rather than those who wrote it. The details about the first inhabitants are inadequate—and yet enough is known to get a picture of aristocracy whose lives were filled with warmth, gaiety, color and a measure of elegance.

The house was built by Don Juan Temple, a Yankee Mexican, in 1844.

Temple and Able Stearns, Benjamin D. Wilson, Hugo Reid, Dr. William Keith, and many adventurers, arrived in Southern California before greater migration.

They had to become naturalized Mexican citizens and Roman Catholic in order to own land and to marry pretty native señoritas. They spoke fluent Spanish with a Yankee twang, or Scotch burr, and were called "Don." Mission property was being secularized and the flag of the Spanish lion was lowered and the Mexican eagle flag was raised, in the 1820's.

IN 1784, Pedro Fages, Spanish governor, had granted Los Nietos to his old soldier, Manuel Nieto, "to graze his cattle." The future unknown city of Long Beach was included. "Bounded on the north by the foothills and on the south by the ocean, 50 miles square, lying from the San Gabriel foothills to the Pacific, between the Santa Ana river and the San Gabriel river."

Don Manuel Nieto died in 1804 and part of his land, Rancho Los Alamitos (Little Cottonwoods), 29,000 acres, went to a son, Don Juan Jose, and another part, Rancho Los Cerritos (Little Hills), about the same size, to a married daughter, Dona Manuela Nieto de Cota, with 12 children, who lived in the old Cota adobe in 1833 and another was built in 1835.

ON DECEMBER 16, 1843, Temple paid each of her 12 heirs \$275.75 and \$25 for the ranch branding iron and the earmark. The deed conveyed "the farm of the Cerritos—which contains five leagues for neat cattle, a little more or less."

When California became the 31st state, there was much confusion and land titles had to be confirmed by the United States Board of Land Commissioners. Temple financed the \$3000 Old Survey on which all titles are based. He received a transcript of confirmation copied in Spencerian longhand, rolled in a red morocco leather cover, tied with blue tape.

He built the Casa in 1844. Restored and remodeled, it is considered the finest restored ranch house in this state. Bricks used as ballast in sailing ships around the Horn laid the foundation and the paving across the 100-foot front. Hand-hewn redwood beams from Monterey forests still are in use. Sun-dried adobe bricks made on the grounds formed the walls, 2-to-4-foot thick, and frequently white-washed.

IN 1830, Llewellyn Bixby replaced the wooden New England roof installed by Jotham Bixby, who had hated the original tar that covered the flat wooden roofs. Sarah Bixby Smith in her "Adobe Days" told of picking up soft asphaltum in the summer and in the winter the 90-foot wings' tar roofs leaked like sieves.

John Temple reached Los Angeles in 1827 from Massachusetts after sailing around the Horn to the Sandwich Islands (Hawaii). He opened the first general store in the pueblo, with George Rice. They stored the cattle hides, each one



DON JUAN TEMPLE



RAFAELA TEMPLE

doubled lengthwise down the middle and dried stiff, worth \$2, and the 1000-lb. rawhide bags of tallow, which were brought in creaky carretas by mission Indians, from San Gabriel, to exchange for household commodities, farming tools, personal ornaments, and then traded the hides and tallow for ships' cargoes.

Money was seldom used, horses and cattle being the medium of exchange for large sums, and hides or produce for small. The plaza was the center of one-story adobe, dark, mud-colored, with flat roofs which dripped tar, from the La Brea pits.

BY 1830, Temple had built his own adobe store, later of brick. In 1830, he married Raphael Cota in Santa Barbara, and was called "Don Juan." According to Thomas W. Temple II, in the His. Soc. of So. Calif., June, 1961, p. 222, "she was a second cousin of the husband of Dona Manuela Nieto de Cota." In 1859, he gave a \$40,000 courthouse with a town clock, and Temple Street, to the city of Los Angeles.

John Temple leased the Mint in Mexico City for 10 years, making government money on a commission basis. He is said to have refused a million dollars for this concession.

THE GREAT Drought of the 1860's caused ranch ruin and a man could walk miles on the backs of dead cattle. In 1866, he sold Rancho Los Cerritos for \$20,000 to Flint, Bixby and Company. "I spent much more on the garden."

He died soon after, May 30, 1866, in San Francisco, aged 70. His wife survived but a few years, living in Paris, where their only child married a Frenchman.

Nieto sold the Los Alamitos Rancho to Governor Jose Figueroa in 1834 for only \$500. The governor died in 1835 leaving many debts and his brother negotiated with Abel Stearns.

"I BOUGHT my Rancho Los Alamitos in 1842 for \$5,000, including 900 cattle, nearly 1000 sheep and 240 horses—6 square leagues of land, a small house, and a few other trifling articles worth some \$200."

In 1854, the United States Land Commission confirmed Stearns' title. In the '50s, inquisitive San Francisco lawyers questioned the validity of the sale, claiming Governor Figueroa had left legal heirs, three legitimate sons in Mexico. In 1856, Stearns commissioned Don Juan Temple in Mexico City to pay them \$10,000 for a clear title.

ABEL STEARNS was born in Lunenburg, Mass., Feb. 9, 1798. At 12, a penniless orphan, he went to sea. He advanced in the China and South American trade and worked in Mexico, becoming a naturalized citizen. In 1829, he established a store in Los Angeles and a warehouse in San Pedro, furnishing cargo for Yankee traders and serving as a mail depository for American vessels. On several occasions he was accused of smuggling.

Stearns' partner and intimate friend, Don Juan Bandini, was granted the large Rancho Jurupa, 7 square leagues, in San Bernardino County, after hostile Indians had left his ranch near San Diego a smoking ruin. Don Abel, a bachelor, was provided with rooms in the Bandini

brief and left the first history of the Gabrielino Indians.

Don Abel built their home, famous as a fabulous "El Palacio" in pueblo society, with Dona Arcadia the queenly hostess. Her name was given a street, a building block, a ship and a town. Although she was childless, Dona Maria Francisca Paula Arcadia Bandini de Stearns de Baker left many nieces and nephews. Great-granddaughters of her sister, Josepha Bandini de Carrillo live now in Long Beach, Carmelita Rodd and Stella Sabot. Dona Arcadia lived in Santa Monica for the last 17 years of her life, which ended Sept. 16, 1912.

Los Alamitos was the beginning of Abel Stearns' empire that reached over 200,000 acres. He mortgaged the Alamitos to Michael Reese of San Francisco for \$20,000 at 1 1/2% interest in order to complete his two-story Arcadia brick building on Arcadia and Los Angeles streets.

DURING the Great Drought he lost at least 50,000 head of cattle and



LIVING HISTORY

Shaded by graceful trees and beautifully landscaped, Rancho Los Cerritos is today a living tribute paid by the city to the bygone days of the ranchos.

the rest of his property was attached by creditors. Delinquent taxes added to his debts and in 1865 Los Alamitos was foreclosed.

Alfred Robinson, an old friend, rescued him from ruin by organizing the Robinson Trust to sell Don Abel's fertile acres. He was given an eighth interest in

the Trust, \$150 per acre as fast as they were sold, and an advance of \$50,000 to pay his debts. But Don Abel constantly ignored the authority of the Trust although he was making one of the largest fortunes in California when he died.

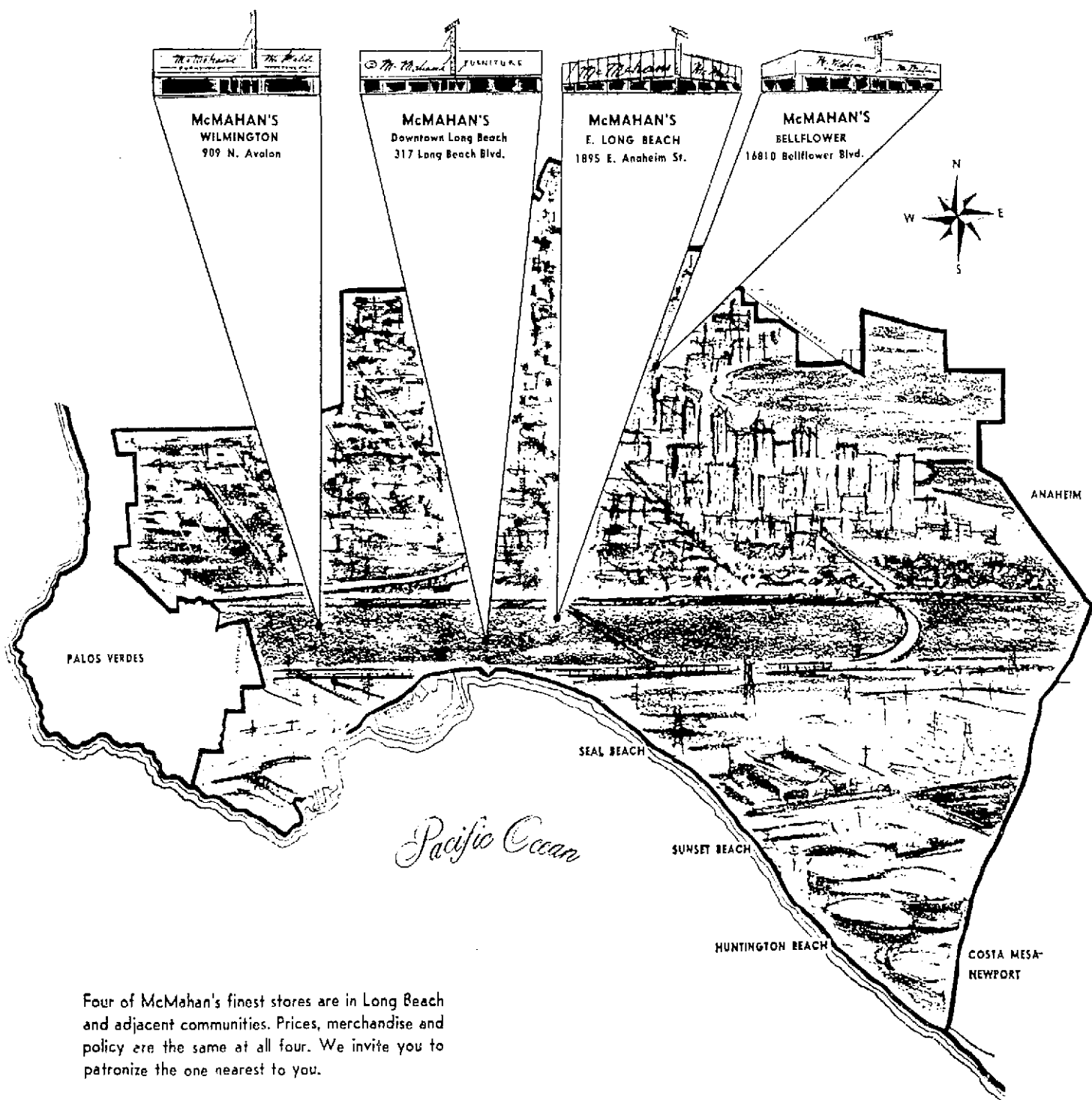
ON A RARE absence from El Palacio, at the

Grand Hotel in San Francisco, Aug. 23, 1871, aged 73, he suddenly died. He was brought to Los Angeles in October for burial. Few mourners could forget Dona Arcadia's shriek of horror when the ropes snapped on his 800-pound coffin, pitching it into the open grave.

Don Abel Stearns and Don Juan Temple were but two of many Yankees from the East who made fortunes on the rim of the Mexican frontier and lived to see the beginning of new development in California, which has become the largest state in all fifty.

McMahan's FURNITURE STORES SERVING CALIFORNIA FOR OVER 44 YEARS

Since 1919 McMahan's have been serving the people of California. From a small store started over 44 years ago, McMahan's have grown to be the largest group of independently owned furniture stores in the world. Over 120 stores now display nationally advertised, name brand furniture, carpet and appliances at budget prices. From the early beginning, McMahan's have carried their own accounts . . . No bank or finance company is ever involved and customers deal only with McMahan's from start to finish. The huge carload buying power means quality merchandise, at lower prices, and terms to fit any budget. McMahan's have merchandise buyers who are constantly searching the markets at New York, Chicago, Los Angeles, Seattle, San Francisco, High Point and Dallas for new items that will measure up to the rigid specifications required to guarantee satisfaction, quality and service . . . At McMahan's, a satisfied customer is our most important asset.



Four of McMahan's finest stores are in Long Beach and adjacent communities. Prices, merchandise and policy are the same at all four. We invite you to patronize the one nearest to you.

Hometown of Many Talented Authors

By ALICE FRANCES WRIGHT

Long Beach can boast no world famous author-residents at the moment unless, as James Hilton did for ten years, they live in seclusion, hidden away from the general public. Over the years, however, the city has developed a reputation as a writing community. It has a higher proportion of free lancers (non-staff writers) than any other section in the area, Hollywood, of course, excepted.

Some of them are real pros like Dolores Hitchens, who is ranked as one of the nation's top mystery writers with more than thirty psychological crime novels to her credit. *Sleep with Strangers* is the only one with a Long Beach setting. She writes under several pen names (D. B. Olsen, Doland Berkley, and Noel Burke) as well as her own.

The card catalogue at the Public Library has 120 listings under "Long Beach Authors" but there are hundreds of part-time enthusiasts who may never get a book published but who pursue writing as an avocation. They appear in magazines far and wide, a few hitting the big slicks but the majority happy to appear in the smaller publications.

THEY GATHER hundreds strong every spring at the three-day Long Beach City College in co-operation with many other community groups. A total of approximately 1,660 interested readers as well as scribes, flocked to the fifth annual conference at the Hotel Lafayette May 11-13, and listened to and questioned such well-known personalities as Adela Rogers St. Johns and Carl Reiner. Big name writers Rod Serling, Ray Bradbury, Stirling Silliphant, Jesse Lasky, Jr., and Norman Corwin were among the

the more than 200 speakers, many of them editors, literary agents, illustrators, etc., who participated in the four preceding conferences with local representatives. The audiences always come away refreshed and with inspiration and dedication.

Creative writing classes in the General Adult Division continue each year crowded with eager amateurs as they have over the past 20 years, with registration averaging each semester approximately 250 to 300 adults. This interest in writing, both as craft and art, can easily be traced much farther back. The pen was always mighty in Long Beach history. No battles are recorded but there have been many campaigns with words as weapons.

Scattered in publications throughout the country, the propaganda of the very earliest of the city's promoters, forerunners of IBC, brought trainloads of immigrants to our beautiful beach land. The first such advertisement was Mr. Willmore's placed in over 100 newspapers and 35 magazines in 1881. The I.B. Breaker, local newspaper in 1891 continued the campaign. It attracted on one Sunday alone nine streetcar loads of visitors from Los Angeles. In *Adobe Days* Sarah Bixby Smith speaks of the "chorus of rapturous praise singers." They have poured out millions of words since, lauding the climate, natural resources and beautiful landscape. At the turn of the century, this was the favored beach in the area where surf bathing was said to be "superb."

IN THOSE early years Long Beach was often referred to as a cultural watering place and beach resort. Even as late as 1938, an item in *The Press-Telegram* written by Vera Kackley, now Vera Williams,

Southland's book review editor, referred to the city as "Literary Long Beach." The war years, population explosion, and industrial expansion following tended to obscure this atmosphere but the cultural boom now sweeping the nation was helped to restore the emphasis if not the title.

Outstanding among local authors for whom writing is vocation is former teacher Mayme Krythe, an expert on Long Beach history, who wrote *The Port Admiral: Phineas Banning, All About Christmas, and All About American Holidays*. She has a new book soon to appear. James Phelan, whose recent article on Los Angeles in the *Saturday Evening Post* stirred some interesting controversy, is a hard-working, universally respected freelance journalist, who has written hundreds of pieces for top mags. Tedd Thomey, *Independent - Press Telegram* columnist, has published numerous paperback novels while pursuing a gourmet career in restaurant sampling and reporting.

A number of "hometown boys who have made good" as writers have moved away. Scott O'Dell, a Poly High grad, author of the award winning *The Blue Dolphin* and many other books with California historical backgrounds, now lives in Julian. The late Clifford Knight was a Long Beach resident in 1937 when he wrote *The Affair of the Heavenly Voice*, the first of a long series of popular mystery stories. Skip Fickling, member of a well known Long Beach family now in Laguna, has produced several successful paperbacks, one centered on "Miss Universe," and has also cracked the TV barrier. World authority on meteors, Dr. Fred Lawrence Whipple, whose

parents still live here, co-authored *Conquest of the Moon* with Willie Ley and Werhner von Braun. Ruth Forbes Sherry, local poet who has won a large number of national and international awards, is now a San Juan Capistrano resident. Cynthia Pearl Moss, who wrote *The World's Great Madonnas and Christ in the Fine Arts*, now lives in Los Angeles.

SEVERAL FAMOUS authors lived here for brief periods, the longest being the ten years spent here by the creator of Mr. Chips, James Hilton. His presence here was for the most part unknown until his death in 1954. Discovered at the beginning of his several weeks final illness in Seaside Hospital, he explained, "I can't get the feel of America in Hollywood. That's why I like to work here." Upton Sinclair wrote *Boston*, his Sacco-Venzetti story here. Louis Adamic began *Laughing in the Jungle* while working as a stevedore at the harbor docks. John Fanti (Bandini and Dago Red) went to school here in the 30s and Capt. John Bulkley (They Were Expendable) put in a tour of duty on Terminal Island as Chief of Staff to the Commander of Cruiser Destroyer Div. 5. John D. Craig wrote his Literary Guild selection *Danger Is My Business* here and Bill Bowers, well known movie scripter, worked for a time as a reporter on the local paper while writing *Where Do We Go from Here?*

Most newspaper men seem to dream about fiction writing and perhaps the great American novel is kicking about in one of our city room desks. Even a staff artist, Clyde Winslow, has found time to write a number of short stories for juveniles, while many of his co-workers

dash off a non-fiction magazine piece now and then. Some, like Ted Krec, have moved from reporting through free lancing to the Public Relations field.

A NUMBER of local teachers have put themselves through the grind of after-school writing. Marguerite Kennedy, now an instructor at Southwestern Military Academy, wrote the popular *My Home on the Range* while teaching a class of Los Angeles sixth graders. John Gartner wrote the teen-age best seller *Rock Taylor, Football Coach* followed by *Sons of Mercury* and *Cager's Challenge*, while teaching journalism at Wilson High prior to his stint as faculty adviser to Long Beach City College's

Viking. Since his retirement he has been presiding over a column in *Westways*. The late Gerald Lagard (*The Scarlet Cockerell and Leaps the Live Thunder*) was a tough but inspiring taskmaster for hundreds of would-be scribes in classes in writing techniques in adult centers.

Housewives, like Lillian Dean who wrote *This Is Our Land*, an account of her travels, make up the bulk of local part-time authors. Some of them belong to The California Writers Guild and/or the National League of American penwomen. Many are members of the Long Beach Writers' Club (president, Betty Hardesty, whose by-line appears often in *Southland*). The local chapter of

the Chaparral poets is presided over by Lyra Lu-Vaile, whose name has recently been proposed to the legislature for Poet Laureate and Jean Cross Hanson guides another group dedicated to versification. Ebell Club of Long Beach has an active Creative Writing section under chairman Ruth Clute.

THE MOST popular types of writing both now and over the 75 years of the city's history seems to be in non-fiction: how-to and religious or philosophical articles. Lorena Fleissig has garnered more than \$500 during the past year through how-to sales on craft projects to such top magazines as *McCall's* and *Better Homes and Gardens*.

Books of personal recollections have been popular over the years. One of the most charming is *Adobe Days* by Sarah Bixby Smith, published first in 1925 and in several succeeding editions. Daughter of Llewellyn Bixby, she spent much of her glorious, carefree childhood at Rancho Los Cerritos (Little Hills) and Rancho Los Alamitos (Little Cottonwoods) which comprised most of present day Long Beach. She tells of her little girl sadness when her "own private, wonderful beach" was sold and renamed. *The History of Long Beach*, compiled by Walter H. Case, published in 1935, and *Long Beach from Sand to City* by Hortense Hoff-

(Continued Page 14, Col. 1)

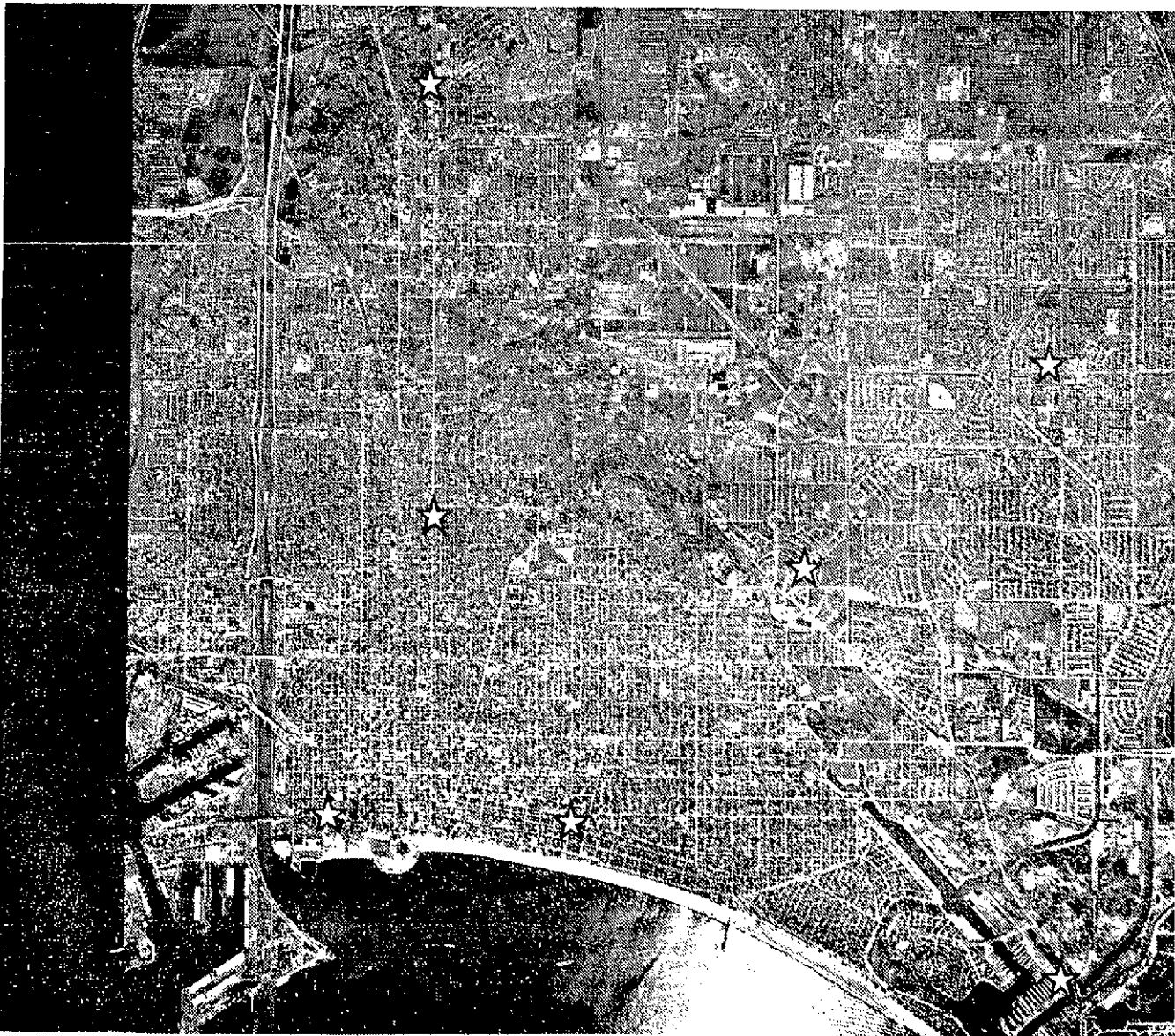


SMALL BEGINNINGS

The entire staff of the Long Beach Press posed outside the office at 116 E. First St. shortly after the first issue was published on Sept. 17, 1897. The Press wasn't the first paper in Long Beach, but its name survives today.

so much is possible with Security Bank as your financial partner

We were the first bank here in 1896 and are now serving the growing Long Beach area through seven convenient branches



Long Beach Office
102 Pine Avenue

Bixby Knolls Branch
4436 Atlantic Avenue

Fourth & Cherry Branch
2017 E. Fourth Street

Hill & Atlantic Branch
2128 Atlantic Avenue

East Long Beach Branch
4616 Los Coyotes Blvd.

Lakewood Plaza Branch
6351 E. Spring Street

Long Beach Marina Branch
5850 E. Naples Plaza

**SECURITY FIRST
NATIONAL BANK**

MEMBER FEDERAL RESERVE SYSTEM

The Pioneers Set the City's Pattern

(Continued from Page 8)

chiefly to supply another place of worship. . . . Seldom has a church been established under more favorable auspices. At no time has it received aid from any missionary society. The Hall has been filled every Sunday. The church, thus organized, although feeble in numbers, will now live, and blending with the history of the growing town, help to shape its character."

THE JOURNAL of April 27, 1888, carried this announcement:

"The Rev. R. M. Webster, the incoming pastor of the Congregational Church, will lecture at the Tabernacle next Sunday evening, under the auspices of the W.C.T.U. We hope the Tabernacle will be filled to hear a fine lecture in a good cause. The musical program will be rendered by the combined Methodist and Congregational Choirs, and will doubtless be a great attraction."

During the summer of 1888 the Congregationalists built a parsonage, south of Cerritos Hall, on Cedar Avenue, and for some time the two structures were the sole ones in the entire block.

By 1888 the Presbyterians were holding services in our community; they met in the north room of the schoolhouse at the corner of Pine and Sixth, with the Rev. Mr. Colmery, as pastor. This same year the Friends, or Quakers, were meeting, as reported by the Long Beach Journal:

"The Quaker meeting at Cerritos Hall was well attended last Sunday. Mrs. Brown preaches there again next Sunday afternoon, at half past three."

SINCE DANCING was frowned upon by most of the God-fearing pioneers of "Our Town," the churches put on varied kinds of entertainment. One was given by V. E. Bennett, a retired missionary who had spent years in India; he showed "clear and distinct" pic-

tures of that far-off land; also "The hymn, 'Rock of Ages,' illustrated by changing views was very effective."

Once the Congregational Church had "a progressive conversation" party at the new parsonage. Taffy pulls often furnished fun for the younger generation, while some older groups met and studied certain recommended books. "Basket Socials," too, were popular; at these each lady brought food for herself and an unknown partner. At such gatherings the men would bid for the decorated baskets.

AFTER THE completion of the Presbyterian Church at 125 E. First St., in 1888, members held a "shingle" party, with games and varied "youthful gaieties," and "the refreshments were served on nice new shingles."

As nowadays, church bazaars were a customary way of making money for church activities. In December, 1888, for instance, the Methodist ladies held a bazaar at which they cleared the sum of \$85. There were Christmas gifts for sale, along with foods. Everyone had a good time together; also there was instrumental music; and Nina Cuthbert entertained with her popular readings.

Therefore, these early church-going people of Long Beach set a pattern for later generations. And they not only went to church services in the winter months; but during the summer, the Long Beach camp meetings were well attended by local citizens and many outside visitors. Some camped on the beach or in tents under the eucalypti at the Tabernacle.

LAFAYETTE Saunders, who owned a ranch out on Atlantic, thought it was too far for his children to walk to Central School; so he donated land at Burnett and Atlantic for the first Burnett School. So these were the beginnings of our local system, long recognized as

one of the best in the entire nation.

Besides their interest in educational matters, early Long Beach women helped set other cultural patterns. Mrs. Charles T. Healey was especially interested in beautifying the town with trees. (Her husband, Captain Healey, laid out Willmore City; Mrs. Healey was the first woman to "keep house" here, under primitive conditions—with lack of water, sand storms, scorpions, etc. They lived in a tent, on the bluff where the Heartwell Building stands.)

Later, in front of their home on Ocean—between Long Beach and Locust—Mrs. Healey planted three palms—the first in town. Also on their lot they grew several eucalypti, and vari-

MRS. W. W. LOWE of "Tent School" fame helped promote several women's organizations, including the Ebells, founded in 1896 (Mrs. Dillon was the second president), the Lady Maccabees, the Women's City Club, and the Order of Eastern Star. At the Lowe home on the corner of Ocean and Pine (they paid only \$400 for that lot) Mrs. Lowe grew many flowers. In 1888 when Long Beach women had a

booth at the Los Angeles Flower Festival, she supplied 1,000 calla lilies, and 400 carnations, all raised within a few hundred feet of the breakers."

A GUIDE BOOK (1888) stated of Long Beach:

"The social life is of a kind that delights most people of refined tastes. There is nothing loud; much of it is esthetic . . ."

The people here enjoyed surf bathing, walking or riding along the beach, or sitting in Pacific Park, now Lincoln. An old resident, Frank Cook, says his father plowed the five acres; then he and other boys under supervision planted trees, shrubs, and flowers.

Tennis was popular with young people, and one of the Williams boys had 50 guests at his birthday party at their tennis court on Cedar. After varied games, "collation of ice cream and cake was served at 10 p.m."

OFTEN there were horse-back rides to Rancho Los Cerritos, or boat trips on San Pedro Bay on moonlight nights. In 1888 a trolley reached town and this was used to convey people on various excursions and picnics. At times there were trips to Catalina. These pio-

neers used their ingenuity, made their own entertainment as the commercial type was lacking.

Now, at our 75th anniversary, it's fitting to note the qualities of the pioneers who set the pattern for our unprecedented growth. Back in 1928, Mrs. Charles T. Healey summed up the characteristics of her contemporaries, as she paid them this distinctive tribute:

"Often as I look back on the first struggling days of hardships here, the time seems almost like a dream. Tents, cabins, and other rude dwellings here have given way to towering structures of steel and concrete; a forest of oil shafts rises from the old grazing lands; wandering roads are now busy thoroughfares, and where sheep meadows stretched are crowded city streets, apartment houses, churches of all creeds, and costly hotels.

"With a heart full of gratitude and treasured personal recollections, I am ever minded of the traits of fearlessness, cheerful optimism, in the face of reverses, and determined perseverance which characterized the pioneers, who blazed the path for this great city of Long Beach."

no tipping

Taking a tip is fine — for a waiter. For an investor, it can be dangerous.

To investors who make decisions based on tips or rumors or hunches, we extend our wishes for the best of luck. They are apt to need it.

But to investors who believe, as we do, that sound investing is an orderly and reasoned process, based not on wishful thinking, but on judgment and purpose and facts — we extend something infinitely more practical. Our services.

Those services include everything you need, from information to implementation, to formulate an intelligent investment program and carry it through. We'd be glad to put them to work for you.

DEAN WITTER & Co.

Members
New York Stock Exchange • Pacific Coast Stock Exchange

201 East Broadway, Long Beach
Telephone BR 7-0811

30 OFFICES SERVING INVESTORS

LONG BEACH'S OUTSTANDING FURNITURE STORE

Davis

SERVING LONG BEACH
FOR NEARLY
HALF A CENTURY

49

CONSECUTIVE YEARS OF
QUALITY, INTEGRITY
AND SERVICE

Many historical moments have taken place since Davis opened their store in Long Beach 49 years ago. Mankind has seen depressions, floods, earthquakes, wars, good times, hard times and other unusual events, yet Davis has survived them all and have grown progressively with the most exciting city in the Southland.

Davis has always carried quality merchandise, because we feel that in quality lies the consumers' best value. Poor merchandise is no bargain at any price. Davis features the great names in home furnishings . . . names like Henredon, Drexel, Marge Carson, Heritage, Tomlinson, Baker, Weiman, and Simmons to mention only a few. If you're planning to redecorate your home, or just want to browse thru our store, we welcome you at Davis.

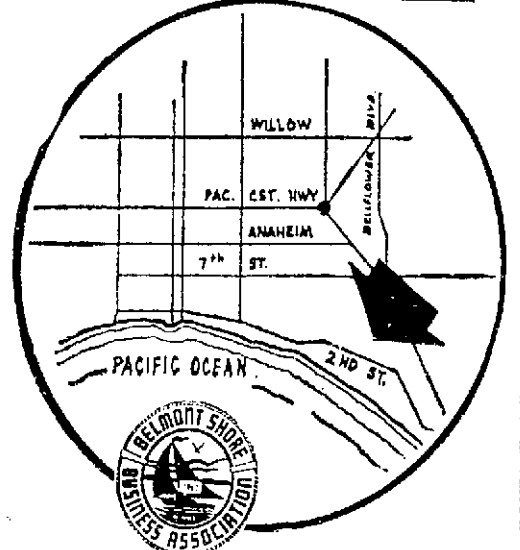
ESTABLISHED IN
1914

Davis FURNITURE

1975 LONG BEACH BLVD., LONG BEACH

TERMS • PARKING • DECORATING

BELMONT
SHORE



YES . . .
We're proud to be part of this
grand 75-Year-Old City.

but we're

STILL
YOUNG
AT HEART

in the most
exciting place to
shop in Long Beach

Journey's End

"Enjoy! Enjoy! Enjoy!" cried the breakers of the blue Pacific to the Puritans standing on the strand.

The hearts of the Puritans were troubled. Never in their long journey from Plymouth Rock had land and sea and weather commanded them to enjoy themselves. Across the centuries and across the savage continent they had known nothing but struggle. Life was hard, and only in the next world could one hope for peace and happiness. Pleasure was an enemy that could soften and corrupt body and soul.

But here on the long beach pleasure was inevitable, a part of the air they breathed.

★ ★ ★

THE PURITANS had made many adjustments to their environments in their long westering journey. In early Long Beach they faced the final adjustment of maintaining their principles in a land of pleasure.

They founded a pleasure resort ruled by the rigid customs and strict morals of Midwestern Protestantism. A seeming contradiction in terms—but it worked.

Few young people today have any understanding of the kind of Christians who conquered the wilderness in such states as Kansas and Iowa.

★ ★ ★

THEY WERE A GRIM LOT. Every action was a moral issue, and right conduct could be determined only by the strictest interpretation of Holy Writ. In general — there were exceptions — the churches ruled that drinking, dancing and card playing were evil. Smoking was frowned upon. All frivolities of dress were condemned. Any degree of nudity was an outrage, and the Puritans frolicked in the surf fully clothed and wearing hats and shoes.

The allowable pleasures included church attendance, "sociables," picnics, sports events and celebrations. Such days as the Glorious Fourth were stressed. And they enjoyed diners. Most of the people then tended to be portly.

Above all, the Puritans believed in work. Just to survive on the plains of Kansas meant incessant struggle. To achieve required heroic effort.

★ ★ ★

THESE FRONTIERSMEN believed in progress. Starting always with nothing but the land, they envisioned beautiful towns and immediately set to work to build them. Their first public buildings were always the church and the school.

From the beginning, the Puritans have been earnest believers in education. Protestantism is based upon the individual's right to interpret the Bible. To understand the Bible requires more than literacy. It requires learning.

And so they built churches and schools — the best within their power. Their town was devoted to pleasure—it had no other reason for being—but pleasure was required to accept the disciplines of Midwestern Protestantism.

★ ★ ★

LONG BEACH has changed beyond their wildest dreams. It is industrial, urban, international—and a part of an enormous metropolitan complex. But churches and schools are the very heart of the Long Beach way of life. The principles of the founders, softened and modified by history, still prevail in their essentials.

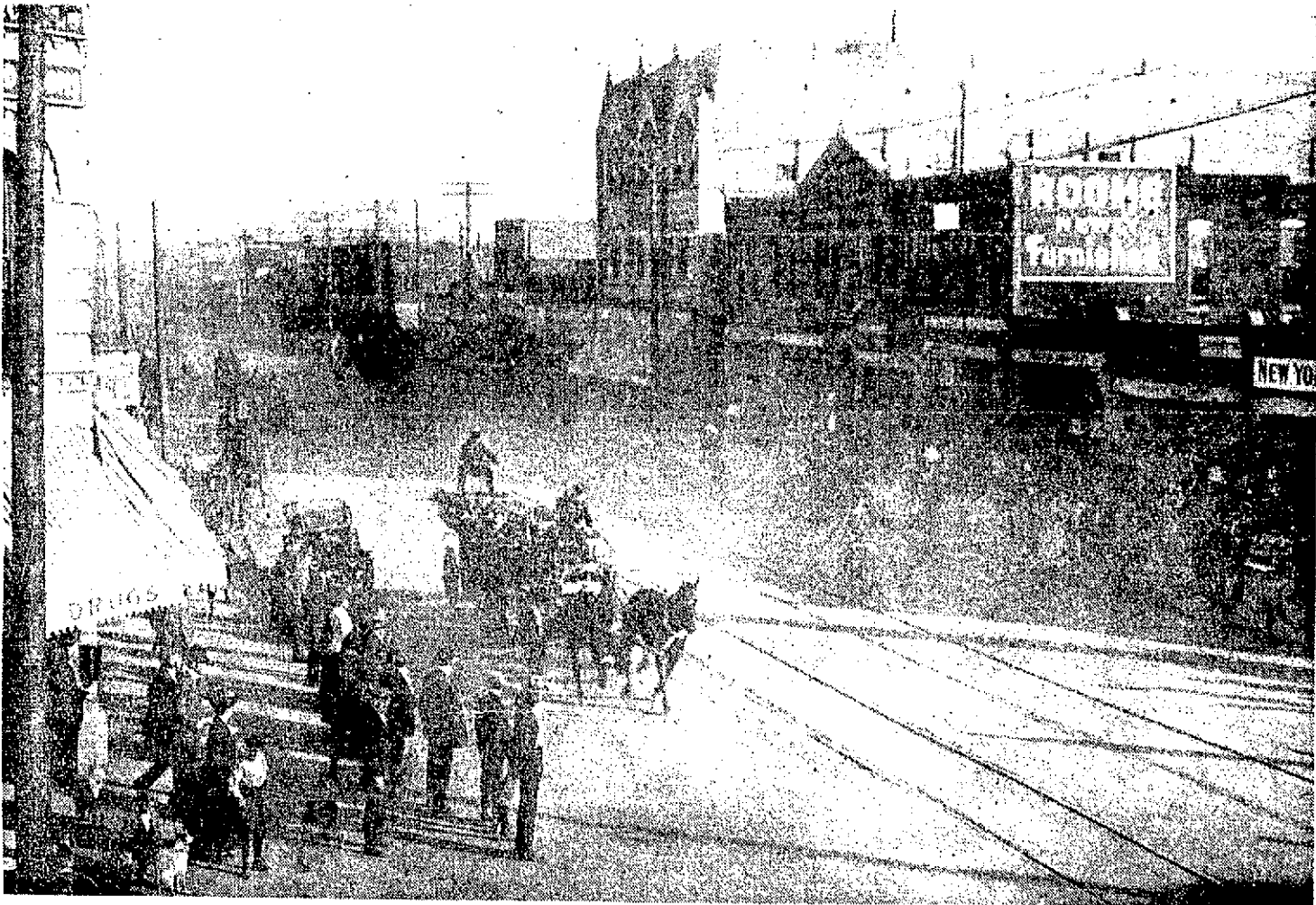
Long Beach remains, as it began, a fun town. The sea still calls us to enjoyment. But pleasure is still disciplined by the Puritan virtues of good conduct, achievement and learning.

The founders built better than they knew.

—MARK CLUTTER



BASKING in the sunshine, Long Beach residents could survey the town's main drag with a certain amount of pride in 1886 (top), and brag about the broad cement walk that graced one side of the street. In 1900, the buildings were taller, and there were more of them, but the street's atmosphere was still placid. By 1910, though, Pine Avenue was well on its way to becoming a metropolitan thoroughfare, with occasional metropolitan thrills like that of the racing horse-drawn fire truck below to excite the crowds of shoppers. Tall building in background is the Masonic Temple, which is still standing today between Third and Broadway.



Happiness Game Cheered Prairie-Schooner Kids

By HELEN GILLUM

As covered wagons creaked their weary way westward, all was not Indian attacks, buffalo stampedes, and scorching desert heat! True, these dangers did exist, and many more which all too frequently were part of the long hazardous journey, as lonely graves and abandoned wagons testified. But there were other moments that lightened the tired travelers' hearts, when they paused at day's end to refresh themselves and tend their animals.

Around the nightly campfires (if a cloudburst or sandstorm were not raging at the time), they tried to recapture with music, dancing and reminiscing the happiness and peace of their earlier lives. For, although these folks were indeed seeking new opportunities in a new land, the old home ties were still poignantly alive.

Precious books and games, carefully stashed away amid rolls of bedding and sacks of flour, were other forms of amusement among the younger folks. "The Mansion of Happiness," an old "board" game, was one answer to this need for entertainment among teen-agers on route to California. An 1890 reprint of the original 1843 edition of this game is now on exhibit at Rancho Los Cerritos, Long Beach's Historical Museum at 4600 Virginia Road. It is believed to be one of only two copies in existence in this country. How it came to the Rancho and other pertinent facts about the game comprise

an interesting story.

HARRIET Sherrill Ward, the great, great aunt of Dr. Ward DeWitt of Long Beach, is remembered for her faithful day-by-day account of the Ward family's trek across the plains from Wisconsin to Indian Valley, California, in 1853. It was while editing this journal and preparing "Prairie Schooner Lady" for publication several years ago that Dr. and Mrs. DeWitt became intrigued with mention of what seemed to have been a very popular pastime.

For instance, one sentence in Mrs. Ward's journal stated, in part, that "... the girls ... on the bank of the river ... while away the hours with 'The Mansion of Happiness'." Another excerpt, "... (they) with Frank (Frances Ward) amused themselves with 'The Mansion of Happiness' ...", and still another, "... from their merry laugh ... were enjoying it very much ...", added to the mystery for the DeWitts. Just what was "The Mansion of Happiness?"

The DeWitts wondered if Parker Brothers, Inc., game manufacturers of Salem, Mass., could help solve the puzzle. Upon their writing to this organization, they were pleased to receive not only a friendly, informative letter from this firm—but an offer to lend one of their two copies for exhibit at Rancho Los Cerritos.

IN THIS LETTER, the game company declared

that "We prefer to have 'The Mansion' on exhibit for people to see and enjoy, rather than collecting dust on our archive shelves."

According to information supplied by the Parker game company, "The Mansion of Happiness" was issued by W. & S. B. Ives Company in 1843. It is often referred to as the "grandfather of all board games" because it was the first such game issued in America. It is also historically significant because it is one of the first examples of assembly line or "beltline" production in the United States.

The old-fashioned game resembles the "India" and parchesi games of more recent vintage, except that it has a strong moralistic overtone. (The sub-title states that it is "An Instructive and Moral Entertaining Amusement.") An interesting sidelight here is that it was considered "too sanctimonious" by some folks, even in those days.

THE MOVES of the players are determined by the spinning of a small pasteboard top or "Tetrum." Virtues and vices of all kinds are vividly portrayed on many of the 67 spaces on the 18-by-14 inch board. The players must achieve or conquer these stations on their travels to the "Mansion of Happiness" in the center, which is appropriately portrayed with garlands of flowers, angelic-looking maidens, a classic pavilion and other aesthetic objects. Whoever arrives there first, of course, wins the game.

Quaintly illustrated on the board are such virtues

as Truth, Temperance, Justice, Honesty, Generosity, Sincerity, Chastity and Piety. Other stations not so virtuous are Immodesty, Idleness, Passion, Cruelty,

Sabbath Breaker, Road in Folly, and Ruin. Fittingly gruesome pictures illustrate what can happen to the transgressor in this world. A pillory, a whipping post,

a stone prison, a one-legged man representing poverty, and a drunk draped about a lamppost are sharp warnings to young and old to be good!

CITY OF LONG BEACH
Incorporated March 2, 1888
started with
Three Paid City Employees:
City Marshall & Ex-Officio Tax Collector
City Clerk City Attorney

On August 31, 1963 the City
Had grown to
4172 PAID EMPLOYEES

As long as there has been a City, there have been City Employees. We grow with the City and form its backbone. Without City Employees, the City would have failed to prosper.

Long Beach City Employees are also proud to celebrate their 75th Anniversary.

Effectively representing the interests and views of most of the City Employees, the Long Beach City Employees' Association will continue to be a partner in the prosperity and growth of the City of tomorrow.

Harry A. Lown
Harry A. Lown
President

Henry Schults
Henry Schults
General Manager

Hody's

Southern California's
Leading Restaurants



- DINING ROOM
- COFFEE SHOP
- COCKTAIL LOUNGE
- TAKE-HOME FOODS
- SELF-SERVICE



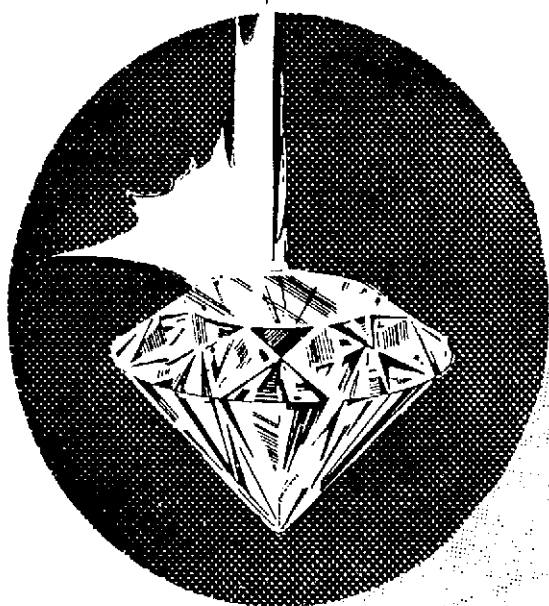
- | | |
|---|--|
| HODY'S LA BREA
1553 South La Brea Avenue
Los Angeles | HODY'S SEPULVEDA
15265 Ventura Boulevard
Sherman Oaks |
| HODY'S HOLLYWOOD-VINE
5301 Hollywood Boulevard
Hollywood | HODY'S PANORAMA
8300 Van Nuys Boulevard
Panorama City |
| HODY'S LANKERSHIM
6008 Lankershim Boulevard
North Hollywood | HODY'S LAKEWOOD
5242 Lakewood Boulevard
Lakewood |
| HODY'S LOS ALTOS
5196 Pacific Coast Highway
Long Beach | |
| SELF-SERVICE RESTAURANTS
TAKE HOME FOOD | |
| 3601 So. La Brea Ave.
1st Rodeo Road
Los Angeles | Panorama City
Roscoe & Van Nuys Blvd.
Panorama Shopping Center |

A Famous Name

IN FINE JEWELRY

FOR SEVENTY-FOUR YEARS

With pardonable pride we suggest that there are very few retail establishments in America today, still under one-family ownership, who can make this statement. The precepts of integrity and quality upon which this institution was founded by C. C. Lewis in 1889 are still guiding principles in the conduct of our business. That is the reason so many of our customers comment, "if it came from C. C. Lewis' we know it is good."



HAROLD J. (HAL) LEWIS, President

C. C. Lewis

LONG BEACH'S OLDEST JEWELERS
333 PINE AVE.
HE 5-6335

DIAMONDS

Traub "Orange Blossom" engagement and wedding rings.
Lazare Kaplan "Oval Elegance" engagement and wedding rings.
C. C. Lewis' select quality diamond rings renowned for fine color, brilliance, and clarity combined with America's finest ring mountings.

WATCHES

*Patek Philippe, "World's Foremost Watch"
*Rolex Oyster Perpetual
*Omega
*Movado
Accutron
Bulova
Caravelle
Vulcan Crier
*Exclusively at C. C. Lewis' in Long Beach

C. C. Lewis' original custom designs in platinum, gold or silver
Oscar Heyman exclusive platinum diamond and gem stone jewelry
Antique wedding rings
Eisenberg Ice

OUR JEWELRY HALL OF FAME

JEWELRY

Label ring mountings and diamond jewelry
Add-a-pearl
Oriental pearl necklaces
Oriental cultured pearls
Majorica simulated pearls
Krementz 14K gold
Krementz gold overlay
Forstner jewelry
Suber 14K antique reproductions
Speidel watch bands
Forstner Komtu watch bands
Howard Farley men's jewelry
Jones and Woodland gem stone rings
Dolan and Bullock men's jewelry

STERLING SILVER

Georg Jensen Gorham
Kirk
Towle
Sutton
Tuttle
Wallace
Angelus
Cama
Elgin
Jungbans
Reed & Barton
Lunt
International
Heirloom
Whiting
Lawson
Maurhe
Seth Thomas
Westclox

CLOCKS

CHINA

Lenox
Oxford bone china

CRYSTAL

Waterford Irish crystal
Hawks
Corcoran

LEATHER GOODS

Meeker
Swank

GIFTWARE

Parker pens and desk sets
Cross pens and pencils
Kresler Colibri lighters
Zippo lighters
Ronson "Variatime" lighters
Evans lighter sets
Lenox China giftware
Waterford crystal
Mile jewel boxes
Argente batonniers
Brush & Lumsen novelties

Long Beach's Own 'First Family'

YANKEE WAYS and California opportunity formed the dynamic combination which made Bixby a name to conjure with in the late 19th Century. At right, Llewellyn Bixby, who bought the 27,000-acre Rancho Los Cerritos for \$20,000 in partnership with Thomas Flint in 1866, is shown standing in front of the Alamitos Land Co. office on Pine Avenue the day before his death in December, 1896. It was on Bixby land that the new city of Long Beach was begun in 1882 and incorporated in 1888.



JOTHAM Bixby, brother of Llewellyn, and his wife, Margaret, bought a half interest in the rancho in 1869. They and members of their family and staff posed for the picture below when they occupied the old adobe ranch house, built by Don Juan Temple, which is today a city historical museum.



Courtesy of Long Beach Public Library

Authors

(Continued From Page 10) man, both shed valuable light on the scenes of yesteryears.

Writing on religious subjects was a natural for this city which even in the early Willmore plan set aside a site for a camp meeting. In *Adobe Days* there's a description of the Santa Fe "dumnie" train, known as G.O.P. (Get Out and Push) which the author says "ran from the main junction near Wilmington to the little camp-meeting settlement on the bluff, Long Beach." In 1919 The Rev. Henry Kendall Booth was responsible for one of the first books actually printed in the city, *Congregational Church Sermons and Outline Study*, Published by the Men's Bible Class. A prolific writer, he produced many pamphlets and four books during the early 20s.

Today the local free-lancers are following in his footsteps, though not so didactically, writing philosophical and devotional articles for the many national church and juvenile markets. The pay is small, sometimes non-existent, but the satisfaction great.

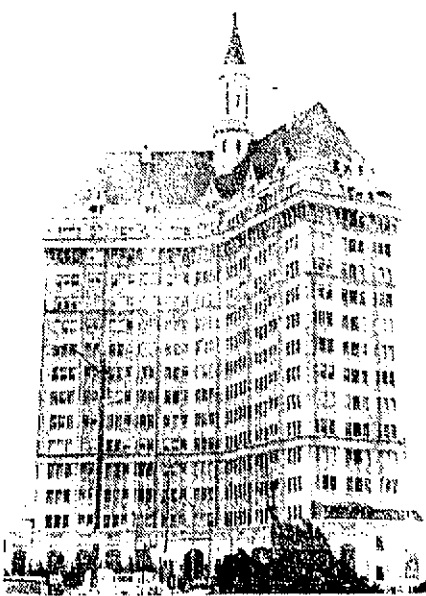
First Masons

The city's first Masonic group, Long Beach Lodge 27 F. & A. M., was organized in 1896.

OUR 75 YEARS OF PROGRESS

Is small compared with what lies ahead

Visit Our Offices
For a Glimpse of
the Immediate
Future



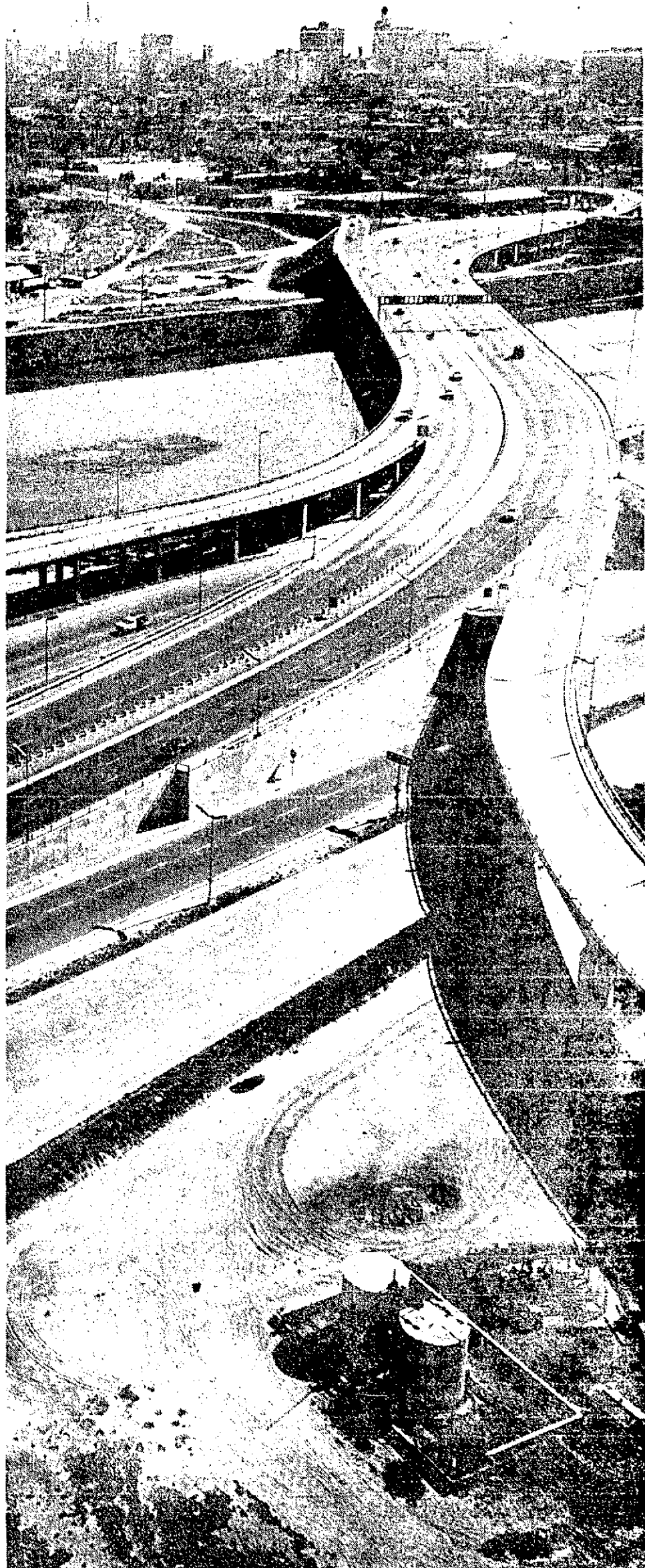
CLIVE GRAHAM
COMPANY
Realtors
800 East Ocean Boulevard
Long Beach, California
"The International City"



WE TOO ARE PROUD!

IT TOOK 22 YEARS of honest dealings and Quality Workmanship to EARN the slogan "THE BRAND NAME IS A FACT MEAL WELL-KNOWN"

BEN F. MARRON CO.



BEN F. MARRON CO. 1525 E. WARDLOW LONG BEACH

TWO OF THE FINEST COMMUNITIES ANYWHERE . . . AND BOTH RIGHT IN THE LONG BEACH AREA

We are proud
to be part of the progress that is
LONG BEACH



on Spring Street east of Studebaker



*Dramatically Different . . .
Something to See*

An Exclusive Walled City—within the City of Long Beach

ONE-STORY, SPLIT-LEVEL, TRI-LEVEL

and

TWO-STORY LUXURY RESIDENCES

3, 4 and 5 Bedrooms • Family Room • 2 and 3 Baths

- Custom effect homes in a moderate price range
- Excellent Conventional Financing
- Near major play areas of Southern California — next door to Long Beach's new El Dorado Park

ALL UTILITIES UNDERGROUND

- No unsightly poles • Genuine Lath and Plaster walls and ceilings •
- Frigidaire built-in range and double oven •
- Modern-Aire hood and exhaust fan • Automatic dishwasher •
- Marble topped pullman lavatories •
- Fireplaces of dramatic brick or exotic stone •

Architects — DAVID FREEDMAN, A.I.A.

JAMES R. WILDE, A.I.A.

Color coordinated by C. TONY PEREIRA

... and
proudly we salute the city of
LONG BEACH



in Beautiful Garden Grove



Just 3 miles from Long Beach

• near Long Beach State College and close to the marinas

Spacious 1-STORY HOMES

3 and 4 Bedrooms • Dining Room • Family Room • 2 Baths

Stately 2-STORY HOMES

3 Bedrooms—huge master bedroom has its own fireplace!

- Genuine LATH & PLASTER walls and ceilings • Natural ash cabinets with ceramic tile top and splash • Pioneer gas forced air heating with summer cooling switch • Italian mosaic tile in showers and over tubs • Decorative stone or wood brick fireplaces, gas log lighters • O'Keefe & Merritt built-in gas oven and range • Modern-Aire hood, light and fan

VETERANS NOTHING DOWN

(except costs and inpayments)

NON-VETERANS

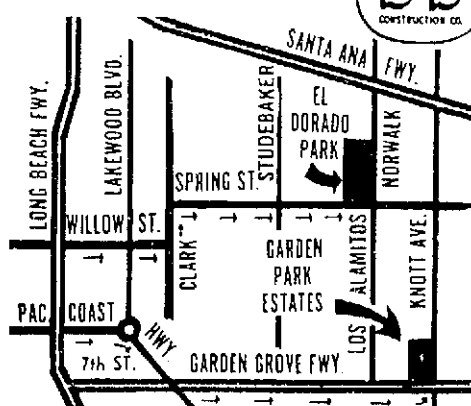
Lowest FHA Down

30 and 35 Year FHA financing available

Excellent Conventional Financing Terms • CalVer Approved

PRICES FROM \$18,975 to \$25,950

Come see the beauty of these **QUALITY BUILT**
HOMES by



1888-1963

a diamond jubilee
salute to Long Beach
a jewel on the shores
of the Pacific . .
the place to live, to work,
to play, to prosper!

Bullum's
SINCE 1904

proud to be a working part, in this ever forward-thinking community

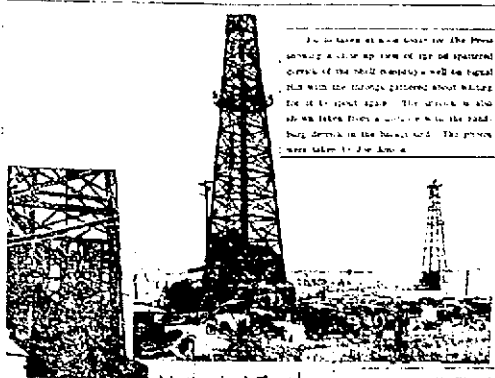
OIL SPOUTS ON SIGNAL HILL

Car, Plane, Boat, Rail
Road, River, Sea, Land,
Air, Water.

SAND BRIDGES
FORMED STOPSLOW

Hundreds of Exposed Nations
Flock to New and New Oil
Spatters Landscapes.

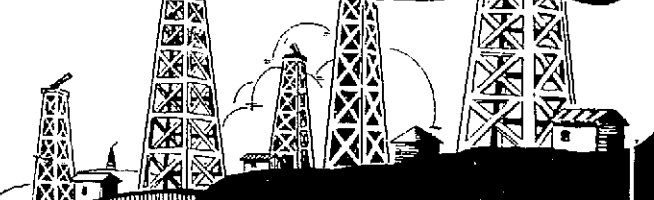
BIG OIL SPATTERED DERRICK AND CROWDS ON SIGNAL HILL



As the derrick is being lowered for the first time, a crowd of people gathered about the derrick to see it. The derrick is also being lowered for the first time. The crowd is dense, and the background shows the city of Long Beach.

ON THE PINNACLE of the
10 MILLION DOLLAR DOME

E L-B-O



In the Pathway
to Fortune

The ultimate possibilities for the future of the oil industry are being realized in the E. L. B. O. The company is now in the process of developing the oil fields of the E. L. B. O. The company is now in the process of developing the oil fields of the E. L. B. O.

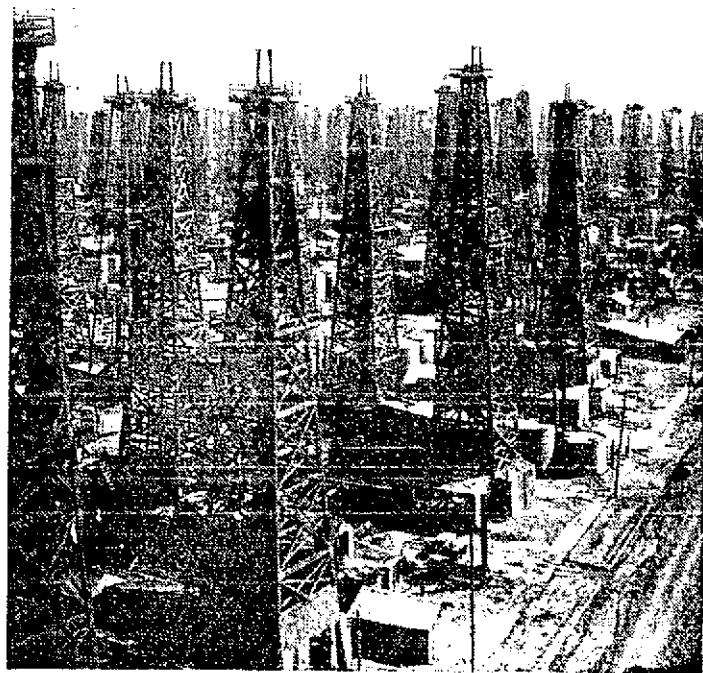
Buy E. L. B. O. Stock Now!

1000 National Avenue
Long Beach, California

**75
ACRES**
*The Cream of
Signal Hill and
Huntington
Beach*

-5-

East Long Beach Oil Co.

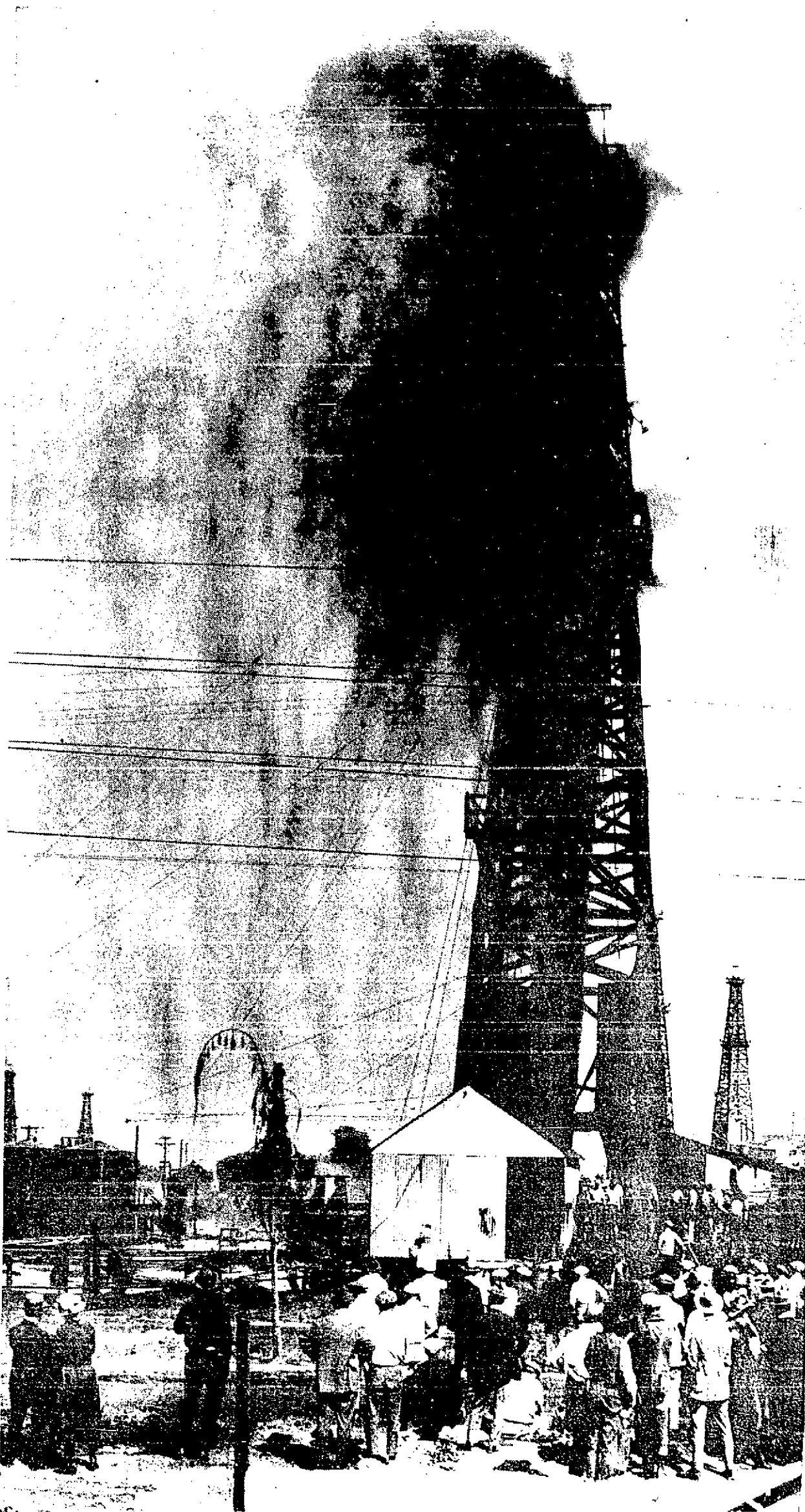


In 1921, the city by the sea looked landward for its wealth and its future as the discovery of oil made the name Signal Hill synonymous with riches. News stories, ecstatic promoters' ads and the series of gushers like Shell's Andrews No. 3 (right) told the story of the oil boom, and the quiet land sprouted a grimy, dense and infinitely profitable forest of derricks.

DIAMOND JUBILEE

1888-1953

BOOM TOWN



When Oil Made Long Beach Rich---and Crazy

By IRENE FIELDING JOHNSON

Long Beach was synonymous with winter tourists from Iowa mostly. Slow traffic moved on tree-lined streets and quiet enterprise occupied the regular residents.

Immediately behind the small city, Signal Hill rose in stately prominence with approximately 365 feet elevation. Back in Indian days, our grandfathers told us the red men signalled their brothers on Catalina Island some 35 miles out at sea. All of the hill and much of the surrounding area belonged to two big Spanish ranchos, Los Cerritos and Los Alamitos, both cattle ranches. This, of course, was all before Long Beach came to nestle at the hill's feet, so to speak.

Truck farming came into its own and most of the hillside was tilled, planted and produce disposed of by Japanese truck gardeners. One season there was a soft carpet of green over the sloping sides and top of the hill.

THE PUBLIC was invited to come and pick the shy, velvety violets hidden away. It was a lesson in sharing; all Long Beach people could still profit by—here was too much beauty to destroy, yet it was time to till the soil for other crops. Sharing took on real meaning under the warmth of the flower's fragrance, coupled with the musky odor of ripening cantaloupe on other slopes nearby. The public came . . . but stopped to gaze far off to the ocean's meeting with the skyline, then up to the lazily moving white clouds. If you were young, with a vivid imagination, you could see all sorts of wonderful things in those clouds.

Then came World War I with its fears, the waiting to hear from loved ones. The flu epidemic swept Long Beach and nearby areas, too. Then came peace.

Some industrious, far-seeing real estate people laid out a great many small lots on the scenic side of Signal Hill and they were sold for residential property.

ALONG ABOUT 1917 Union Oil Company drilled a well right on the corner of Wardlow Street and American Avenue—Long Beach Boulevard to the late comers.

Only trouble was, it was a "no-good duster." About 1921 Shell Oil Co. leased a big parcel of land on Signal Hill and went right back of the hill top where all the folks had been picking violets. They set up business at the edge of the Alamitos Land Co. Tract. This must have been along about March and Shell drilled with rotary tools (the kind that go round and round),

until in May they found themselves down around 2,700 feet. Taking a core they found sure-enough findings of real oil sand. Next they ran casing to shut off any water that might come through. Always thorough, the casing was cemented at the bottom of the hole.

Rotary crews were fine in their way then, but the cable tool men were needed to finish a well. They made a test for water shut-off and the crew found about 70 feet of the blackest oil waiting around in that hole with a lot of gas right behind it.

NEWS TRAVELED just as fast in those days as it does now, even though the Indians were no longer standing by with smoke signals and the TV hadn't yet been invented. Crowds came to see and marvel and it took a lot of doing to keep them off the derrick itself so the men could work.

All of a sudden, oil blew out over the crown block . . . that's the tip-top of the derrick about 14 to 15 feet in the air. Then the crowds did come. Excitement . . . you could feel the pulse way down in the city of Long Beach, I'll tell you. The well choked up and stopped flowing. Then the work began and just like spring housecleaning, everything was dug out of that well and cleaned. Production rose to 1,200 barrels a day. No wonder folks said they wouldn't mind havin' one of them oil wells in their own back yard." Literally this is what happened.

ALL THESE men worked hard and when they played—that play was often rough and hard, too. One evening, for instance, one of the bobevels was sleeping on the "lazy bench" (a bench extending alongside the engine used for drilling). He was sleeping on the end of the bench with his feet hanging over. It wasn't long until one of the crew hit upon the idea of looping rope around both ankles of the sleeping man. The "cat-line" which runs over the crown of the derrick and back down along side the driller, was hooked into the rope loops, then he was swung up into the derrick about five or six feet off the floor, head-down. He awakened quickly in a bit of shock and certainly uncomfortable. If he got a bit agitated well that was too bad, wasn't it? Then the crew decided he was getting "too hot" and a cold water shower was in order, so they turned the hose on him. The angrier he became the more they showered until finally even he

saw the funny side of things.

Soon there were so many lease hounds and promoters running around like crazy, one couldn't tell which were buzzards of prey and which were legitimate oil men (not that some of them weren't buzzards, too) trying to lease land. All those small lots on the hill made many wells, some of them with their derrick legs almost interlocked. Even yet the smallest lease in the world is probably to be found on top of Signal Hill where there is a producing well and storage tank within a very small space.

THERE WERE bonuses paid for signing; royalties paid from 1/6 to 50 percent. There were cash sums paid for landowners' royalty interests. The promoters were busy, busy, busy—they were only remotely interested in drilling. Usually they bought up the land owners' royalty interests and capitalized it into a company; selling thousands of shares of stock to a gullible public. There were free bus trips, lunches, lectures by seasoned so-called, professional men, who knew all about that sticky black muck that spelled yachts, luxuries, silks, furs and jewels to many. Some of the folks got to enjoy what they wanted most, but like in the gold rush days . . . some of them grew wiser painfully.

You can imagine the rush and fuss. There were derricks to be built, people to see about prices on lumber, pipe, nails, trucks; pipe lines to lay, roads to construct, trucks, drivers and men, men, men needed. They came . . . back of them came wives, sweethearts, mothers, children. Some of these men were trained in other oil fields, but many of them were bobevels. That's oil field jargon for a worker without experience.

Days never had enough hours. 24 didn't mean a thing. During the bonus payments on contracts, wells were put down in haste and many careless chances were taken. Accidents were common; most of them involved fires. Compensation pay for injured timed paid \$20.83 a week plus hospital expenses.

LONG BEACH folks learned many things from the Signal Hill activity. They learned to turn night into day; to cook meals at any and all hours; to keep children quieted down while men slept and to look forward to the change of tours from midnight to afternoon and from afternoon to daylight. Eating houses flourished in many strange spots. Oil field cafes blossomed. It's been years, but there are still a few around over the hill.

Men made good and fast money. Some of them spent it wisely, some of them frittered it away and were still in debt over their heads. Merchants extended credit to most oil workers.

Women lived in remarkable houses, some in the midst of the field. One young woman lived in a small oil field house on the side of the hill, with a wonderful view. Her yard was adobe dirt, packed with the beap of truck wheels, many feet and the California sun. She had two small bulldogs, a well trained two-some--trained that is to play with their ball close to sumps

and stacked pipe. They had rolled, climbed and romped from one end of the davenport to the other and up and down off the chairs, leaving a trail of oil and dirt behind. Did she have the furniture cleaned, recovered or slip-covered? No indeed, she did not. The pups received small steaks for their dinners and the furniture was junked. The new was ordered immediately and when it came, you wouldn't believe it—it was white and soft velvet. All this within one week with a bonus for speed of completion at the special upholsterer's shop.

One roughneck owned five cars, big ones too, within that many months.

The field spread from the hill site both ways. production increased, but being so close to a shipping port, even though the price of oil went down, there was access to ready markets. Many byproducts were discovered and the refineries loomed into sight.

oil field, the great dollar-maker—the cause of many growths in the vicinity, must be cleaned up. Today many of the blackened, tall wooden structures have been torn down.

Now the old grandeur of Signal Hill is coming back into its own. Some day soon, another realtor will base a lovely, exclusive, residential site on the slopes of the mighty hill. Once again it will come back to a thing of majestic beauty, sharing not only its wealth, but its warm beauty of strength with all of Long Beach.

HAPPY
ANNIVERSARY
TO
BOTH
OF
US!



Congratulations
to the city of
LONG BEACH
on its
DIAMOND
JUBILEE

EDGINGTON OIL REFINERIES, INC.
2400 E. ARTESIA BLVD. LONG BEACH

United States National Bank this year celebrates its 50th year under the Southern California sun. That's one reason we are particularly pleased to share in the observance of the 75th anniversary of this city. ■ In 1913, United States National Bank opened with one office—a modest building in downtown San Diego. Today we provide full "hometown" banking services to 32 communities in five Southern California counties. ■ The growth of this city has been equally spectacular. For both of us, this year of Diamond and Golden Jubilees is a time to look back with pride—and forward with confidence.



friendliest bank under the sun

UNITED
STATES
NATIONAL
BANK

Long Beach Harbor:



The Mudflat That Made Good

Fortune has written both bleak and bright pages in the history of Long Beach Harbor, cinderella port of the American waterfront.

Newest of the Pacific Coast's major seaports and second fastest growing commercial harbor in the U. S., the \$250 million man-made maritime facility has had a checkered rags-to-riches and almost back to rags again career.

Begun in 1911 with a single rickety wooden landing, the Port of Long Beach became in little more than 50 years a 52-berth booming showplace cargo center, a marvel of automation and advanced maritime technology.

Twice, however, it teetered on the edge of disaster — once in the raging river floods of 1912-14 and again in the crisis-ridden days of the Subsidence Era, 1950-55.

Both times dogged tenacity and daring enterprises saved the port from almost certain extinction.

"The unexpected and implausible have played a big role in the history of Long Beach Harbor since the beginning," explains a leading marine authority. "There was no earthly reason for a harbor here other than it was wanted. It certainly arrived on the scene too late to hope to succeed."

RIGHT, but, oh, so

wrong!

The development of Long Beach Harbor from a mud flat into sprawling, 10-square-mile complex of modern docks and terminals which handles 2,000 ships and 12 million tons of cargo each year is an improbable story — a race against time, nature and awesome competition.

History and nature spotted big head starts to Long Beach's chief maritime competitors, San Francisco, Los Angeles, San Diego, Portland and Seattle. All but Los Angeles were great natural harbors. And all were booming commerce centers and historic ports-of-call when Long Beach was still only a drowsy little beach town, two hours by carriage from storied San Pedro Bay.

AT THE outset the Port of Long Beach was an undisguised effort to grab the coat tails of the rising fortunes of Los Angeles Harbor, lying in the lee of the towering Palos Verdes bluffs.

San Pedro-Wilmington Bay had arrived on the scene 3½ centuries before when the Spanish explorer Cabrillo landed there in 1542 and promptly named the hazy locale, Bahia de los Fumos, the Bay of Smokes.

The area remained a forgotten backwater, except for a brief moment of

prominence as a hide and tallow port in the mid-19th Century, until 1902.

THAT YEAR, a western-minded federal government dredged out the inner Wilmington basin, providing a sheltered and shore-railroad accessible anchorage to ocean-going merchantmen.

Business lights in nearby Long Beach quickly had plans to tap this tantalizingly close gateway to world commerce. Two schemes, the annexation of Terminal Island and the digging of a steamship channel to Wilmington, were considered and promptly discarded in favor of a bigger, more audacious undertaking.

The 23-year-old city would build its own port in the sandbar clogged mouth of the San Gabriel River, a changeable stream to the west that was noted for its promiscuous meanderings and raging winter floods.

UNDETERRED by the sound advice of many experts that the plan was worthless, a development company was formed and, in 1907, engineer John Craig, soon to found the port's first major industrial concern, Craig Shipbuilding Co., was given the job of punching a navigable hole through the barrier beach to the open sea.

Even the most cynical

head shakers were impressed by Craig's efforts and within 24 months the citizens of Long Beach voted a then staggering \$245,000 bond issue to finance construction of an inner harbor, docks and cargo shed.

On June 2, 1911 the Port of Long Beach became a reality when the SS Inagua, a lumber ship, threaded her way through the narrow opening to Pier One with a full cargo of redwood.

BUT HARDLY had the bunting been taken down and the shouting subsided than the first of the harbor's monumental misfortunes struck. Flood waters roared down the San Gabriel, plugging the newly created entrance and channel with tons of thousands of tons of silt and sand.

The Port of Long Beach, the western seaboard's leading dry cargo center, handles a wild variety of merchandise on its docks. The 2,000 ships each year which load and unload up to 12 million tons of cargo carry everything from camel saddles to nuclear materials.

The bills of lading, depending upon point of origin or destination, may include bird's nests, human hair, Chinese junks, Indonesian idols, French dueling swords, seaweed, candied ants, jellied octopus, saki, Bavarian ale — ho-

constrictors, lions, elephants, giraffes, rhinoceroses—iron ore, salt or brazil nuts.

THE LIST runs to more than 10,000 different items.

The "big" cargoes include more than 80,000 tons of copra, dried coconut meat, that Practor & Gamble Co. imports each year from the Philippines for use in the production of soap, detergents and other products at the Long Beach Harbor plant.

Long Beach Harbor is also the West's leading cotton port, shipping last year alone 680,000 bales valued at more than \$100 million.

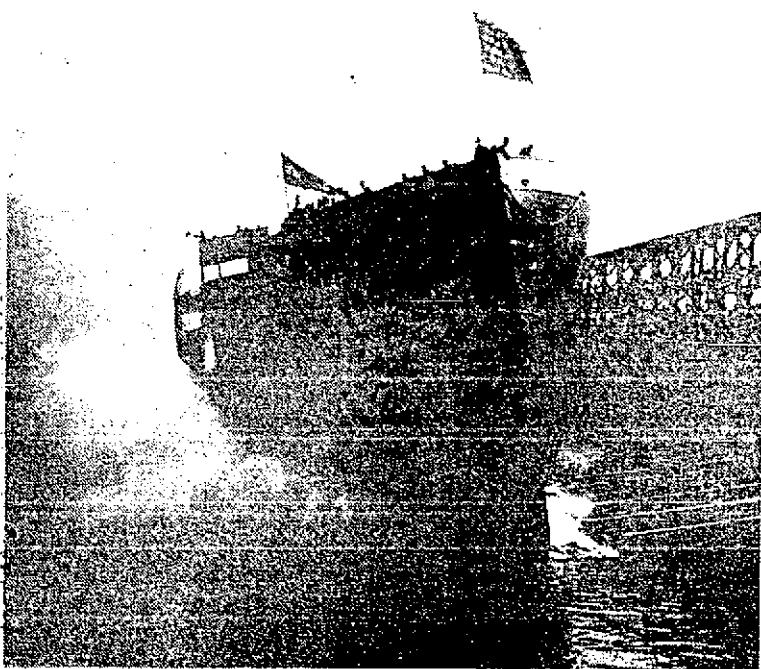
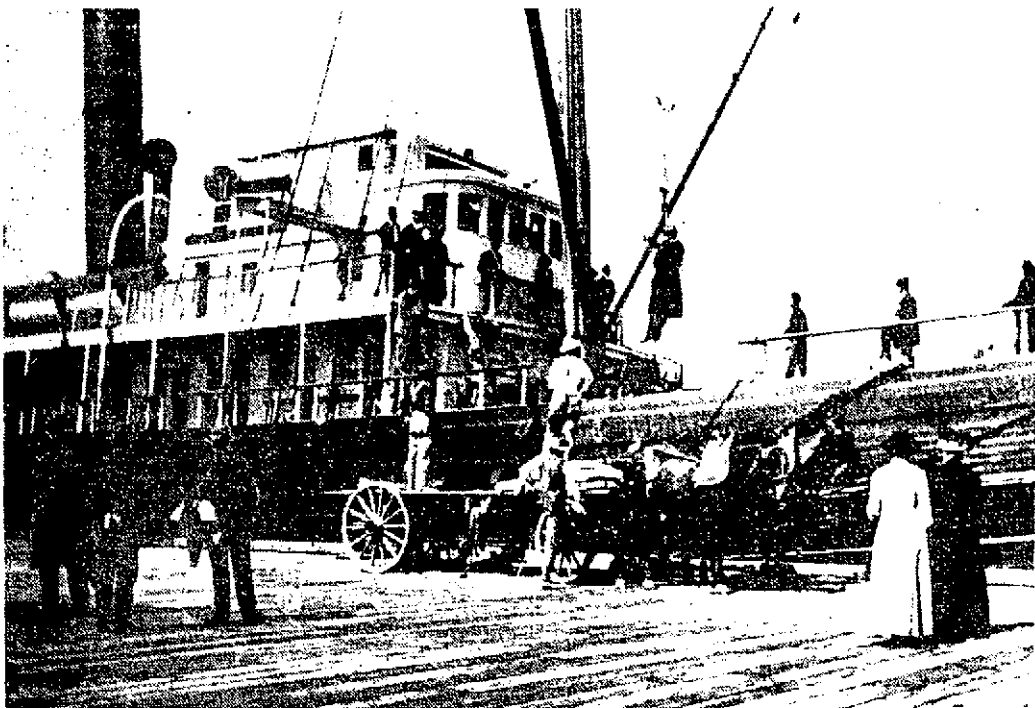
Approximately 190,000 tons of military equipment — ranging from foodstuffs to giant tanks — each year cross the docks of the U. S. Army Transportation Center on Pier One.

THE PORT annually handles 47,000 tons of fresh citrus, 26,000 automobiles, 500,000 tons of potash and 360,000 tons of containerized cargo at a single facility.

The harbor also handles between 300,000 and 700,000 tons of iron ore and 400,000 tons scrap metal each year.

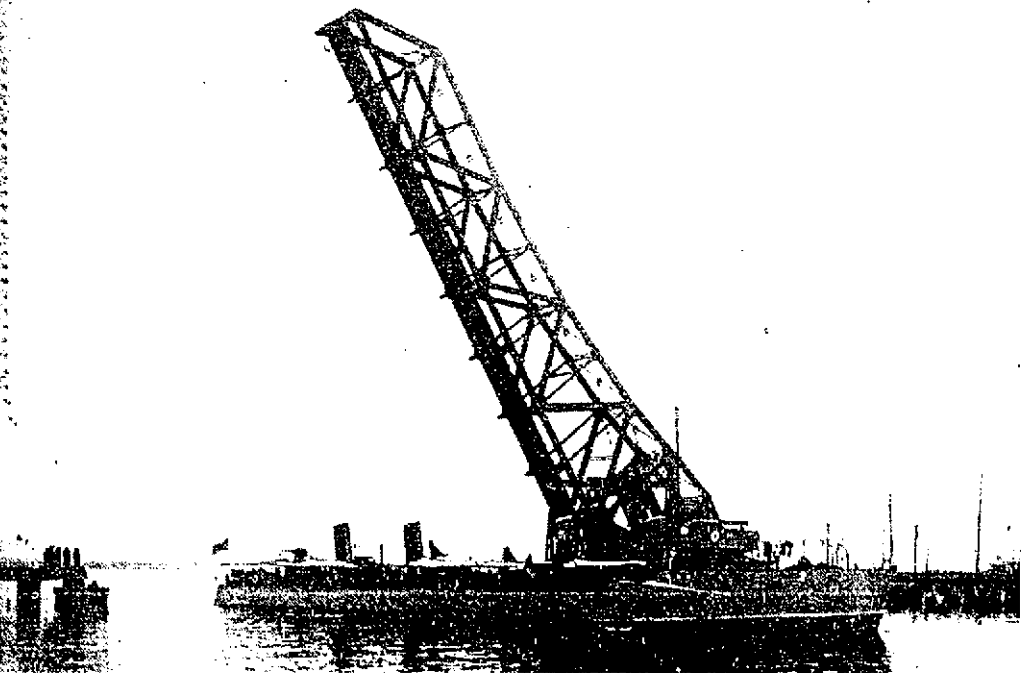
The port has three bulk vegetable oil tallow terminals, one of which has a storage capacity of 15-

(Continued Page 20, Col. D)



Courtesy Long Beach Public Library

FROM A mudflat in 1906 (top of page), the harbor expanded quickly, as these three early scenes show. Above, Mayor Ira Hatch is swung aboard the SS Santa Clara as it ties up at the new municipal wharf on March 1, 1912, following city's offer of free dockage in exchange for paying regular calls. At left, the SS General Hubbard splashes into the water at Craig Shipyard on Dec. 3, 1910, the first steel steamship built in Southern California. Below, the torpedo boat Stewart, first Navy ship to call at Long Beach, glides under bascule bridge after being repaired at the Craig yards, January, 1911.



Courtesy Long Beach Public Library

The Chamber Recognizes . . .

Seventy-Five Years of a City's Progress

THE CHAMBER HELPS
YOUR CITY GROW THROUGH . . .

Business Services to assist individuals and firms in handling business problems, utilizing economic research and statistical studies.

Industrial Development to aid the growth of industries located here and to promote the establishment of new industries in the area.

Information Bureau to serve the general public and visitors with answers to a multitude of questions unanswered through other sources.

Transportation Improvement in all modes by providing leadership in a program to upgrade highway, sea, rail, and air transportation facilities.

City Development through a planned program to keep Long Beach a modern and progressive community in which to live, work and play.

Public Relations and promotional activities which make friends for the city of Long Beach and for the business and citizens within it.

Long Beach



Chamber of Commerce

121 Linden Avenue

Hemlock 6-1251

Service Is Our Business!

Long Beach Harbor: Mudflat That Made Good

(Continued From Page 19)

000 tons and an outloading rate of 200 tons per hour.

More than 4.3 million tons of petroleum are loaded and unloaded annually at the port's three bulk petroleum terminals.

SINGLE cargo shipments which have made news during the past year include a shipment of 12,200 tons of South African white corn, enough grain to make 600 million tortillas; 4,000 tons of construction equipment to build an airfield in Korea, and 15,000 feet of pipe for a government aqueduct in Ecuador.

Cargoes at the Port of Long Beach increased more than 133 per cent during a four-year period between fiscal 1957-58 and fiscal 1962-63.

Based on conservative estimates the annual port tonnage will pass the 20-million ton mark within the next two decades.

The situation quickly went from bad to impossible and, by 1914, all but the most intrepid harbor dreamers was ready to write Long Beach off as a port city.

"Give her back to the sea," said one disillusioned wag.

Then a solution, the construction of diversion channel to dump the waters of the San Gabriel into the sea east of the dying port, was found.

THE CHANNEL, which took four tough-and-go years to complete, was put into operation in 1923. It was to pay an unexpected dividend by providing the city's famous bathing beaches with a yearly replenishment of sand and as a source of raw material for future land-filled piers.

That hurdle cleared the port, provided \$7.7 million in voter approved bonds, soared during the roaring twenties and by fiscal 1928-29 was handling an astounding two million tons of cargo a year.

The Thirties, bleak and desperate times across most of the nation, were golden days for the Port of Long Beach.

THE DECADE saw the U.S. Navy establish a giant fleet headquarters and landing here, the construction of \$30 million in new harbor situated industries and long strides made toward the completion of the monumental Long Beach-San Pedro breakwater, an eight-mile long artificial reef which is the largest in the world.

The biggest windfall of all, the discovery of oil in the harbor, was made in 1936.

This discovery was to have far reaching effects. The field was to become

the second largest in the entire United States and was the lead to the development of revolutionary new oil recovery techniques, and the greatest water flood project in human history.

BUT THAT is getting ahead of our story.

The first Harbor Department well was brought in in 1938 and within 5 years the Long Beach Oil Development Co., the city organized and operated petroleum company, had 126 producing wells in operation, pouring \$20 million a year into municipal coffers.

Spurred on the introduction of the diesel-powered "grasshopper pumps," production soared to 17,000 barrels-a-day and the new wealth was earmarked for more piers and new terminals.

Public wealth on such a grandiose scale was a new experience, demanding a new set of values for use. The solution would have to wait until after World War II.

While Long Beach pondered this "happy" problem the storm clouds which had gathered over Europe sent shafts of lightning into that American sea, the Pacific.

THE WAR was to galvanize Long Beach Harbor and to permanently fuse its interests with Los Angeles Harbor.

The War Years saw the two port area become a veritable military arsenal.

The 10,000 employe Long Beach Naval Shipyard was built, the Terminal Island Navy Base and the Reeves Air Field was put into operation.

Two bridges were built to the island across the Long Beach Entrance and Cerritos channels. A Victory Pier was constructed, additions were made to Piers 2, A and D and 100 acres of new land was created in the bay.

AND WHILE commercial cargo activities, especially the budding and promising trade with industrial Japan was stopped dead in its tracks, the frantic demands of military commerce and shipbuilding shot the harbor into maritime orbit.

And while a postwar let-down was expected, two factors headed it off at Long Beach, the existence of growing oil money reserves and the discovery of Southern California by millions of ex-servicemen and their families.

Without a discernible pause Long Beach Harbor—emulated at Los Angeles—plowed into the post-war era. Piers B and C were finished, the Commodore Heim Bridge was raised over the Cerritos Channel and the Terminal Island Freeway was opened.

ANNUAL tonnage climbed far above the five-million-ton mark and numerous new direct trade services with the Orient, Latin America and Europe were inaugurated.

Revolutionary clear span (with impeding center supports) cargo centers were built on Pier A and the first shore-based commercial harbor radar installation in the western hemisphere was put into operation on Pier A in 1949.

The continuing search for new maritime technology was launched with experimental programs on the use of steel bulkheads, electrical control of corrosion and manpower reducing devices.

THEN DISASTER struck from two fronts, almost simultaneously.

A series of legal attacks aimed at stripping the city of its oil wealth and quarter billion dollar in fiscal reserves was launched.

No sooner had these first salvos been fired, seriously impending development of the man-made harbor, than the port reached the darkest hour in its 40-year history.

The chilling discovery was made that Long Beach Harbor and substantial areas of the city were sinking back into the sea.

SUBSIDENCE, as this gradual settling of land into the Pacific was to be called, had been noted even before 1940. The sinking, at that time measured in less than inch, was considered insignificant, a curiosity which would certainly correct itself.

It didn't and by the advent of the Korean War an extensive system of emergency dikes were necessary to keep Terminal Island and large sections of the inner harbor above water.

Experts found the earth slippage was caused by the removal of vast subterranean deposits of oil and gas from the underground. They proposed a daring, but simple solution, water flood.

WATER injection, the flooding of the underground strata with sea water, would not only halt subsidence, the experts said, but would increase petroleum production in the field by recovering 440 million barrels of oil not retrievable under standard production methods.

The first water injection plant, a pilot experimental station, was built on Pier B in 1953.

By 1957 subsidence had reached a critical stage. More than 16 miles of the city and harbor, with an epicenter on Terminal Island, had sunk from two to 24 feet and the Navy threatened to close its shipyard, a facility then employing 6,500 persons and providing

the Long Beach area with a \$30 million-a-year payroll.

ALL STOPS were pulled and the water injection program was put on a crash basis in what has become known as the "battle to save the shipyard." By 1960 an astronomical 260 million barrels of water had been pumped into the underground and the subsidence rate—2.4 feet per year at its peak—had been reduced to .5 foot per year. Sinkage had been stopped within 60 per cent of the subsidence bowl where the bottom had been hit at 27 feet. Victory was assured although the stage was set for a whopping \$54 million damage

claim by the federal government against the city, state of California and independent oil operators.

But before this suit, the largest claim against the city in history, was to reach the courts the attack on Long Beach's oil wealth was to reach a conclusion.

Two major points were to be determined: (1) the federal government had no share in the tidelands and (2) the state of California which had deeded the local tidelands to the city in 1911 was to be a shareholder in the mineral wealth found there.

CONTINUING attempts by the federal government

to claim title to tidal oil lands were smashed by the so-called Tidelands Law of 1953 which upheld state ownership of the tidelands.

Then through a series of court decisions within California, climaxed in 1956, a compromise agreement was hammered out. The state and city of Long Beach were to share, on a 50-50 basis, the oil wealth produced in the tidelands and the city was to develop the field under a trust granted by the state.

The new arrangement was sealed when the city transferred to the state \$120 million in tideland oil reserves. The tidelands agreement cleared the way

for use of tideland oil money on city developments directly related to "commerce, navigation and fishing."

RESULTING non-port projects using tideland oil money have included the \$8 million Long Beach Arena and the new Navy Landing at the foot of Magnolia Avenue.

The agreement also provided funds to correct subsidence damage in the port district.

More recently the last major court action—the federal government subsidence suit—has been set-

tled out of court with the city-harbor paying \$1½ million, the state an equal sum and independent operators \$4½ million.

"SOLUTION of these two historic problems are the real milestone in the development of the Port of Long Beach as one of the world's most important maritime centers," explains Charles L. Vickers, general manager of the Harbor Department.

"While we find the port's past admirable and interesting, the present compelling, it is to meet the challenge of tomorrow that we work today."

Another service from the 45 Shell dealers of Long Beach

What every woman who ever drives alone should know about her car



HERE ARE some motoring tips and hints for our lady customers only. The information isn't technical. Cars are made so well these days that you don't have to be a mechanic to drive with confidence. But there are some things you should know that can save you time and trouble. Here are seven of them.

1. What to do if your car won't start. First, check the obvious. Do you have fuel? (If you have run out, don't feel too bad—over 5,000 motorists do it every day.)

If you have an automatic transmission, is the gear selector lever at exactly the right spot? Check—and make sure.

It's also a good idea to push the accelerator pedal all the way down—and release it quickly—just before you attempt to start.

Now, try the starter again in bursts of 2 or 3 seconds. Still no go? Let your engine rest for three or four minutes. Try once more—this time with slightly longer bursts. If your engine still balks, give your Shell dealer a call.

2. How to recognize carburetor icing stalls—plus a tip that may help you prevent them. This ever happened to you on a damp, chilly day? Your car starts promptly. You drive a short distance to the first stop sign—and you stall. You have no trouble restarting. But, at the next intersection, you stop—and stall again. Then, the stalls disappear—just as mysteriously as they came on. That's a typical case of carburetor icing. If your car has this trouble, try Super Shell gasoline. One of its 9 working ingredients is an anti-icer. Its job is to fight carburetor icing stalls.

3. In a lightning storm, your car is actually one of the safest places you can be. So don't be terrified if there's lightning all around you. When the rain starts to fall, slow down and proceed with care. If the rain pours down so hard that you can't see well, pull all the way off the road and wait until the storm lets up. Note: if you must stop, don't park under a tree or on a surface that could bog you down.

4. An important warning that your brakes can give you—and what to do about it. When your car is standing still, push down on your brake pedal. Does the pedal feel "mushy" or sink slowly to the floorboard? If so, there's trouble in your car's hydraulic braking system. See your Shell dealer right away.

5. How to avoid being locked out. Tape an extra car key on some secret place outside your car. It must be reachable—even if all your doors are locked.

Another tip to save you fuss and bother: carry some dimes in a sealed envelope in your glove compartment. They could come in handy—for use in a roadside pay telephone—should your car decide to act up.

6. What to do in case of an emergency on a highway. If you have a flat tire, or if something mysterious goes wrong with your car, pull all the way off the road. Raise the hood and leave it up.

Tie a handkerchief—or something white—on the door-handle nearest the road. These are distress signals on virtually all roadways. Stay near your car but back from the road. You should have help shortly.

7. How to cut the chances of a breakdown almost in half. The American Automobile Association reports that flat tires, weak batteries, and faulty electrical systems account for 45 percent of all car breakdowns. Your Shell dealer can help you keep these things from causing trouble. Let him check your car regularly. After all, service is his business.

LONG BEACH SHELL DEALERS DE-BUNK A MYTH ABOUT CAR CARE

It's a myth that you must break in a new car at low speeds

Used to be that new cars had to be "broken in" very gently. You weren't supposed to go over 45 mph for the first 1500 miles or so. Now the automotive experts recommend that you take your car out on a highway every so often and drive at the legal speed limit for a while. That's the real low-down. You can count on your Shell dealer for straight facts and honest work. See him regularly.



Now . . . PICTURE THIS!

Business People and
Private Citizens of
Long Beach Since 1927
Have Said That to

Jasper Nutter
Portrait and Commercial
Photographer

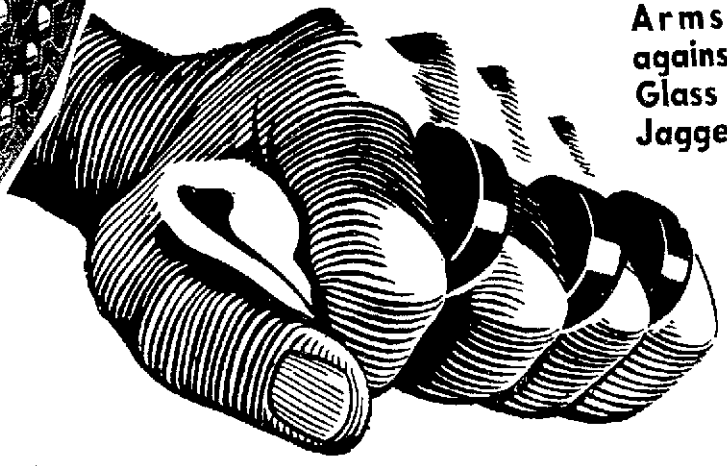
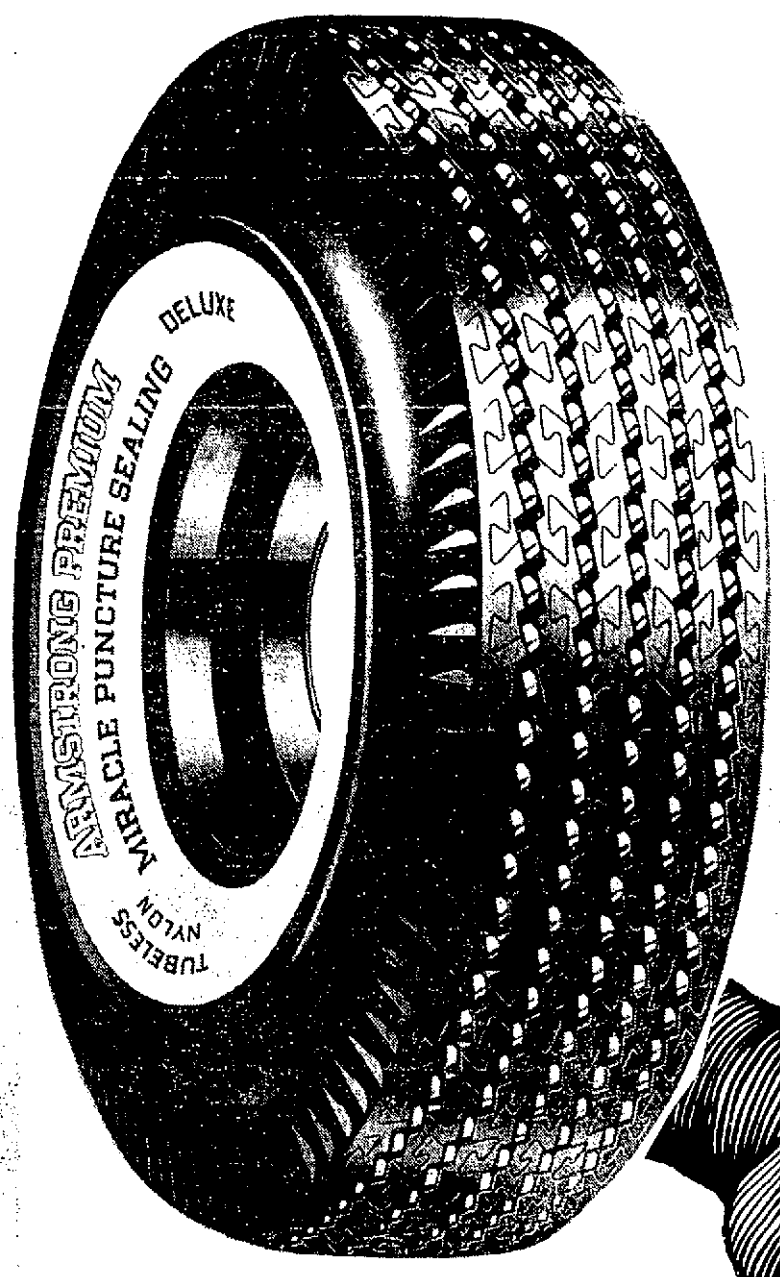
10th and Pine HEMlock 2-5052

"The Finest Equipped Studio in the Entire Harbor Area"

ARMSTRONG TIRES

First in the Industry and Still THE STRONGEST

*** ARMSTRONG'S ROAD HAZARD GUARANTEE ON TIRES HAS BEEN COMPANY POLICY FOR OVER 30 YEARS**



Now . . . other tire manufacturers offer road hazard guarantees, but these guarantees often have limitations of 12 to 36 months depending upon the grade of the tire. Armstrong Tires have no time limitations and they are guaranteed for as long as you own the tire.

Armstrong Tires are guaranteed against all road hazards . . . Broken Glass . . . Stone Bruises . . . Spikes . . . Jagged Metal.

THIS GRIP CAN SAVE YOUR LIFE!

... NOT FOR 12 MONTHS ... NOT FOR 24 MONTHS ... NOT FOR 36 MONTHS ...

WE SALUTE THE CITY OF LONG BEACH



ON ITS 75th ANNIVERSARY



BUT FOR AS LONG AS YOU OWN THE TIRE!

TWO OF THE LONG BEACH AREA'S FINEST TIRE DISTRIBUTORS



KINGSBURY TIRE CO.

3340 E. ANAHEIM
at Redondo—Open 8 a.m. to 6 p.m.
Closed Sunday. 439-5400
All Credit Cards Honored—Budget Terms

OFFERING THESE FINE SERVICES
BRAKE RELINING WHEEL ALIGNMENT
WHEEL BALANCING BATTERIES
MONROE SHOCK ABSORBERS

210 MAGNOLIA
at Broadway—Long Beach
WE NEVER CLOSE—HE 2-2554



SUDDUTH TIRE CO.

ATLANTIC at 27th St., LONG BEACH
GA 6-5544 — Open 8 A.M. to 6 P.M. Closed Sunday — Buy on Easy Budget Terms
SANTA FE at OLYMPIC, L.A. MA 3-9103

Fabulous Pier J

You could bury all of Long Beach under Pier J, the massive 311-acre manmade peninsula now rising in the harbor.

More than three million tons of rock and 33 million cubic yards of sand are being used to construct the \$20 million project due for completion within 18 months.

The fill if spread evenly across the 46 square miles of municipal Long Beach would cover the city with a layer eight inches thick.

PIER J, BEGUN in March, 1962, is one of the largest manmade piers in the world and will nearly double the present berthing capacity of the Port of Long Beach.

It is to be the site of the 1967-68 California World's Fair, an international exposition expected to attract 40 million visitors.

Pier J is also to be the location of International Towers, a \$15 million World Trade Center which will be Southern California's first complete international trade complex.

THE TOWERS, which will be completed before the opening of the fair, will include a 25-story hotel, a 20-story international office building and an 8-story trade concourse.

The 23,000-foot long perimeter rock dike of Pier J, substantially completed, was raised in three stages in water varying in depth to 60 feet.

More than 100 men, three derricks, 24 barges and assorted heavy construction equipment were used to haul the rock from Catalina Island quarries and put it into place off the southern shore of Pier A.

THE LARGEST dredge of its type on earth, the 2,000-ton "Sensibar Brothers," was built to dredge the outer harbor for the 33 million cubic yards of fill needed to bring Pier J out of the water.

Powered by a 14,000 horsepower engine and operated by a crew of 65, the big dredge is filling Pier J at the rate of 1.5 million cubic yards per month.

Prosperous Port

Long Beach Harbor means jobs and business for the city and Southern California.

More than 8,000 workers are employed in harbor district industries, drawing an annual total payroll of \$45 million, according to a recent economic survey.

The survey placed the total value of all cargo handled at the port in a year at more than \$1 billion.

OF THE TOTAL port work force 60 per cent—with annual wages in the neighborhood of \$26 million—live in the city of Long Beach. The remainder live in nearby communities.

Ships and seamen spend a lot of cash in the area.

The American Merchant Marine Institute says that a single vessel calling regularly at a port for one year will spend up to \$1.5 million.

More than 2,000 vessels called at the port last year.

PORT SPENDING records show that a single vessel spent an average of \$16,000 for fuel, \$8,800 for food and \$5,200 for miscellaneous marine hardware and supplies.

An individual American sailor can be expected to spend, during a two-day visit, \$20 for taxi fare and meals, \$40 on entertainment, \$2.50 for medical services, \$21.50 for clothing and \$10 for gifts and miscellaneous items.

Long Beach Is Now a Major World Port

By CHARLES L. VICKERS
General Manager, Port of Long Beach

The Port of Long Beach—a relative newcomer to the ranks of the major world ports—has grown in a brief half century from a small one-berth operation handling a few thousand tons of cargo per year into a giant that handles one million tons of cargo per month.

Long Beach is now the number one dry cargo port on the West Coast and within this decade it is expected that we will be the number port in total tonnage on this coast.

As the pacesetter for design and construction of port facilities, Long Beach has recently completed and is building many new facilities in an overall \$150 million expansion program which will assure Southern California and the Southwest its share in the rapidly expanding area of world trade.

Our current facilities have enabled the port to handle over \$1 billion worth of cargo during the past fiscal year and have helped to make the Los Angeles Customs District the second largest in the country. (Nearly 50 per cent of all collections in the District are made in the Port of Long Beach.)

SOME OF the new facilities which have gone into operation recently include the Richfield Oil Terminal on Pier E. It is the only oil terminal in the United States and one of three in the world which can handle at a shoreside facility a fully loaded supertanker drawing 50 feet of water and carrying a 102,000-ton load of oil.

Now in its second year of operation, the port's new grain terminal is the only such marine facility in Southern California. It has a storage capacity of 1 million bushels and is the fastest loader on the Coast with a rate of 43,000 bushels per hour.

The new bulkloader on Pier G has been in operation for a year and is the largest and fastest on the

Coast with a loading-rate of 3,000 tons per hour.

THE SOUTHERN California base for the revolutionary new Sea-Land containerization operation is in our port. In this operation general cargo is moved between the East and West Coasts in truck vans which are put on and off the ships by deck cranes.

Ocean Salt Co. recently completed a salt unloader next to the grain terminal and will soon build a refinery and packaging plant nearby to process an estimated 60,000 tons of salt each year from Black Warrior Lagoon, Baja, Calif.

Largest project underway right now is Pier J. Scheduled for completion in the summer of 1965, this pier will cost \$20 million and will contain 33 million cubic yards of fill and 3 million tons of rocks. This pier has been selected as the site of the 1967-68 World's Fair. At the end of the Fair, the pier will revert to commercial shipping operations—as has been planned for the past 20 years.

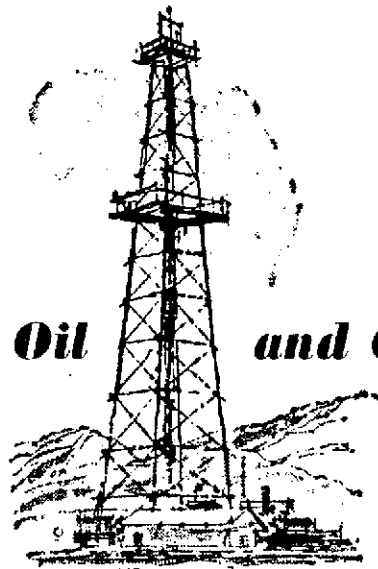
First Major Navy Visit a Surprise

First major visit by the Navy to Long Beach took place in 1893, when a five-ship squadron anchored off the beach. It was a surprise visit, and happened 13 years before the first inner harbor was dredged out of salt flats on the western side of the city.

\$10 Suits

When N. C. Nielson & Son opened shop at 208 Pine Ave. in 1904, the price of a good man's suit was \$10. Straw hats sold for 50 cents.

Jade Oil and Gas Co.



a partner of progress since 1908

Persistent, constant progress is the watch-word of the oil industry just as it is for any worth while endeavor. The Jade Oil Company, as one of the oldest oil exploration and drilling companies in California is fully aware of the great strides Long Beach has made in the development of its oil wealth while at the same time expanding its other assets as well to create the outstanding city it is today. We salute Long Beach on its 75th Anniversary... a city whose watch-word is progress.

Oil Builds for Tomorrow



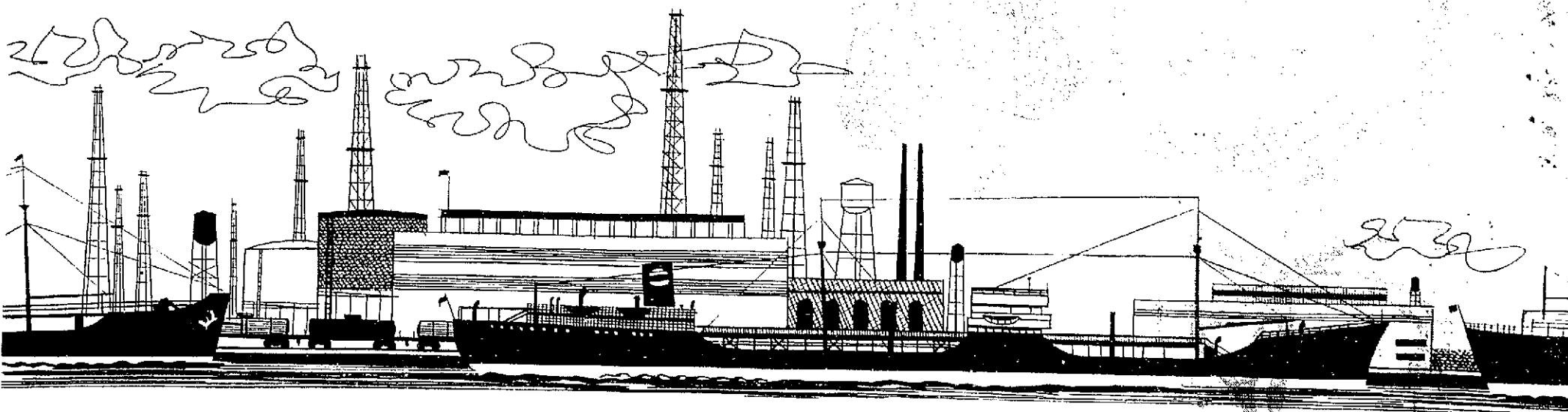
Jade Oil & Gas Co./Suite 704 Gibraltar Tower 9107 Wilshire Blvd. Beverly Hills, California

BEST WISHES CITY OF LONG BEACH ON YOUR 75TH ANNIVERSARY

Oil has played a vital role in the exciting story of your 75 years of progress. As contractors for the City for the past 24 years, we are proud to have had a part in the development of this great resource, so important to the growth of Long Beach.

Working together since March, 1939, LBOD and the Long Beach Harbor Department have:

- Generated more than \$305,000,000 of revenue for the benefit of the taxpayer.
- Drilled 863 wells in the Wilmington field—every one an oil producer or injector for water flooding—no dry holes.
- Produced and marketed more than 255,000,000 barrels of oil.
- Produced more than 430,000,000 gallons of natural gasoline and liquefied gas.
- Produced more than 11 billion cubic feet of dry gas.
- Engineered and operated the first water flood program in the Wilmington field, increasing the production rate by 75%.



LONG BEACH OIL DEVELOPMENT COMPANY

75-Year-Old Beauty Plans Facelift

By AL DREW, Chamber of Commerce Writer

In many ways, a mature city is like a mature woman. When it begins to lose its allure it sometimes has a tendency to surrender rather ungracefully to the ravages of time.

In rarer cases, it makes a determined effort toward rejuvenation, hoping, perhaps, to retain its more attractive features and to rekindle the flickering flame of adoration within the hearts of those who once loved it dearly.

Such a city is Long Beach.

At 75, this ocean resort center has said goodbye to its early-day reputation as a mere fun town for tourists. Farsighted industrial and civic planning have transformed Long Beach into one of California's chief communities.

It has been a face-lifting job that required the cooperation of its citizens, the utilization of its natural resources, effective leadership and patience.

And it's a job which isn't finished yet.

Long Beach's leaders foresee continued growth in population, the city's development as a center of commerce and a substantial alteration of the entire skyline. All this change is expected by the 1980s.

AND WHILE the city's revitalization is well underway, the phenomenal growth was a long time in beginning.

It was started, in fact, in 1921, with the discovery of petroleum on nearby Signal Hill. This great oil field of the Long Beach region soon became one of the nation's major oil producers.

After the oil boom, the city's growth was deterred somewhat by the infamous earthquake. But since then, Long Beach's development has been steady, if not spectacular.

Another oil field was discovered in 1940 along the

shelands of the Port of Long Beach.

MANY industries soon came to Long Beach to use the cheap fuel provided by the oil and natural gas supply, including oil refineries, aeronautical industry, shipbuilding, automobile plants, gypsum works, soap factories, vegetable oil plants, canneries and packing plants.

Long Beach also promoted its growth by improving the fine natural harbor which it shares with Los Angeles. One of the greatest harbors on the West Coast, it has two ports, one operated by Los Angeles, the other by Long Beach. To develop its own port, Long Beach has spent huge amounts from municipal oil royalties.

Other significant developments in the city's growth pattern include the addition, in recent years, of excellent airport facilities, a world-famous Marina, and numerous recreation facilities.

SO THE CITY has been and continues to be blessed with a fine foundation for future development.

With growth, however, have come problems — a number of them arising from natural calamities, some of them from an undirected citizenry.

A 20-square-mile area in the heart of the harbor area and even downtown Long Beach itself faced extensive damage because of oil extricated from beneath its surface. Predictions were made widely that the area was doomed for any long-term use because the sea would eventually claim it.

But in 1958 the city began pumping filtered sea water into the air spaces underground. The water injection program resulted in a new bonanza, causing oil to flow from the 2,900 wells operated by private firms in and near the city.

So, at this point in time, Long Beach appears to have subdued its geographical misfortunes and has turned them into substantial assets.

The physical characteristics of the community, in fact, have lent themselves exceedingly well to the beginnings of the revitalization of the area, a move which began in earnest in the late 1950's and early 1960's.

At that time the local civic leaders proposed the concept of "Long Beach—The International City." First action for forming solid support for the new theme was to gain official adoption by the City Council, the Harbor Commission and major civic organizations. From there the concept grew.

SIMULTANEOUS with the adoption of this theme a pilot program to publicize Long Beach nationally and internationally was put into action. The International News Bureau operated for the next two years on a moderate budget and a skeleton staff. Results from the dollars spent were big. The need for a full-fledged program was proven.

Later, a task force of local business leaders, specialists in the field of communications, solicited support of promotion activities from other civic bodies. Resulting was the formation of a cooperative, citywide promotion-advertising bureau, co-sponsored by more than a score of civic organizations and named Long Beach Promotion, Inc. During its two years of existence, it has utilized a budget of more than \$75,000 annually in its efforts to promote all aspects of Long Beach.

Attempts to promote the city haven't been the only step forward, however.

THE CITY recently has taken strides to beautify it-

self. Local Chamber of Commerce women in 1962 initiated a program of "cleaning, painting and fixing" which has proven a forerunner of a continued effort toward proper legislation and education to steadily upgrade the appearance of our community and its facilities.

In the realm of area development, a stepped-up program of industrial and commercial growth has stimulated the economy of the entire Long Beach metropolitan region. A number of new industries with employment ranging from ten to several hundred have come into existence during the past two years. Added to this is increased activity in shipyard and harbor industries. The consolidation and headquarters in Long Beach of Douglas Aircraft of all its aircraft operations did much to put employment here in the climb. New and expanding shopping centers continue to build payrolls and new residents for our community.

In 1930 the city built its 4,000-seat civic auditorium at Rainbow Pier. More recently it constructed an \$8 million arena to accommodate conventions and other major attractions. The arena seats 15,000 maximum and is big enough to stage a football game. It has 344 display booths for exhibitions.

Underlying Long Beach's emergence as a city on the move has been the adoption and implementation of the so-called Master Plan, a proper framework originated in 1937 for guiding the city's land use and physical development in conformity with accepted concepts of community planning.

Under the Master Plan, residential zoning has been implemented. This permits and protects development of high-rise residences in

areas to which it is applied.

A number of new industrial sites, the lack of which has been a major obstacle to development in this region, are growing up on the outskirts of the city. Now, in fact, more than 400 manufacturing establishments are located in the area with more expected to come in the future.

Within the South Coast area there now is a broad range of industries which creates a wide variety of employment opportunities.

According to a recent survey by the Security First National Bank research staff, total employment in the cities of Long Beach, Lakewood, and Signal Hill as of July 1962 was estimated at 132,500, an increase of 5.5% over July 1961. As the primary trade and service center for a wide area, the report continues, the city of Long Beach is particularly well represented in the retail and wholesale trade sectors. In fact, retail trade has displaced manufacturing as the principal source of jobs.

OTHER leading sources of employment are such important maritime facilities as the Long Beach Naval Shipyard, the Long Beach Naval Station and the Port of Long Beach.

The extremely fast growing and modern Port of Long Beach, in fact, now handles nearly 11 million tons of cargo annually, and ranks on the Pacific Coast behind only its sister port in total tonnage.

Among the facilities of the Port of Long Beach are 45 deep water berths, 2.2 million square feet of transit sheds and 17 million feet of storage space.

A number of new berths are currently under construction including the 410-acre Pier J, which is designed as the site for the

1967-68 California World's Fair, and a 13-acre site at Pier A for a \$30 million World Trade Center scheduled for completion by mid-1964.

IN PLANNING for its future needs, the Port of Long Beach is looking ahead to the 1980s.

But other phases of industry are keeping pace in

their growth projections also.

Experts predict that by 1980 the city will have a population exceeding 415,000, and that the area we now call Greater Long Beach will have more than 1,350,000 people, as compared with a Southern California total of 17,804,000.

The growth rate will be 13.3% in Long Beach, proper between 1960 and 1970

and will diminish to 6.4% between 1970 and 1980.

By the 1980s, which is not too far to look into the future, one will be able to look at the new Long Beach skyline and utter with solemnity, perhaps even awe, and say, "Aye, now there's a beautiful city, one well worth living in and working in."

In fact, people are saying it already.

HERRON'S FURNITURE



Owned and Operated by the Same Family Since 1918

Competitive Prices on Fine Furniture

Contemporary
Italian, French
Traditional
Interior Decorating

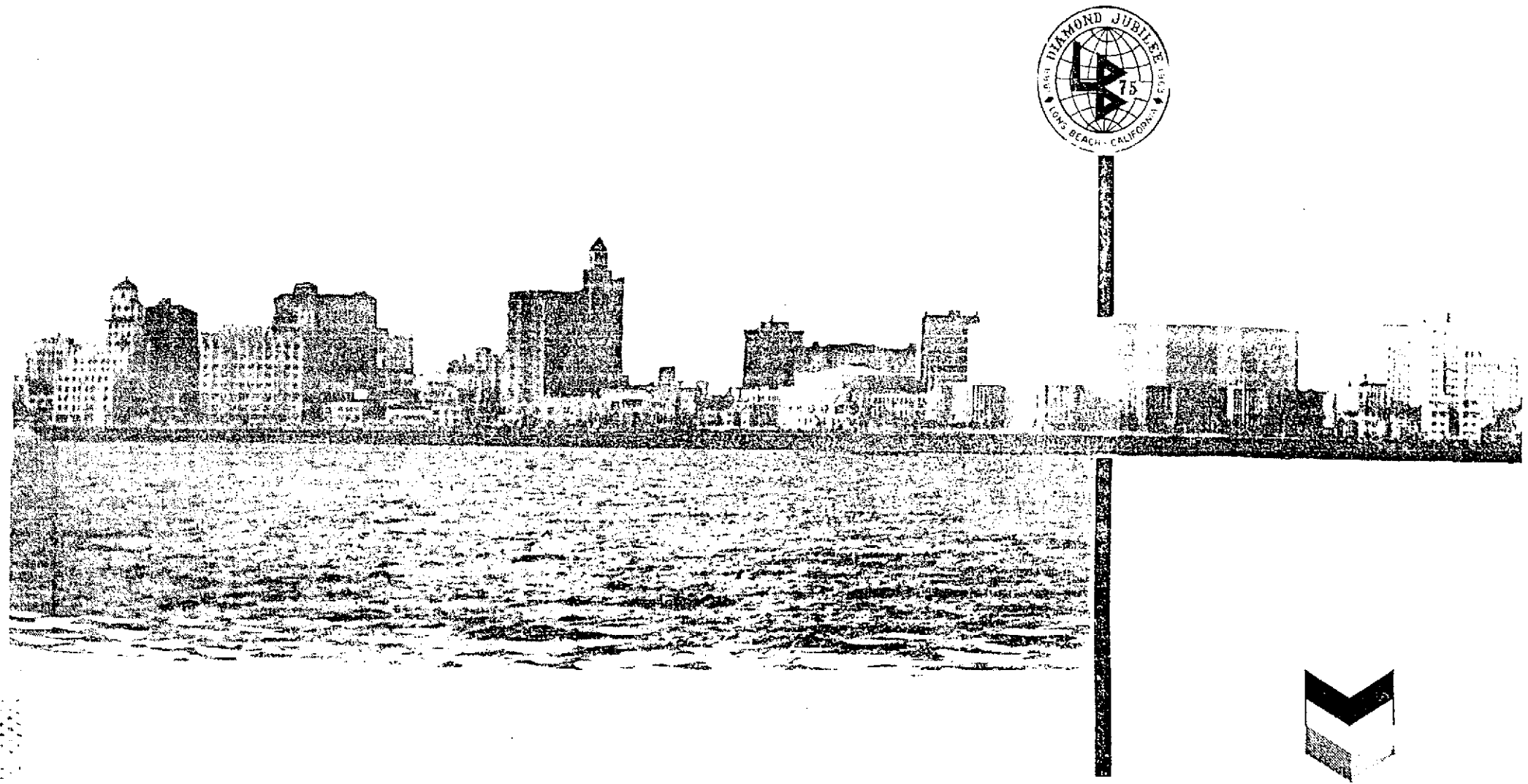
- CARPET: Cabian Mohawk, Berber, Minge, Downs
- DRAPERIES: Fine Fashionable Fabrics
- MATTRESSES & BOX SPRINGS: Sealy & Simmons
- UPHOLSTERED FURNITURE: By Pullman
- DINETTES: By Daystrom
- LAMPS: By Furniture - Stuffed

*Lowest All-in-One Day Payment Plan
on the New Long Beach Rate*

101 ORANGE AVE. — GA 4-8151

HERBERT W. HERRON, INC.

CONGRATULATIONS to LONG BEACH ON ITS 75th ANNIVERSARY



STANDARD OIL COMPANY OF CALIFORNIA

Automation Reigns in Harbor

The \$25 million Pier G-F Basin — only partly developed — will be the most highly automated single port facility in the world when completed.

With only five of its nine deep water berths finished and in operation, the G-F basin is expected to handle nearly three million tons of cargo this year — more tonnage than 150 of the nation's 230 ports, harbors and navigable waterways.

It is a push-button age facility where machines, not man, do most of the work.

LARGEST and most impressive of the Basin's automated terminals is the \$6½ million bulkloader on Pier G.

Employing two berths and large subterranean bunkers, bins and conveyors, the bulkloader is capable of unloading a 110-car ore train in about two hours and can stockpile up to 100,000 tons of iron ore.

The facility can load a 50,000-ton ore carrier in in less than 24 hours.

The bulkloader, which also includes an ultra-modern \$1 million air pollution and dust control system, can handle potash, soda, coke and coal in addition to iron ore.

BUILT WITH the engineering advice of Kaiser Steel Corp. the bulkloader is contracted to ship more than 10 million tons of Eagle Mountain ore to Japan during the next decade.

Immediately west of the bulkloader on the headstead of Pier A and at the south end of the G-F basin is the \$2½ million grain terminal which can simultaneously load and unload ships at the rate of 43,000 bushels-per-hour.

This mechanical grain handler also includes a car shaker, an ingenious device which insures that the last kernel is gotten from rail car delivery.

AT THE seaward end of G is the Sea-Land container ship terminal, the controversial ultimate in non-

human maritime transport-systems.

The terminal is geared to handle up to 40 ships of 470 containers each and 480,000 tons of prepackaged good annually.

Seven container ships in the Sea-Land fleet can load and unload vans simultaneously, with deck cranes, every four minutes.

The containers are in reality truck vans which are lifted from and set back on to truck vans for motorized pick-up and delivery in the hinterlands.

THE OPERATION has reduced cargo handling costs from \$24 to \$4 a ton by virtually eliminating breakage and pilferage and multiple handling.

Sea-Land ships call at Long Beach, Elizabeth Port, New Jersey, Puerto Rico and Oakland in this service.

Another tomorrow facility today is the new supertanker terminal on Pier E. Operated by Richfield Oil Corp. this terminal is the only one in the world at which any supertanker afloat can discharge at a dockside a full load.

The water depth at the facility is 54 feet and the facility holds the world record for a single delivery of petroleum.

The 106,500-ton SS Manhattan, largest U.S. merchant ship ever built, unloaded 102,000 tons crude oil there in 1962.

COSTING \$2.8 million, the 19-acre facility has frontage at the pierhead line of 1225 feet. It can unload or load a ship at rate of 30,000 barrels per hour.

Business Firms

According to the Long Beach Chamber of Commerce, this city has 4,666 active business firms. Other city totals include Torrance, 1,019; San Pedro, 654; and Wilmington, 482.

Municipal Market

The Municipal Market, still a familiar sight downtown, was opened in 1913.

Pier D is the location of two highly automated processes for the handling of scrap metals and tallow products. Towering 150 feet above the wharf are three gantry cranes which move 400,000 tons of ores and scrap metals a year.

Each of the mobile cranes has a 35-ton lift capacity and are equipped with electro magnetic buckets. Per working hour capacity of each crane is 140 tons. Backing up these three port operated cranes are eight privately owned barge cranes with lifting capacities ranging from 45 to 450 tons.

ALSO ON Pier D is an automated tallow and vegetable oil handling terminal with an outloading rate of 200 tons per hour.

In the design stage is a 2,000-ton a month automated fruit handling terminal on Pier F. The facility will be operated by only three men.

Other Space Age achievements in the Port of Long Beach include shore-based radar guidance, electronic control of pier rust and a closed circuit TV system for cargo handling.

THE PORT was the first in the nation to use all concrete and steel wharfs and has invested many thousands of dollars in maritime research projects with UCLA and the Corps of Army Engineers.

The port also pioneered the construction of clear-span warehouses and coffer-dam construction of manmade piers.

Scores of engineers visit the harbor each year to inspect its automated facilities and the port's completely automatic water flood system.

Several of the world's biggest and speediest ocean liners regularly call at the Port of Long Beach.

The harbor is the Southern California terminal of the P&O Orient Lines, a huge British steamship combine which dates back to Shakespearean times.

Eight giant P&O passenger ships make 18 calls

a year at the Pier C-24 terminal, bringing more than 25,000 passengers to the port.

THESE SHIPS also visit San Francisco, Vancouver, B.C., Yokohama, Kobe, Manila, Hong Kong, Suva, Auckland, Sydney and London.

The service includes regular transPacific crossings to England via the Suez Canal and occasional trips to the British Isles by way of the Panama Canal and the Caribbean.

Queens of the service are the 40,000-ton Oriana and the 45,000-ton SS Canberra, fifth largest merchantman in the world and a vessel capable of carrying more passengers, 2,238, than any other ship.

THE CANBERRA is also one of the fastest ships in the world, cruising at 27.5 knots. She holds port-to-port speed records for nearly every run on her schedule.

Other ships in the service are the Orsova, Orcaades, Chusan, Himalaya, Oronsay and Arcadia.

Although not a part of this service the Cunard Lines' cruise ship, Caronia, makes a once-a-year visit to the port.

In addition to these services more than 50 cargo-carrying liners which call at the port provide passenger service to Asia, the South Pacific, Latin America, Europe and Africa.

Planned for future construction in the port is an ultra-modern passenger-ship terminal.

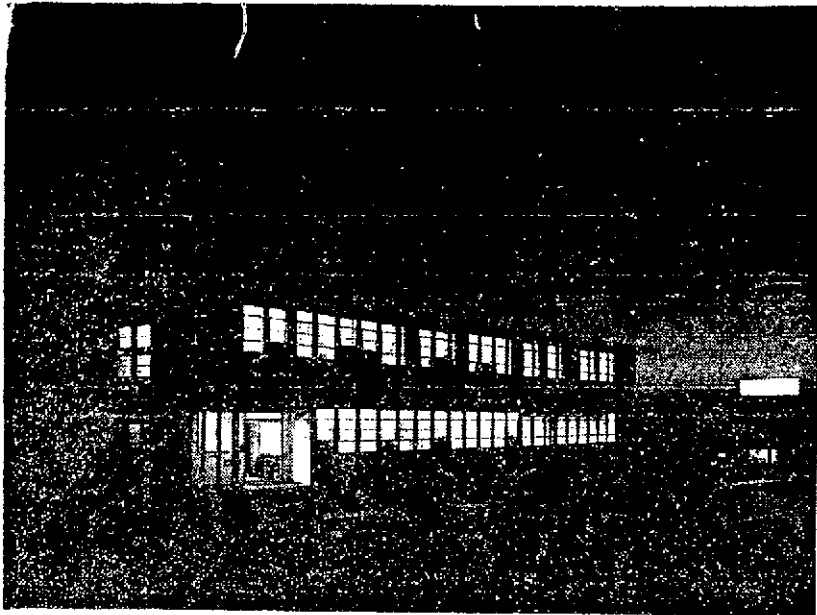
Lakewood

The City of Lakewood has the highest population density (over 9,000 persons per square mile) of any section of this area of Southern California, according to the 1960 census.

Population

Since 1950, the Long Beach area has had a gain of 47.6 percent (136,500) in population, slightly ahead of the entire Los Angeles County gain of 45.5.

PETROLANE!



Marketers of Liquefied Petroleum Gas since 1930 and one of the pioneers in the field of butane and propane carburetion for industrial equipment, and other industrial and commercial uses. Petrolane is proud to be a New York Stock Exchange company headquartered in the Long Beach area doing business in sixteen states.

Further, we believe in this wonderful area, its industry, people, and attainments. We rejoice in the fact that Long Beach is celebrating its Diamond anniversary, and hope that it will take full advantage of the new spirit reactivated within it — that it will be equal to its own potential. We could wish for nothing better than this!

Petrolane Gas Service, Inc.

1600 East Hill Street
Long Beach, California

GA 7-5471

NE 6-1726

Growing with growing Long Beach

Working side by side with the people of Long Beach, Richfield has become a true partner in the rapid progress Long Beach has made. Some of the highlights in this 38-year partnership are:

1. First Long Beach-Richfield Oil Production Contract — 1925. For more than a quarter century, ever since Richfield began its production and refining operations in Long Beach, the city and Richfield have worked together in developing Long Beach oil reserves.

The first agreement — signed in 1925 — was with the Long Beach Water Department for a 31-acre tract at the city reservoir. Richfield secured the lease by offering a 25% royalty — the highest bid received by the city. At that time, crude oil was suffering from low demand and over-supply. The market price was 80¢ a barrel. Since then, Richfield has produced more than 9,300,000 barrels of oil for Long Beach from the reservoir area. The city's income from this successful business arrangement has totaled more than \$4,100,000.

2. Second Long Beach-Richfield Oil Production Contract — Parcel "A" 1947. In 1947 Richfield and the city of Long Beach entered into another business agreement. This resulted in a contract covering Parcel "A," a 234-acre underwater tract in Long Beach Harbor between Rainbow Pier and the Flood Control Channel. Richfield's part in this Parcel "A" contract includes the drilling and operating of the wells.

In the sixteen years since 1947 Richfield has produced more than 59,000,000 barrels of oil from this underwater tract. The city has received \$96,216,561 through August 31, 1963.

The Parcel "A" contract has been good for Long Beach, good for Richfield, and good for the residents throughout the Long Beach area. Oil has built the magnificent Long Beach Harbor. The city shows an impressive financial surplus. Taxes have been reduced and remain relatively low. This prosperity is shared by every resident.

3. Located adjacent to the western boundary of the city of Long Beach, Richfield's Watson Refinery is the largest refinery in terms of crude oil processing capacity in the Los Angeles Basin. Occupying 646 acres, the refinery is a complex of processing units designed to include the latest technological advances in the science of petroleum refining. This single refinery supplies over ten per cent of the total requirements of refined petroleum products in the five western states. These products, numbering well over a thousand different items, range from aviation gasolines and jet propulsion fuels for the military and commercial airlines and gasolines, distillate fuels and lubricants for the civilian market, to residual fuel oil for ships bunkering and steam electric power generation.

Nearly 1,800 community residents are employed at the Watson Refinery and the 120-acre Richfield Hynes Tank Farm within the city of Long Beach. Their annual income of over \$12,000,000 is the second largest industrial payroll in the community.

During the last decade, Richfield has moved into the field of petrochemicals. The American Chemical Company, jointly owned by Richfield Oil Corporation, operates a petrochemical plant adjacent to the Watson Refinery to produce 90,000,000 pounds per year of chlorinated hydrocarbons. Witfield Chemical Company, also jointly owned by Richfield, operates a plant adjacent to the Watson Refinery which has a capacity to produce up to 30,000,000 pounds per year of detergent alkylate. Both of these plants obtain the largest part of their raw material requirements from the Watson Refinery.

One of the largest plants in the country to produce liquid hydrogen for the National Aeronautics and Space Administration was completed in late 1962 adjacent to the Watson Refinery. The Watson Refinery supplies this new plant's total requirements of gaseous hydrogen.

In addition to the specific items mentioned above, a wide range of other products is produced at Watson. These include aromatic chemicals, petrochemical raw materials, commercial solvents, fuel gas and asphalts.

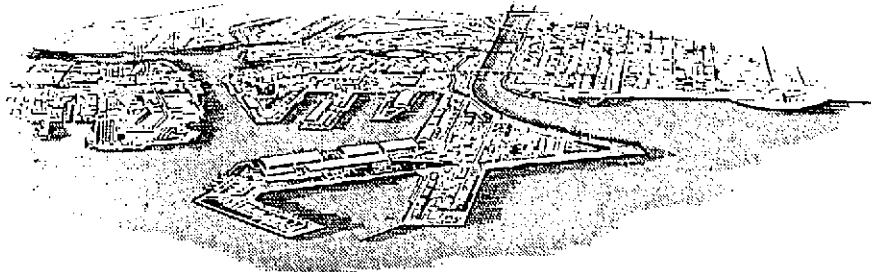
4. Richfield's Long Beach Marine Terminal — Each month approximately 3,700,000 barrels of crude oil and products are shipped through the Richfield marine oil terminals in Long Beach. Total oil products shipped from the Richfield terminal are valued at close to \$170,000,000 a year — the largest volume handled by any terminal in either Long Beach or Los Angeles harbors.

During World War II, Richfield's marine terminal handled more oil for the armed forces than any other, and during the war in Korea, millions of barrels of aviation fuel left this Long Beach terminal for use of our fighting Sabre jets.

To adequately meet the needs of an expanding economy, Richfield leased from Long Beach additional property adjacent to its No. 2 terminal in 1955-56. Further leasing was done with the city which established Richfield's No. 1 terminal (Pier E) late in 1960 to accommodate supertankships. Official dedication of this latter facility was made in May, 1961, and the most recent record single cargo accommodated there was that of the S.S. MANHATTAN in April of last year when over 31,500,000 gallons of Middle East crude oil were discharged. This facility, operated by Richfield under a 35-year lease from Long Beach, is one of very few in the world at which the larger tankers can be handled dockside when fully loaded.

Richfield's marine terminal operations in Long Beach have spanned a period of 35 years. During this time, these operations have contributed importantly to the growth and prosperity of Long Beach. This \$26,300,000 terminal complex presently employs 55 Long Beach citizens, all specialists. Moreover, most of the 83 crew members of Richfield's two coastwise tankers live with their families in Long Beach, and cash expenditures in Long Beach for ship supplies and terminal maintenance and operation in 1961 averaged more than \$118,000 per month.

Through the years of our business relationship with Long Beach, Richfield has always striven to do a better job than required by its contracts with the city, and it is through this very relationship that Long Beach and Richfield are growing together.



RICHFIELD

OIL CORPORATION

FOR 38 YEARS, LONG BEACH'S PARTNER IN PROGRESS THROUGH OIL

Oil Town Looks to Bright Future

By VINT MADER

It has always been a Topsy kind of a town—it sort of just grow'd on top of the hill.

Signal Hill has also been a turbulent town, born amid the rush of a fantastic oil boom and still living among \$75 producing oil wells.

Although still based primarily on an oil economy, the proud and independent little city seems ready today to branch out in far-reaching and varied development.

THE BOOM that made millionaires and legends on Signal Hill began when Shell Oil Co.'s Discovery Well blew in June 21, 1921, near Hill Street and Temple Avenue.

No more was the Hill a peaceful promontory of cucumber gardens, grazing land and a few quiet homes. The meles of the next few years saw swarms of hard-bitten crews furiously sinking wells to make one of the world's most crammed and closely drilled oil fields. A town of tents sprang up and oil company agents fought for the rights to unlock the wealth.

A production of 75,000 barrels in 1921 skyrocketed to 69 million barrels in 1923, the field's peak production year, when almost 1,700 wells were pouring out the rich bounty.

THE NEXT year saw the birth of Signal Hill as a city, with a population that barely exceeded the number of its oil wells.

Some 1,800 persons incorporated the town on the height where Indians once sent smoke signals to inland tribes and Catalina, and smugglers had used the same system to warn their seaborne helpers if the law was about.

Per capita it was the richest city in the United States and probably in the world. It had an assessed valuation of \$34 million in the dollars of 1924. This was based on almost nothing but the oil industry and, some say, that industry engineered its creation as an island city surrounded by Long Beach in order to avoid higher property taxation and tighter regulation of oil activities by the larger municipality.

THE VOTE on incorporation was 334 in favor and 211 against.

The city on the slopes came into being amid a forest of oil derricks that has been slowly removed over the years as the population has steadily risen and property has slowly changed from oil wells and allied activities to a ratio that includes more residential and other forms of industrial property.

For many years its assessment was accepted as 85 per cent industrial to 15 per cent residential.

NOW THE proportion is 75 per cent industrial against 25 per cent residential and the total assessed valuation for 1963 is \$29,332,100, according to City Administrator Fred Baxter.

The city's population now, as recognized by the state for gasoline tax and other revenue allocations, is 4,627, but a recent estimate by the Los Angeles County Regional Planning commission set it at 5,204. A new study requested from the state is soon expected to confirm it at the county's estimate or near it. This will be important to the town, which will get up into a new, higher bracket for the tax rebates and for many fees that the city collects.

Comparison of the dollar value of assessed valuation of 1924 with 1963 hardly shows a happy trend, especially in the light of today's decimated dollar. But in the face of the receding petroleum asset it shows that the city has managed, so to speak, to hold its head above oil.

THE CURRENT trend in building of new assets is a saving grace for the town.

"In August of this year," says Mayor William F. Mendenhall, "the assessed valuation of building permits issued was \$1,320,000. That was equal to the valuation issued in the entire year of 1962."

The mayor notes that the seaward face of Signal Hill is once again ready for the quality kind of residential development that many envisaged for it in the peaceful days before the oil boom struck—with the difference that it will now be largely tall apartment edifices, rather than the single residences that would have been built there in the pre-oil era.

"MUCH OF 'the Hill' will consist of high rise apartments," he says, "but some areas, which are still in the process of being designated as the plan goes into effect, will consist of sumptuous private homes."

The master plan estimates a final total population of 25,000 persons living within the 2.14 square miles of land that make up the city. The plan projects a doubling of the present population in five years and a tripling in 10 years.

The prime land on the front of the hillside, with its sweeping view that takes in a coastline from the Palos Verdes Peninsula through Long Beach and on

into Orange County is becoming so valuable that economics will dictate its use for high-rise apartments.

RECENTLY the city has had under consideration at one time four or five applications of developers who want to build just such projects.

However, the mayor points out that there is still land available for all kinds of industrial use.

"Signal Hill, with its general plan," says Mendenhall, "is one of the few areas with sufficient industrial land available for development. We have 423 acres in the city zoned for industrial use."

FOR ALL the promising future as a well-balanced community, though, the life of Signal Hill is still very close to its oil wells.

The depleting field still averages a production of about 3.8 million barrels a year. The churned-up dirt banks of the great oilfield are still an integral part of the scene, the walking beams of the 875 remaining wells still nod tirelessly over the landscape and old oil derricks are still the mark of the Signal Hill skyline.

Negotiations with oil companies are also still a large part of civic affairs.

THE DICKERING involves removal of the sturdy but unbecoming derricks, for which there is a growing demand in Signal Hill as in many other cities. The oil companies are co-operating in getting rid of them at a steady rate of two or three each month, the city administrator says.

The city also is enforcing a general cleanup of the oil properties under a newly revised oil code and requires the dried-up wells to be left in a safe and "proper manner" when the sites are abandoned.

As the new development brings a demure and respectable Signal Hill in place of the old brawler, the wells that continue to bubble out their black bounty can be served by compact pump units hidden below ground level.

SO, AS THE OIL explosion is superseded by the population explosion and the space-age industrial explosion, a comfortable era of safety and sanity appears on the horizon of the little hill that was so rashly exploited.

Exploited, indeed, it has been. And to the brash cycle of the oil seekers must be added in passing another brusque delving of Signal Hill for wealth—an episode that the city of the

future will probably be happy to forget.

For the record, let note be taken of the gamey era of Tod C. (Kid Mexico) Faulkner.

NICKNAMED in his earlier days as a California prize fighter, Faulkner flourished in the years after World War II when he operated a succession of gambling parlors in the 2200 block of Orange County.

He found his playground in loose city ordinances and

coined a fortune with variations of games in which participants tried to fill lines on numbered cards. A gloss of legality was laid on with qualifying questions to winners, such as "What president is the national capital named for?"

"The Kid" claimed to invent his own games. At various times they bore names such as keno, beno, bridge, lite-o-line and line-o-line, as successive court charges were brought un-

der anti-gambling laws.

THE GAMBITS of the "Keno King of Signal Hill" also included free entertainment spectacles for Signal Hill residents in his halls by troupes of Hollywood entertainers.

The money mine was finally depleted in 1952, when the town's voters banned the play by a 3-1 vote in a November election and laws began to fall upon "Mexico." That December he was indicted by

a county grand jury for conspiracy to falsify voter registrations and the federal government attached his numerous properties for more than a quarter of a million dollars in back taxes.

The next year he pleaded guilty to a misdemeanor charge of attempting to violate election laws, was fined \$500 and placed on three years probation. The tax liens forced disposal of holdings that had included lavish homes in Laguna

Beach and Palm Springs.

SUBSEQUENT years have grown quieter for both Faulkner and Signal Hill.

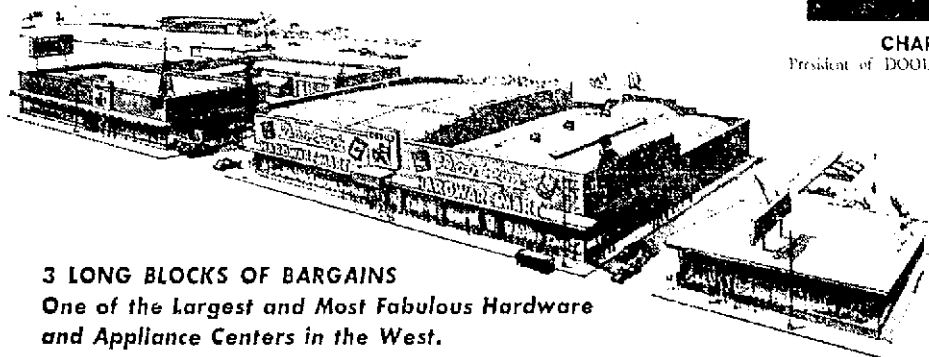
The Keno King's epoch went furiously, but comparatively quickly, and its impact is nothing compared with great oil age.

However, even the last oil well will one day pump dry and then will come the age when a lofty and gracious city will crown the heights of Signal Hill.



43 YEARS OF PROGRESS WITH LONG BEACH

We are proud to be a forty-three-year part of the Seventy-Fifth Diamond Jubilee Anniversary of Long Beach. Our progress from a small hardware store to a three-block long appliance and hardware center has been for us an exciting part of the overall growth and progress of the city of Long Beach. To have shared half its history from the "Roaring Twenties" to the modern "Space Age" makes Dooley's keenly aware of progress and its importance to the future.



3 LONG BLOCKS OF BARGAINS

One of the Largest and Most Fabulous Hardware and Appliance Centers in the West.

DAY IN and DAY OUT, 7 DAYS A WEEK DOOLEY'S OFFER THE FINEST QUALITY MERCHANDISE AT THE LOWEST OF DISCOUNT PRICES!

Fabulous new 1964 . . .

RCA VICTOR

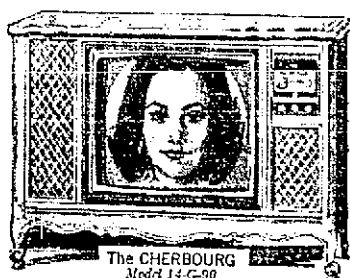
New Vista
Mark 9 Series

"LIVING COLOR TV"

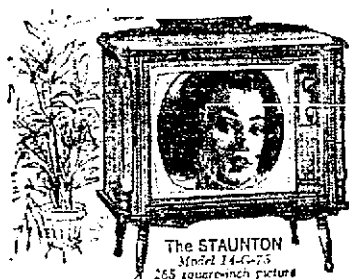
So Brilliant, So Sharp, So Natural In Color You Have to See It to Believe It!



The ALEXANDRIA
Model 14-G-55
26 1/2 square-inch picture



The CHERBOURG
Model 14-G-50
26 1/2 square-inch picture



The STAUNTON
Model 14-G-75
26 1/2 square-inch picture



The HALMSTAD
Model 14-G-75
26 1/2 square-inch picture

Thrill to unbelievable RCA Victor sound and picture fidelity! RCA Space Age Sealed Circuitry eliminates over 200 potential hand-wired trouble spots. Super-powerful "New Vista" tuner gives clearest, brightest pictures in color and black and white. The magnificent Mark 9 color set can be yours now, today!

Stop in Dooley's and choose your new RCA Victor Color TV Set from a complete selection of all styles and models of the new 1964 line.

Dooley's Prices Are the Lowest

See the entire Mark 9 series today at . . .

DOOLEY'S Hardware Mart
5075 LONG BEACH BLVD.,—NORTH LONG BEACH

STORE HOURS: MON., THURS., FRI, 9 to 9 — TUES., WED., SAT., 9 to 6 — OPEN SUNDAYS 10 to 5

19 YEARS TOO LATE!

We are happy to participate in the fitting celebration of the 75th Anniversary of the City of Long Beach

CRAIG
SHIPBUILDING CO.

Shipbuilding - Ship Repair - Drydocking
In the Long Beach Harbor
Water and Mendicino

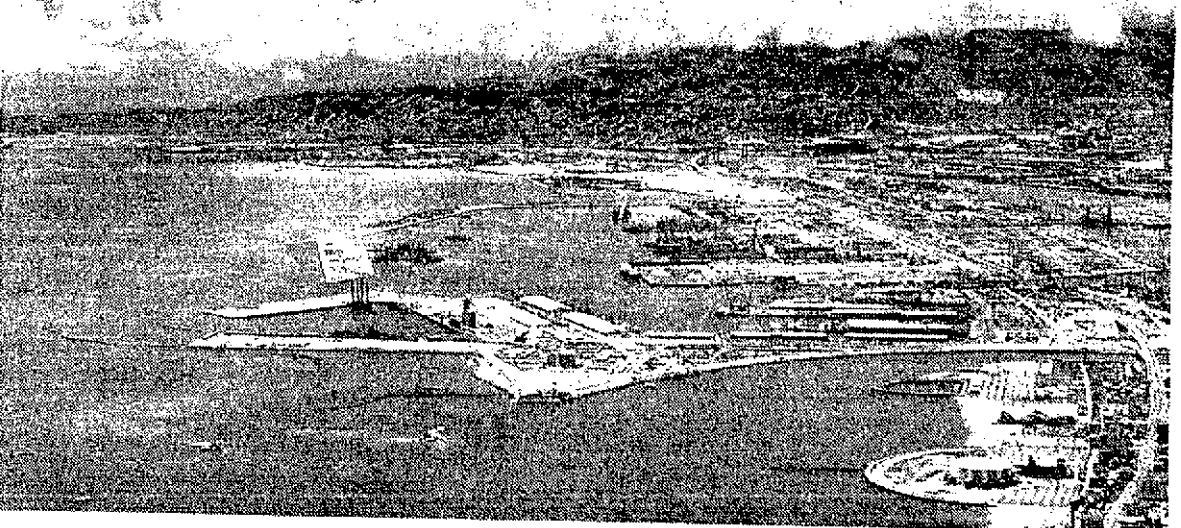
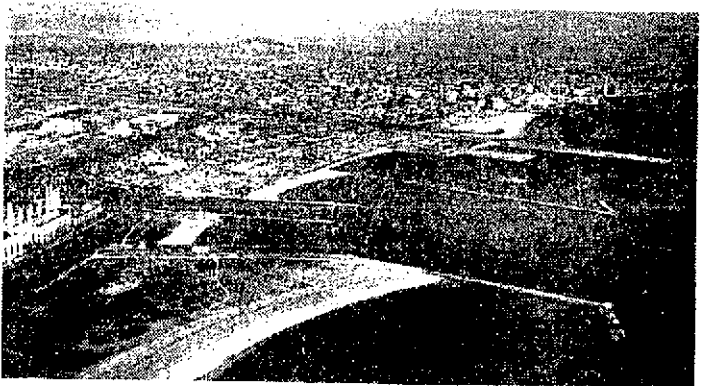
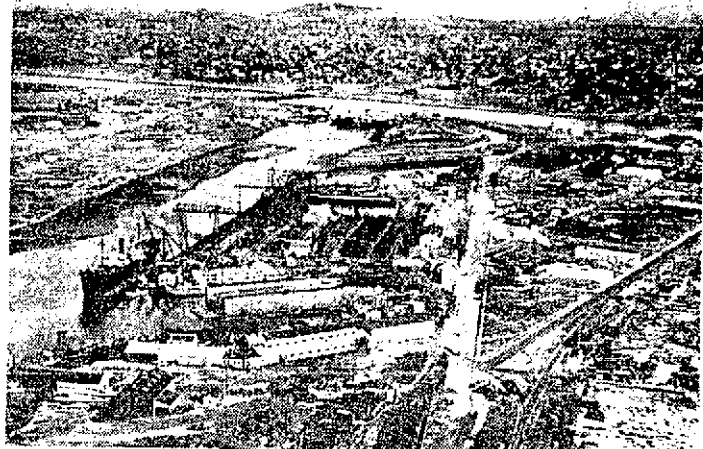
Established 1907





THE HARBOR THAT WENT TO SEA

A BEAUTIFUL VIEW (top) and a thriving port (above, right) were two of Long Beach's proudest possessions in 1920. Nothing but a shining expanse of water filled the sweeping curve of San Pedro Bay, and a Signal Hill devoid of oil wells formed a background for the Craig shipyards. But by 1936, the harbor had started its growth toward the sea (lower right), and Signal Hill had sprouted a beard of oil wells. And by 1963, the harbor and the view had both grown to spectacular proportions (below), and dredges were busily pumping millions of cubic yards of sand to build yet another pier (Pier J) to accommodate the 1967-68 California World's Fair.



Authors Give L. B. Bad Image

By DON DRURY

Some time ago I got to wondering about the "literary image" of Long Beach. Now that this venerable municipality has attained a Diamond Jubilee (and is already, mark you, halfway to a Sesquicentennial), some further investigation seems appropriate.

It should at once be made clear that our quest does not concern publicity, as such, or the tireless efforts of the Tourist and Convention Bureau, the Harbor Department and the Chamber of Commerce.

What we're after, instead, is the flavor or essence of the city as conveyed in fiction, poetry, biography. It may be unfair—but some places make the grade, literarily speaking, and others definitely do not.

Frank Norris once wrote, "Fancy a novel about Chicago or Buffalo, let us say, or Nashville, Tennessee!" He then declared that the only real "story cities" in the U.S. are "New York, of course, New Orleans, and, best of the lot, San Francisco."

ALL OF WHICH brings us back to the original burning question: What about the Dewey Decimal Rating of Long Beach? At first glance, frankly, it's not so good. Consider, for example,

the following passage about a possible imposter (from "I Like It Here" by Kingsley Amis): "There was almost something of the prophet about him, the kind of prophet who got on rather better than elsewhere in places like Long Beach, Calif."

Having encountered this and a couple of other mentions of L.B., I sent them in to L. P.T. columnist Bob Wells as a matter of public interest. Two additional references, even more devastating, were promptly turned up by other Wells readers.

THE FIRST, from "Gidget Goes Hawaiian," comes as Gidget and her parents are driving around Honolulu: "We made our way through the harbor area, which has little to recommend it except that it beats Long Beach in eyesoreness."

This stiff uppercut was followed by a right cross from "Dear Friends and Darling Romans" by Mary Chamberlain: "As a place to visit, I recommend Belgrade to anyone who can see beauty in Weehawken, New Jersey; Wheeling, West Virginia; Indianapolis, Indiana; Long Beach, California; Pittsburgh, Pennsylvania; Granite City, Illinois; and Danbury, Connecticut."

Belgrade is then described as "the color of dust" with architecture "predominately county courthouse" and summed up as "prematurely senile, as if it was wasting away with some terrible illness."

HEARING OF my interest in our literary status, a friend pointed out a promising allusion by John Dos Passos (in "Manhattan Transfer") to "limousines from Long Beach"—but alas, this symbol of affluence turns out to be the one on Long Island, N.Y. Long Beach at least manages to escape any snide remarks in the curious episode to be found in Chapter Seven of Robert Penn Warren's "All the King's Men." For reasons too complex to summarize here, Jack Burden (the narrator) flees westward through Texas, New Mexico, Arizona, California.

"Then Long Beach, which is the essence of California, I know because I have never seen any of California except Long Beach and so am not disturbed by competing claims." Burden stays 36 hours, "all of that time in a hotel room, except for 40 minutes in a barbershop."

WHILE HE descends "to the very bottom of West" in the motionless ooze

of history... on a hotel bed in Long Beach, California," Burden re-lives in memory a crucial experience of his youth, and he is at last able to go home and face his problems. (From this novel, perhaps, L.B. may gain some credit as a likely spot for do-it-yourself psychotherapy.)

For more systematic research I am indebted to Judson Voyles of the Long Beach Public Library, who has located such unexpected sources as Fredric Brown's "Martians Go Home." In this one, the Martian invaders land at 7th and Pine Ave. — which, the author notes, "was all dug up, as usual."

Several detective stories have Long Beach as a locale including "Sleep With Slander" and other novels by L.B. resident Dolores Hitchens. Some fans of Raymond Chandler insist that "Bay City" (prominent in the many adventures of private eye Philip Marlowe) is really Long Beach thinly disguised. If so, the less said about it the better.

TO TURN from fiction to nonfiction (in hopeful search of kinder words), Sara Bixby Smith's "Adobe Days" recalls the area as an unnamed, uninhabited part of the Los Cerritos Ranch and, later on, as "the little camp-meeting settle-

ment on the bluff." Mrs. Smith notes her resentment when she and her brother "learned about Mr. Willmore and the American Colony, who wanted Cerritos (Signal Hill) and the bluff and our beach. There was a seaside town at Santa Monica — what need of disturbing things as they were for the sake of another?"

"The grief of a little boy and little girl could not stay the march of the world, and soon we were insulted by fences and gates where before we had ridden unchecked. It wasn't very long, however, before we became resigned to the town that had first called itself Willmore City and then Long Beach, though we did think it might have kept its old name, Cerritos Beach."

But let us conclude on a positive note. In his enormously popular "Lost Horizon," British novelist James Hilton wrote about a place called Shangri-La, a name which has since passed into the language in the sense of "idyllic utopia."

The man who created that famous refuge from a sordid world—now get this, Gidget, and all you other critics—chose to spend the last 10 years of his life in LONG BEACH, right here in the choicest part of Shangri-La, County.

Fresh-Water Fishing

There are many anglers who get their fishing kicks by trying for trout, bass, catfish and various warm-water species in the lakes and streams, rather than in the ocean.

In fact, many ocean-fishing veterans use their vacation periods to travel inland.

Long Beach is situated in a rather unique spot, even though the fresh-water spas are what some persons might consider too far removed from the city.

It's true that there is virtually no fresh-water fishing within 40 miles. Most lakes and streams are much farther away. Ruling out Harbor Lake, west of Long Beach on Pacific Coast Highway and which provides bullhead fishing for a few persons, Irvine Lake is the nearest and bids to lure many fishermen from this area in 1964.

IRVINE was closed in 1963 because of the death of one of the operators, plus the fact that the Irvine Ranch management wanted to review the entire lake situation before progressing with a program destined to make the lake one of the

most excellent fishing spots in the Southland.

Irvine, in the past, has produced some world-record bass. Food sources in the lake are tremendous and the propagation of fish life is rapid. In addition, for several months in the spring and summer it will support trout which must be privately planted.

The lake, situated just east of Orange, is about 40 miles from Long Beach. Rumors indicate that the Irvine will undergo a general face-lifting before the opening of the 1964 spring season.

GENERALLY speaking, Southern California—that part which we refer to as south of the Tehachapi Mountains—has to depend on planted fish. Due to water conditions, streams are fishable only in the spring and early summer. In that time the Department of Fish and Game stocks hundreds of thousands of fish in the recreational areas.

By mid-July the flow of some streams is not sufficient to justify planting of catchable-size rainbow trout, the species most preferred and the most hardy strain in the artificial rearing of fish. It's also the

favorite fish of most anglers.

When stream start to dry up, the DFG takes its surplus stock to the lakes that will support trout.

EVEN THE Sierra Nevada, famed in many stories as the trout paradise of the West, is depending more and more on the DFG to plant trout to afford recreation for the millions who have poured into the state and who continue to come at the rate of 1,500 per day.

Both slopes of the Sierra Nevada, west and east, are heavily planted with trout. The west, more green and far more scenic, draws thousands from Southern California, in addition to other thousands from the Central Valleys, San Joaquin and Sacramento. For that reason, the fish-minded travelers choose the eastern slope, with its famous lakes, Crowley, Convict, June Loop, Bridgeport and dozens of others. —DONNELL CULPEPPER

Traffic Count

In December of 1957, enthusiastic real estate salesmen made a survey of highway traffic between Los Angeles and Long Beach. Their highest count for one day: 85 teams of horses.



Continental or American Cuisine— you'll find your favorites here at their very best! We're famous for Flaming Duck... or choose from 29 table d'hôte Dinners— Lobster Thermidore, for instance, or Beef Stroganoff, Prime Ribs of Beef, Broiled Filet Mignon or New York Cut Steak. Our Caesar Salad is sensational. For Dessert, live it up with Baked Alaska or Crepes Suzette.

LUNCHEON... DINNER... COCKTAILS... BANQUET FACILITIES



1909 EAST FOURTH STREET, LONG BEACH
CLOSED MONDAYS • HEmlock 6-0620

COMING
ATTRACTIONS
AT THE

—Greatest Show On Earth Or Sea—

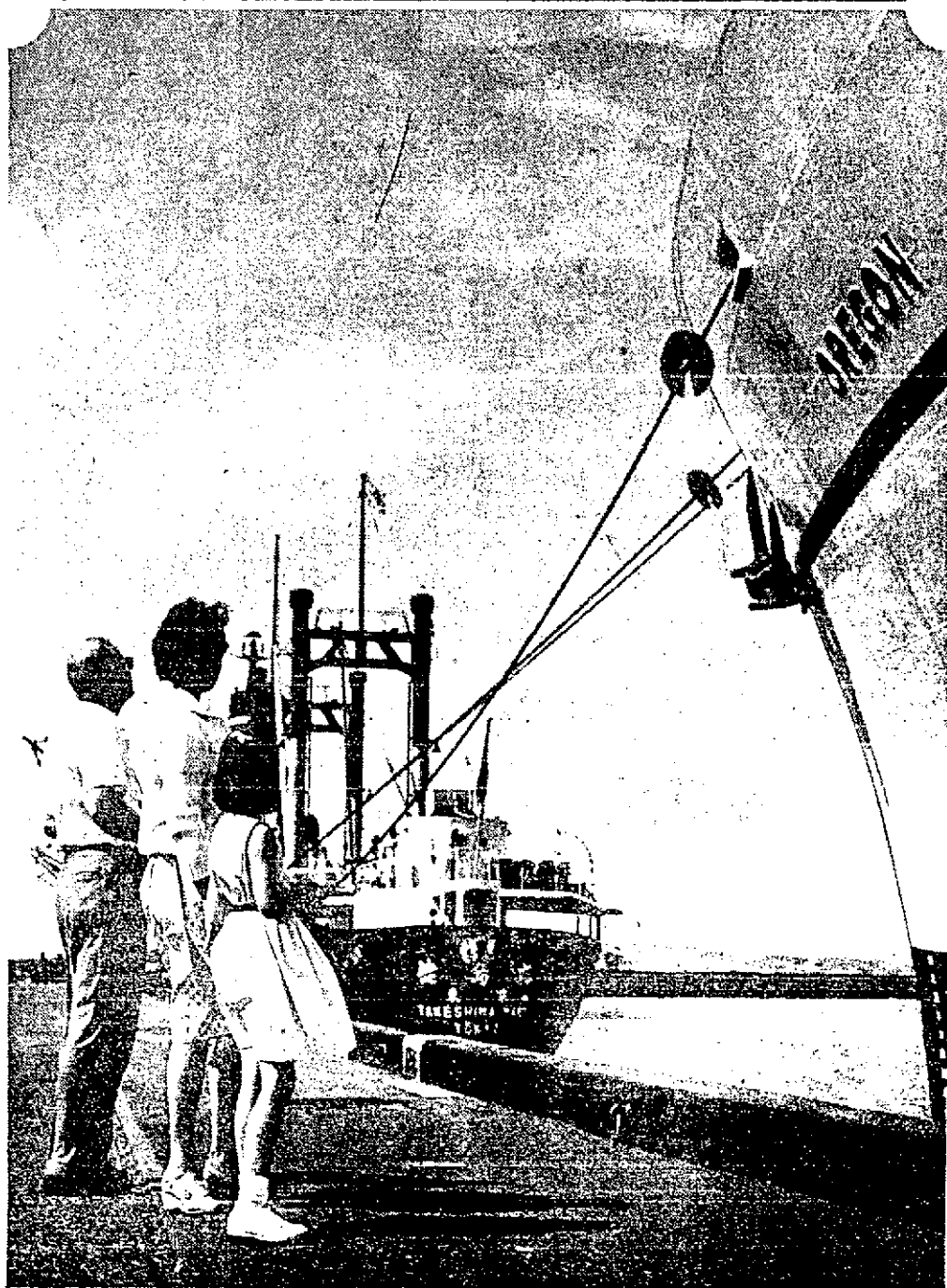
PORT OF LONG BEACH

SEE LANE



An easy, do-it-yourself tour of the Port of Long Beach's most interesting points is now being prepared for you. And, to make sure you get the most out of your tour, the Port is printing a colorful Harbor Highlights guidebook to show you the route and explain the unique features and developments in the harbor. This guidebook will be available at no cost, and the tour will also be free! Watch your local paper for announcement of the starting date.

See-Lane Tour ★ ★ ★ ★ ★



★ ★ ★ ★ ★ EXTRA ADDED ★ ★ ★ ★ ★ ATTRACTIONS ★ ★ ★ ★ ★

★ ★ ★ ★ ★ WORLD'S LARGEST ★ ★ ★ ★ ★ MAN-MADE PIER ★ ★ ★ ★ ★

SEE PIER J, the world's largest man-made pier, being built in the Port of Long Beach. Scheduled for completion in 1965, Pier J will be a huge complex serving world-wide shipping lines and will be the site of the World's Fair.

★ ★ ★ ★ ★ SIGHTSEEING SPORTFISHING ★ ★ ★ ★ ★ DINING ★ ★ ★ ★ ★

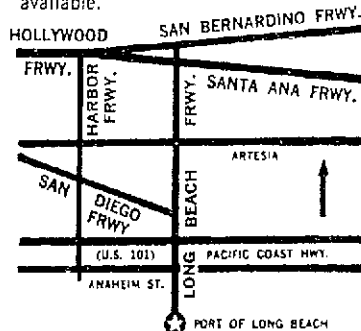
IT'S NOT all work and no play at the Port. In addition to being the West Coast's leading dry cargo port, the harbor offers year-round deep-sea sportfishing, harbor tours, dining and air service to Catalina. You'll enjoy visiting Pacific Landing, Pierpoint Landing and the Reef restaurant.

★ ★ ★ ★ ★ MORE BUSINESS... ★ ★ ★ ★ ★ MORE JOBS ★ ★ ★ ★ ★

A RECORD 11.4 million tons of cargo were handled at the Port in the last 12 months. This continuous upswing in business means more business for harbor area industries, more jobs for local residents and a better economy for the entire area.

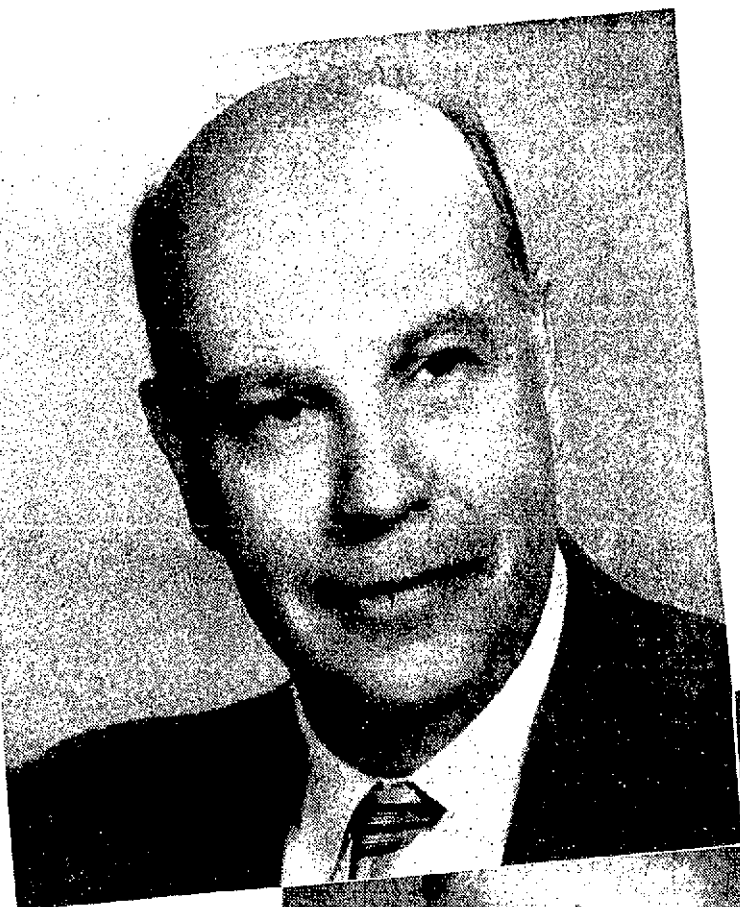
★ ★ ★ ★ ★ EASY TO REACH ★ ★ ★ ★ ★

The Port of Long Beach is easily reached by driving to the extreme southern end of the Long Beach freeway. Regular bus service is also available.



THE COMBINED EXPERIENCE OF EQUITABLE MANAGEMENT IS MORE THAN 300 YEARS...

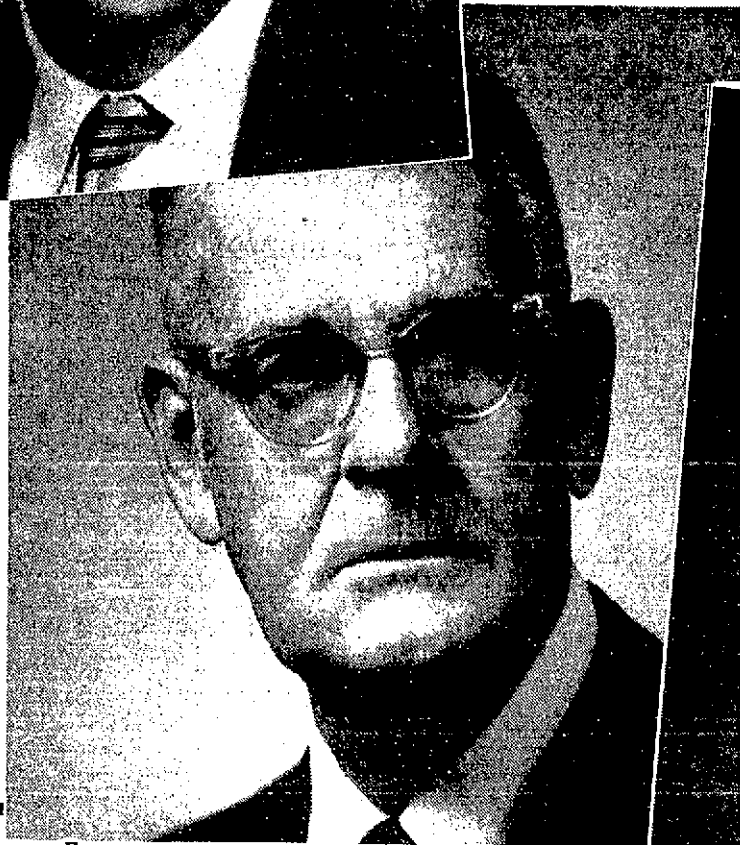
A Complete Staff
of Courteous,
Competent, and
Experienced
Officers and
Personnel to
Serve You



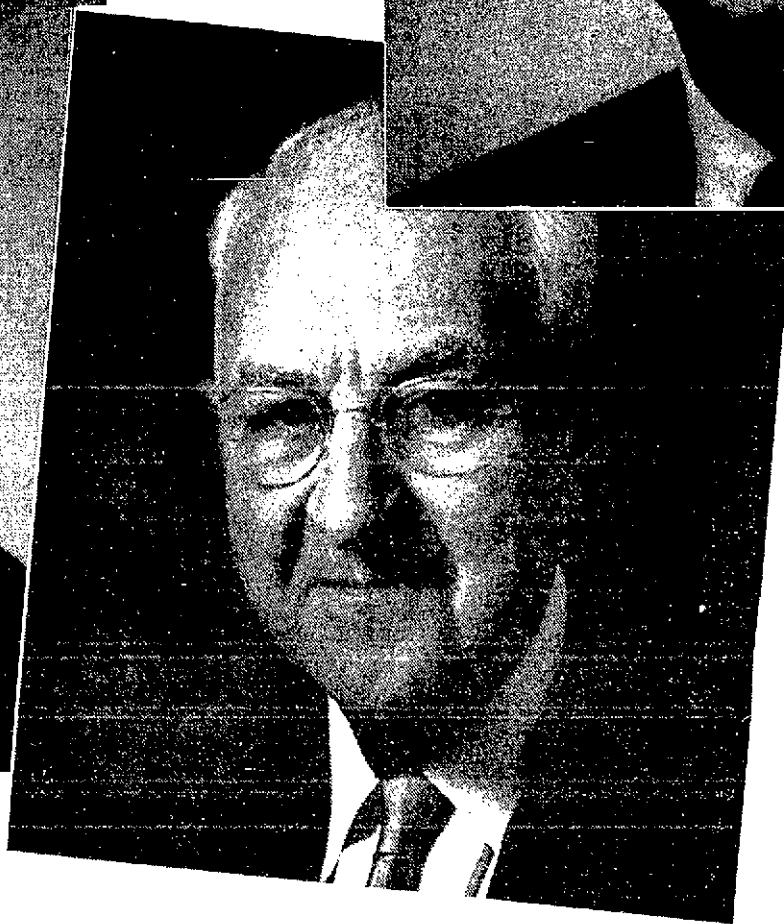
THOS. A. GREGORY
Chairman of the Board



CHAS. E. BERRY
President



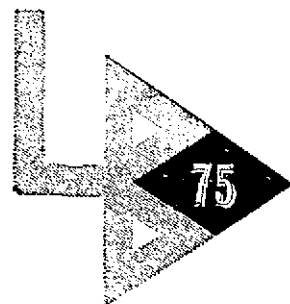
ROY WOLFERS
*Vice President
Loan Dept.*



S. I. BACON
*Vice President
Savings Dept.*

- FREE PARKING
AT 345 ELM AVE.
- FREE CUSTOMER
COUNTER CHECKS
- SAFE DEPOSIT
BOXES AVAILABLE

4.85%
CURRENT ANNUAL RATE



Equitable
SAVINGS & LOAN ASSOCIATION
MERGED WITH LONG BEACH FEDERAL SAVINGS & LOAN ASSOCIATION
328 LONG BEACH BLVD. (Next to Post Office)



Title Insurance & Trust Company

Education in Long Beach has changed a lot since the day in 1885 when 16-year-old Grace Bush posed with some of her students outside tent that was city's first school.



Independent-Press-Telegram

LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

DIAMOND JUBILEE
1888-1963

EDUCATION



In 1889, the students and faculty of the first school-house at 6th & Pine posed proudly for class picture.

Security First National Bank



In 1925, school kids no longer wore hats and no longer went barefoot — but wore similar expressions.

Winstead Collection, Courtesy of Long Beach Public Library



LONG BEACH WAS THANKFUL
Jefferson Junior High School lies in ruins after the earthquake of 1933. The people, stunned by death and disaster, were nevertheless thankful.

If the quake had happened three hours earlier, hundreds or thousands of children would have been killed by the falling school buildings.

\$100 Million for Schoolhouses

In a bad evening in 1933 the Earthquake struck. To this day Long Beach would rather not think about the Earthquake. The memories are too painful. In moments buildings meant to stand for a century crumbled before their

eyes. There was panic, suffering and death.

But there was also cause for thanksgiving. The Earthquake came after 5 o'clock. If it had happened during the school day, hundreds, perhaps thousands,

of children would have perished. As it was, only one, an athlete practicing late, was killed in a school building.

It was a hard time for Long Beach. The city, like the nation, was in the very worst of the Depression.

The stunned city struggled to go on living amidst the ruins.

FOR THE SCHOOLS, this meant holding classes in tents and parks. Rebuilding was carried out under the federal Public Works Administration. Slowly the new school plant was built. Some of the old schools, those least damaged, could be repaired and strengthened.

Every school building in the district is "earthquake-resistant." The word is "resistant" rather than "proof" because it is believed that no structure built by man could survive the worst shock that could occur. But the purpose of the school builders here has been to create buildings that could survive a cataclysm worse than that of 1933.

As so often happens in misfortune, the schools of the district profited in the long run from their disaster. The district entered the war years with a newer and better than average plant. After the war it was the nucleus for fantastic expansion.

FEW CITIZENS comprehend the colossal growth of the Long Beach Unified District. Just to list the major construction contracts since World War II requires more than five typewritten, legal-size pages. The total cost was in excess of \$63 million. This, together with the land and equipment, brings the cost up to \$100 million.

"We are in better shape than any other city in the United States," said Tom Elliott, director of building and maintenance. "If we had to acquire these buildings and sites today, they would cost between \$150 and \$200 million."

The philosophy of school-building here is based upon safety, efficiency and economy. "We don't build marble palaces," said Elliott, "but we don't build chicken coops either. We build schools without architectural frills where the educational process can go on safely and efficiently."

First Parking Law Enacted in 1912

The city's first parking law was established in 1912, and prescribed exactly how a vehicle must be parked. It must be, the law said, backed to the curb at a true right angle, until the rear wheels touched the curb.

"Attached animals" were then to be parked at right angles to the vehicle. Parking limit in the downtown area was 20 minutes.

In 1919 the law was amended and automobiles were ordered to park at 45-degree angles.

New Englanders First to Use Bay

First known use of Alamitos Bay was by New Englanders, who took on cargoes of tallow and hides there from Rancho Los Alamitos in 1889, and wool from the Bixby Ranch in 1899. Anaheim Landing replaced it, then Phineas Banning, who brought land in Wilmington, transferred all the shipping business to that area.

They Really Learn Languages

If you took a foreign language in high school 25 years ago, the chances are that you cannot now read a page of ordinary prose in the tongue. And the simplest conversation is beyond your comprehension.

And what's worse, you probably weren't much much more skillful on graduation day.

It's different today. Send a Long Beach high school senior who has had four years of Spanish to Mexico City and he will do well. He will be able to carry on conversation with Mexicans. He will read their newspapers. He won't have any language troubles. Leave him there for a year and even his accent will begin to disappear.

WHY IS IT that today's young people can learn foreign languages more easily and more thoroughly than their parents did?

There are two answers, according to Jack W. Rhodes, supervisor of foreign languages in the Long Beach Unified School System. The motivation is stronger and the teaching methods are better.

"When the Russians sent their first Sputnik into space, the United States was shocked into understanding that the language program as well as science and mathematics must be improved in the schools.

THE UNITED STATES is in a position of world leadership, and the young people know it. They understand that they will have need of foreign languages in the military, in travel, in many businesses and professions."

The teaching methods have become simpler. Formerly, language courses were based upon the analytical method, the learning of declensions, conjugations, syntax. Once a student learned how the language was constructed, he was ready, first for reading

and later for writing. Finally he might even be able to converse in it.

But there is another way to learn a language. It is the way a baby learns. He listens until he realizes certain sounds have meanings. Then he learns to make those sounds. He is quite proficient in the spoken language before he learns writing and reading. And he may never learn much about the formal structure of the language. Millions of fluent and literate Americans know little grammar.

"ALL FOREIGN lan-

guages now are taught in this order: listening, speaking, reading and writing," said Rhodes.

The young people love it. Enrollment in language courses has gone up, up, up since the new methods were adopted. Between 1956 and 1961 French enrollments rose 610 per cent, German 258 per cent, and Spanish, already highly popular, 97 per cent.

Foreign languages begin early in this district. There are 17 Spanish and seven French classes for selected sixth graders held on a before-and-after school basis.

By 1965, all California schools must offer foreign languages in elementary school. Long Beach's program started in 1961. Courses continue through junior and senior high.

Throughout all levels of the program, extensive use is made of audio-visual equipment — tapes, films, recorders, record players, slides, etc.

High school enrollment in languages here is now 43 per cent. This district is one of the leaders in the nation in the new teaching methods.

LONG BEACH!

"Happy 75th Anniversary"

"TESTING"

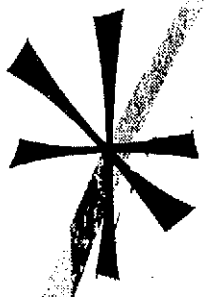
... the basis of better things for future progress

- MATERIALS TESTING AND INSPECTION
- SOIL AND FOUNDATION ENGINEERING
- CHEMICAL ANALYSIS

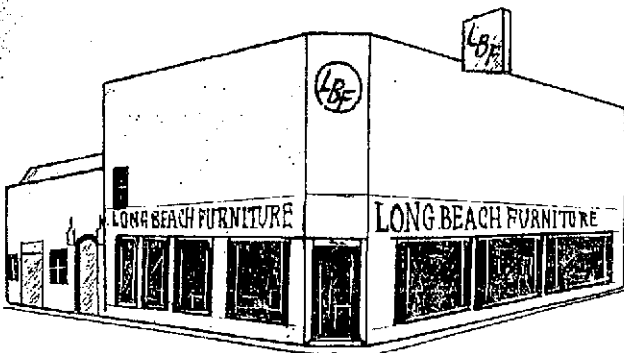


Twining Laboratories of Southern California, Inc.
Inspection and Testing Engineers • Soil Foundation Analysis • Chemical Analysis
and CORENCO, Inc.
Corrosion Research, Protection, Engineering

1635 W. Gaylord St., P. O. Box 9065, Long Beach 10, Calif. HE 5-7493



Long
Beach
Furniture



Serving the Long Beach area from the corner of 6th and Long Beach Blvd. for over 22 years

- ★ QUALITY FURNITURE
- ★ NEWEST IDEAS
- ★ LOWEST PRICES

By handling only merchandise of proven worth, by selling it at reasonable prices, by seeing to it that each purchase carries a full measure of service and satisfaction, we have won the confidence of thousands. Our business was established in 1941 on these principles and has enjoyed success throughout the years. It is our pledge to continue this policy.



OPEN EVENINGS 'TIL 9
TUESDAY 'TIL 8
FREE PARKING
FREE DELIVERY
EASY CREDIT TERMS
CLOSED SUNDAYS
LONG BEACH FURNITURE
INC.

2 Anniversaries to Be Proud of!

Long Beach was only a very young 18 years old when Von's began its distinguished record of growth and service — truly a Southern California tradition.



This month Von's celebrates its Birthday. A Famous 57 Year Record of Achievement!

BACK IN 1906, when the first modest Von's was opened, pickles were sold from the barrel, wieners "by the yard" and refrigerated cases were a dream to be realized in the future...

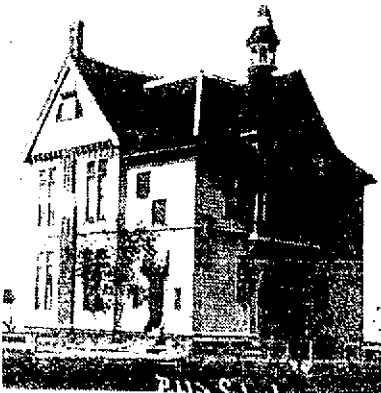
We're proud of our progress... but one thing hasn't changed a bit — our concern for the customer! We're still the Home of Red Carpet Service! It's still Von's for Values!



- Long Beach, 1033 Long Beach at 10th St.
- Long Beach, 4480 Atlantic, Bixby Knolls
- Lakewood, 4200 N. Woodruff at Carson

Only the Best Will Do

When Long Beach built its first schoolhouse (below) at 6th & Pine in 1886, it was hailed as "the very finest in school construction." So it was quite natural that where teachers were concerned, only the best would do.



IN 1898, LONG BEACH HIGH SCHOOL BOASTED A FACULTY OF FOUR: ELMER HALL, JANE HARNETT, PRIN. HOWARD LUNT, LOUISE CALLOW

The teachers of Long Beach Unified School District are tops. They are better qualified, better paid, younger, finer looking and happier than those of other big-city systems. This is boasting, but the people in the school personnel office can back up their boasts with facts. The district takes its pick of the best young teachers produced by the colleges and universities of America.

WHY ARE THE TEACHERS of Long Beach superior on the average to those of Middlewestern cities from which so many of them came? The answer lies deep in the history and character of the city itself. "Education has always had high priority here," said Louis Cook, director of personnel. "From the first, the Long Beach area was settled by people who believed earnestly in the value of education. Throughout the history of Long Beach there have been outstanding leaders on the school board and in administration. The people of Long Beach put great confidence in their schools and that confidence has been justified."

THE DISTRICT recruits teachers in very much the same way the Navy finds recruits. It boldly points up the advantages and fun of living in the Long Beach area. It emphasizes the pay—Long Beach is among the best in the nation. It stresses the high professional dignity of teachers here, and the easy availability of further education at Long Beach State College. It does not wait for the young people to come to Long Beach. The recruiters go to the schools of California and the East to find the people they want and encourage them to come here.

"**WE ARE NOT DOING** anything unique," Cook pointed out. "Practically all school systems have vigorous recruiting programs these days. But we do have advantages here that are very attractive to the kind of teachers we want."

Until World War II, recruiting of teachers was unheard of. The young people came hat in hand to be considered for employment. It wasn't easy to become a teacher in those days.

The bombs at Pearl Harbor changed all that. Cities were suddenly jammed with the families of war workers. Schools had to make do and do without.

RECRUITING BECAME a necessity for any system that wished to maintain even minimal standards in those desperate years.

This district quickly set up a recruiting program which has been maintained and improved through the years.

More than half of the new teachers are Californians. The others come from all parts of the United States with the majority from the Middle West.

"We are looking for the very finest we can get," Cook said. "There are several steps in selection. First, we study their grade records and general patterns of success. We check all references carefully and we verify everything the candidate says about himself."

"**THEN FINALLY** there is the personal interview, either here or in the region where the candidate lives. This is highly important. We carefully consider not only what the candidate has to say, but the general impression he makes. We are not hiring clothes horses but we expect our teachers to pay attention to their clothes."

"We aren't looking for beauty queens—although we have hired some—but we want the girls to be charming and attractive."

The last point creates a problem for the district. The turnover of personnel is much higher than one would expect.

"Charming, attractive, emotionally balanced young women have a strong tendency to get married and become mothers," Cook said. "We know we will not have the services of most of the young women for many years. Nevertheless, they are the kind we want. They are good teachers while we have them."

"**WE THINK** we get the best in character from the Middle West," Cook said. "The ones who come to Long Beach have some gumption. They are eager, alert, up and coming. They have the spirit of adventure."

"Our obligation isn't completed with hiring. We help the new teachers find housing, we help them with the red tape, and we give them a series of instructional meetings."

"Our concern is to get the best teachers available and to make every effort to help them to success and happiness."

PAY IS A STRONG inducement. Salaries start at \$5,325. The highest classification is \$11,150 for a doctor of philosophy with 16 years' experience.

Increasing emphasis is being placed on the master's degree. Only about 18 percent now have it, but the percentage will rise sharply in the years ahead.

THE RECRUITS are not all recent graduates. Nearly half of them have had some previous experience. Nor are they necessarily young. The district is looking for qualified teachers of any age.

"We think we are doing a good job," Cook said. "Discontent is seldom a factor in our resignations. The three chief reasons are marriage, maternity and moving. Almost all the letters of resignation express regret at having to leave and thanks for the fine treatment of teachers here."

—MARK CLUTTER

CITY COLLEGE

Education for Everyone

By ROBERT WILCOX, Education Editor

At 10 each night lights blink off across the biggest educational empire of its kind in the country.

At a dozen far-flung campuses, students from 18 to 80, books under their arms, head into the darkness.

After 14 bustling hours, quiet finally reigns across the vast domain of Long Beach City College. But not for long.

The "day shift" springs to life at 8 a.m.

LONG BEACH City College today is the largest junior college in the nation in total number of students. It ranks second in full-time enrollment.

But its biggest claim to fame is a personality that's split as wide as its two principal campuses and three divisions. The plain truth is that it no longer is a junior college in any ordinary sense.

It makes new citizens, re-trains workmen, recaptures "dropouts," stages cultural events. It educates the elderly, the infirm, the businessman, the housewife. It teaches skills ranging from Arabic to lip reading.

Among other things, the gargantuan task requires a full-time faculty of 250, five "borrowed" high schools and \$4 million a year.

IT'S A COLLEGE of startling contrasts.

Out at the rolling campus of the 7,500-student Liberal Arts Division in Lakewood, casually clad youths and pretty coeds complete their first two college years in traditional style.

But miles away at the 7,000-student Business and Technology Division near downtown Long Beach, machinery throbs while student technicians, clad in coveralls, man the controls.

At nightfall, youth joins again a mammoth migration to General Adult Division classes at the Long Beach high schools. One out of

every eight residents — or about 40,000 annually—participate in the GAD program.

FOUNDED IN 1927, the college is part of the Long Beach Unified School District. Since 1942 its president has been Dr. George Dotson, 59, who as deputy superintendent also holds the number two job in the school system.

Dotson's dynamic domain didn't "just grow." It exploded. But, after surviving an earthquake and World War II, it was stricken with schizophrenia in 1944 and never recovered.

By state law its admissions are "not selective," meaning that almost anybody can enroll, or, in Dotson's words, "education for all."

ONLY RECENTLY it adopted what its president calls the "open end" principle. No courses are "terminal." The door of learning is never slammed shut. "Education is a continuing process," says Dotson. Some students bloom early, some late. "This is the college of the second or third chance."

But even the "first chance" appeared slim when it opened in September 1927.

The college smacked of two more years of high school. Its 500 students were housed in a secondary school — Wilson — and a high school principal—John L. Lounsbury — was at its head.

ITS FIRST real claim to distinction was the 1928 state basketball championship, indicative of things to come in the sports world.

Jolted out of its high school home by the 1933 earthquake, the college moved to Recreation Park. Classes were conducted in bleachers, picnic areas and even under trees. ("A hazardous location," recalls an old grad.)

Its early growth was phe-

nominal. Nearly 1,500 were in classes when it moved in 1935 to its new campus among the alfalfa fields of Lakewood. ("An educational dream which took form almost overnight will be realized here tomorrow," the Press-Telegram hailed.)

But 1938, it was the country's third largest junior college but during World War II a lonely 250 students haunted its Spanish-style buildings.

THE YEAR 1944 set the stage for today's sprawling, splintered educational complex. The college inherited a former junior high school plant and dubbed it the Business and Technology Division. It also absorbed the system's pioneer adult education program founded in 1913.

But when the jaycee took on the high-sounding name of Long Beach City College, it felt moved to deny pretensions of grandeur.

"There was no intent to disguise the fact that the new institution was — and still is — a junior college," Dotson recalls.

"Neither did the name change indicate an attempt to masquerade as a four-year, college-degree-granting institution. The change in name symbolized a change in philosophy, objectives and structure."

BUT FOUR years later the president was forced to take a different tack. Long Beach State College had been approved. Dotson hastened to assure his perplexed staff:

"There will be enough students for both. In the long run, the new college will help us and the community." Then he sounded a warning.

"But it will be very easy for us to lapse into a second-grade institution across town. We must do a superb job or there will be no excuse for our existence."

TODAY, DOTSON can

let his mind range across his vast educational complex and reflect on the "superb-ness" of the job.

His faculty and administration now boasts 26 doctorates. The 60,000-volume college library is probably the finest of its type in the country. Even its rivals concede "outstanding" ratings to its music, art and drama departments, as well as to the engineering, pre-medical, prelegal and journalism programs.

At cramped BTD, spurred by automation, a \$5 million expansion program is starting. Courses are being added and upgraded for college credit, liberal arts classes now round out the curriculum.

The General Adult Division, by any standard, is carrying out its pledge "to serve the community well." It's not interested in expansion. "We're not trying to build an empire," says its dean.

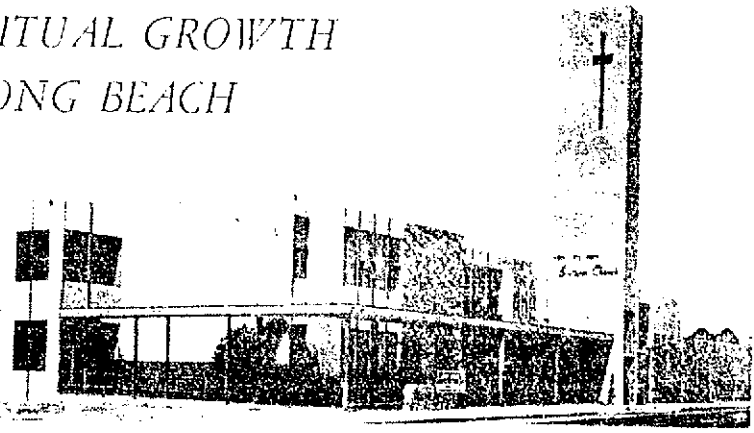
LONG BEACH State College bore out the prediction. Its stiffening requirements have left plenty of students for the nearby junior college. Today most of City College's finest finish their education across town.

The schools carry on a friendly competition for the "good students" and the athlete. ("A little rivalry never hurt anyone," says Dotson.) But most of the cross-town parleys involve "cooperation" and avoidance of duplication in programs.

Athletically, the City College football team went to the Junior Rose Bowl in 1960 and was rated number one in the country last fall. The basketball team won state or Southern California championships in 1958 and 1959. Minor sports, notably swimming and water polo, have had similar successes.

But Long Beach City College's problems nearly

SHARING in the SPIRITUAL GROWTH of LONG BEACH



NORTH LONG BEACH Brethren Church

Beginning in 1926 as a branch Sunday School of the First Brethren Church we occupied a small building. Today we have a Church membership of 1,200, and have an average Sunday School attendance of 1,600 with a staff of 140 teachers and superintendents.

After our latest building program, completed in 1958, we now occupy 4 buildings with 55,000 square feet including an auditorium that seats 1,100 and is one of the largest in our city. Anticipating continued growth, plans are already developed for continuation of our building program with construction due to resume in 1968.

We are members of the National Fellowship of Brethren Churches and the National Association of Evangelicals. Among the accomplishments, we are most proud of our members who have gone out as missionaries to Africa, South America and Mexico and those who have become Pastors and Teachers. Five Brethren Missionary Churches within our area look to us as their major contributors.

Our Pastor, Dr. George O. Peck, has been with us the past 16 years and has been of most importance in our great growth. Dr. Peck came to us from the Seal Beach Brethren Church, which he founded.

We welcome you to attend any of our services, especially our regular Sunday evening service where an average of 500 attend.

Sunday Bible School — 9:30 A.M.
Morning Worship 11:00 A.M. Evening Service 7:00 P.M.

"A Bible Teaching Church with A Christ Centered Ministry"

NORTH LONG BEACH BRETHREN CHURCH

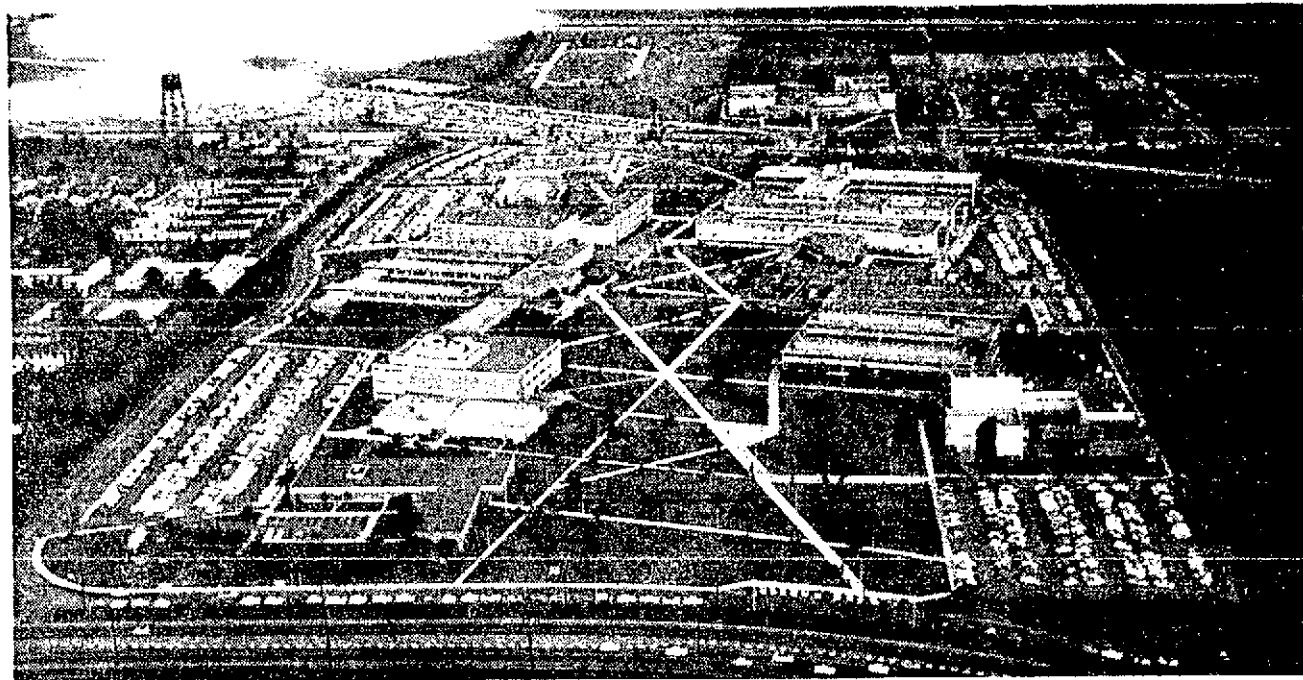
61st STREET AT ORANGE AVENUE

Dr. George O. Peck, Pastor

(Continued Page 34, Col. 5)

Ten Years in Life of LBSC

IN 1953, Long Beach State College was a humble cluster of wooden buildings on a majestic campus (right), but even then the bulldozers were clearing ground for the huge building program to come. Ten years later, the bare earth was covered by one of the most modern college campuses in the country, with 15,000 students.



The Educational Explosion

By BOB WELLS

When Dr. J. Victor Petersen, first president of Long Beach State College, rose to speak at the groundbreaking for the college's permanent campus, legend has it his first words were drowned out by the roar of jet aircraft setting down for a landing at Municipal Airport.

The story may be apocryphal, but many at Long Beach State choose to believe it as symbolic. In 1949, when the college first began in hastily converted apartment buildings on E. Anaheim Street, the first sputnik was only eight years away. Hardly had the college established itself on its present campus before the roar of the rockets and the heaps of the satellites of the Space Age were making their own imperative demand on American education.

Fourteen years after its birth, Long Beach State College has a capital investment of 35 million dollars, a faculty of more than 500 scholars, a total student enrollment of more than 15,000. Its payroll puts it among the top five employers in the Long Beach area. The cultural winds it has released in the community have waited away forever the concept of Long Beach as the sleepy little seaport of the "Iowa Coast."

YET ON the campus on the hill next to the Veterans Administration Hospital there is a sense of urgency. The achievements of the college are sizeable, the demands on it still overwhelming.

Amidst the typewriter clatter of the Administration Building, amidst the stunning exhibits in the Fine Arts galleries, among the retorts, apparatus and exotic odors of the Science Buildings, in Industrial Arts and Engineering and Social Sciences, Humanities and all the other divisions there is the excitement of work in progress, of unfinished business.

California, of course, is the great Unfinished Society, where only the outlines of what-is-to-be are yet apparent and where it is still possible to dream of perfection.

AND IN the college on the hill, the dreaming and the planning goes on.

In Fine Arts, William Hill, the young director of the gallery, gives up his Saturdays and Sundays to keep the gallery open. He does not have the budget to man it properly, so it means a seven-day week for him. The recent sculptor show assembled by him drew rave notices in the Los Angeles press and in the national art publications.

The book supplements and literary magazines this fall are carrying warm reviews of "James Gordon Huneker: Critic of the Seven Arts," by Dr. Arnold T. Schwab, a young assistant professor of English. Dr. Schwab's biography, published by Stanford University Press, is being hailed as a "big" book in the history of American criticism.

IN THE Industrial Arts division, Chairman Tom Dean and his staff are working under a State Department contract to train young Cambodians and West Indians to return to their native lands and teach their peoples the techniques of modern industry.

In microbiology, Dr. Frank Swatek, working with Veterans Hospital researchers, devises a simple test to identify the fungus that causes cryptococcosis, a mysterious and baffling meningitis-like disease that is usually fatal in identified cases.

Dr. Robert E. Vivian is rounding out a second career as head of the Division of Engineering after serving out one career as the efficient and beloved dean of the USC School of Engineering. This year the Engineering Division

launched its graduate program.

AND IN THE library Charles Boorkman and his staff make their contribution to America's man-on-the-moon program. Engineers from Southern California for space firms come to the LBSC Library to find certain mathematical treatises not available elsewhere. Like the College, the library is new, but acquisition of microfilms and facsimiles has enabled it to stockpile items usually found only in ancient or well-endowed libraries. It has a comprehensive collection of colonial newspapers, for instance.

In Physics, Dr. Saleem Salem and his student assistants ponder the mysteries of the X-ray spectrum. His work is basic to shielding American astronauts in space from deadly radiation.

In Chemistry, scientists are closing in on the secret substance that makes a plant blossom.

IN POLITICAL Science, the faculty is launching a program for a master of arts in government, which should prove of particular benefit to city administrators and other municipal

officials in the greater Long Beach area.

Sociology has no graduate program as such, but its graduates have had amazing success in securing scholarships and study grants at other institutions.

And so it goes in all the divisions and departments of Long Beach State College. The pursuit of knowledge continues day and night. As more and more high school students clamor for admittance, the competition becomes more intense. Standards are advanced and what was superior work yesterday becomes barely passing today.

THE COLLEGE student of today bears little resemblance to the beanie-wearing rah-rah stereotype of the 1920s and 1930s, or even 1940s. His job is study and if he doesn't do it, he flunks out and his place taken by another.

As the college student has changed, so has the college professor. There are, to be sure, still a few of the beloved, benign absent-minded professor types still strolling the campus. But they are becoming extinct.

The new college professor to be found in abundance at Long Beach State

Facts and Figures Tell Big Story

Fourteen-year-old Long Beach State has 15,000 students.

The capital investment is in excess of \$35 million.

No end to its expansion is foreseeable.

Shortage of parking space forces many to walk long distances to class.

Although there are 500 faculty members, many classes are too large.

By 1970, it is estimated that the capital investment will reach \$70 million and that there will be 20,000 students.

The growth of the school always exceeds prediction. Enrollment this year was expected to be 14,000.

*The Harriman Jones
Medical Clinic and Hospital is proud
to be a part of the great city of
Long Beach on its 75th Anniversary*

Where combined experience of staff specialists and modern medical equipment insures accurate diagnosis and methods of treatment for the entire family.

*The
Harriman Jones
MEDICAL CLINIC & HOSPITAL
211 CHERRY AVENUE*

IN ADDITION, he may very likely act as a consultant.
(Continued Page 33, Col. 1)



**BEAUTY
CULTURE
HAS
COME
A LONG
WAY!**



The old-fashioned hair-dressing parlor featuring stiff-looking puffs, curls and transformations is a far cry from the smart up-to-date beauty salons staffed by skilled stylists who are trained in the newest art of hair styling.

HAIR STYLING TODAY

... as taught at Reno's University of Beauty, a new, modern beauty school, opens up a vast field of opportunity for the woman or man seeking a professional career.

Our Past Record Is Our Best Recommendation. Age is no barrier . . . incomes are unlimited. Beauty culture today offers a pleasant, profitable future as operator, owner, shop manager, demonstrator, technician or teacher. Beauty culture insures a future for the career minded.

RENO'S UNIVERSITY OF BEAUTY

*Enrolling Now for our Beautiful New School to
be Opened Soon at Our New Address*

548 Pine Avenue • Downtown Long Beach

*Applications being accepted at 330 1/2 Pine Ave.

Phone 433-8931

"Blessed Birthday, Long Beach" 1888 - 1963

How our city has changed during the 75 years of its history! First Lutheran Church, 905 Atlantic Ave., has changed too during the years of its history.

The congregation's first service was held 59 years ago last Wednesday, October 23, 1904, at the Boys' Gymnasium, Sixth and Locust. The church's first home was a former store building, which was placed on the property at Seventh and Locust, fronting on Seventh Street, and dedicated on January 22, 1905. Property was purchased at the corner of Linden Ave. and Tenth Street the following year and that became the place of worship for the congregation until November 15, 1959, when the beautiful contemporary building at Atlantic Avenue and Ninth Street was dedicated to the glory of God.

First Lutheran Church has served Long Beach through its Sunday School (1907) and its Christian Day School (1910) during much of the city's history. Many of our fellow citizens received their elementary education in the "One Thing Needful," the Word of God, in these agencies.

Only four ministers, beginning with the sainted Rev. Arthur M. Wynken have served the congregation during its long history, and each one has proclaimed the same message, that of the Changeless Christ to a changing community. It is to this task that First Lutheran Church continues to dedicate herself in her service to our city, Long Beach.

FIRST LUTHERAN CHURCH

Atlantic Avenue at Ninth Street HEMLOCK 7-8532

Divine Services 8:30 and 11:00 AM Sunday School and Bible Classes 9:45 AM
Rev. E. H. Schroeder, Pastor Mr. James R. Schlesselman, Director of Music
Mr. Raymond J. Mueller, School Principal Mr. Lawrence W. Lubben, S.S. Supt.

The Educational Explosion at State College

(Continued From Page 32)

tant in his field for private business. This gives him a contact with the non-campus world which the professor of an earlier day usually lacked. The college professor of today can "do" as well as teach.

He teaches 12 class-hours a week. Another three to six hours weekly are devoted to committee work and other college tasks. In his free time he grades papers, counsels students, keeps up with professional journals, books and other publications, does research, attends professional meetings, writes and participates in community projects.

The life of a college professor is a pleasant life, but not a particularly easy one. No one is constantly watching over his shoulder, but he must develop a stern inner discipline if he is to survive and professionally flourish.

SOME THINGS about a college never seem to change. This fall when the 1963-64 term opened, 1,000 more students than anticipated signed up for classes. The college's problem: Where do they go to class? The students' problem: Where do we park?

Classroom and parking space were paramount problems that fall of 1949 when an institution then known as Los Angeles-Orange County College opened for instruction in converted apartment buildings at 5401 Anaheim Road.

Of course, there were many, many other problems facing the new institution then—problems that have since been solved, such as: Is this school ever going to settle down, and if so, where? It was an orphan college with the temporary roof over its head provided by Long Beach builder Lloyd S. Whaley while it looked for more permanent quarters.

NOT THAT it needed a

lot of space in 1949. There were 134 full-time students enrolled. The college, the State Legislature and the State Board of Education were not lacking for advice on where to put the new college. Downey had thought the matter over carefully and concluded the college ought to be in Downey. Fullerton disagreed. The sensible location would be in Fullerton because, obviously, that was the closest location to Fullerton. Santa Ana had a suggestion, which, strangely enough, turned out to be Santa Ana.

Only Long Beach was capable of viewing the matter impartially. The decision, it told the Legislature, ought to be based on the facts and not on local self-interest. Obviously, the college ought to be located in Long Beach.

The City's case was evidently stronger and the people who pushed for it—Assemblyman Bill Grant, Chamber of Commerce Manager D. W. Campbell, Editor H. F. Burmester, School Superintendent Douglas Newcomb, John Griffith, and others—were more persuasive.

THE LEGISLATURE tentatively voted to put the College in Long Beach, and civic leaders turned to passing a proposition appropriating a million dollars to purchase a site to keep the college here.

Early in 1950, Long Beach voters passed the measure by a 9-to-1 margin. The college dropped the Orange County from its name (disappointed Fullerton eventually got its college, too) and became Long Beach State College.

The groves of Academe were planted on the new site on the historic Bixby Ranch next to the Long Beach Veterans Hospital.

LANGUISHING in their converted-bedroom classrooms and kitchen offices that first year in the apartments, without so much as

a sprig of ivy to call their own, the faculty and students of the new college sought to identify with an older tradition.

Their college was founded in the centennial year of the Gold Rush, so they called themselves Forty-Niners.

Had they waited for the move to the Bixby Ranch, they might have claimed an even older historic event for their totem. The college now stands near the very spot where in 1776 Sgt. Manuel Nietos, who had soldiered from Mexico to Monterey with Portola, built his house on the rancho granted to reward his faithful service to the crown.

MANY OF the faculty and administration members who are still guiding the destinies of the college joined it that first year of 1949 and immediately left their mark on it.

Irving Ahlquist, for instance, now a professor of history, that first year had a somewhat broader assignment—he was the social sciences department. He was also a first-class supply man, or, as they call it in the Army, scrounger.

Dr. Ahlquist is a podium-type professor. Somehow, in 1949, he found a podium where there was no podium.

It took him no more than six days and nights. On the seventh day he would have liked to have rested, but he had to protect his podium. He carried it with him from class to class to home to class again. It was the only podium at the college.

CLASSES were held in converted living rooms or bedrooms. As often as not in the first months, the classes sat on the floor. There were no chairs.

Offices were in kitchens. Laboratories in bathrooms or garages.

The first faculty meeting was held under a pepper tree.

Dr. Halvor G. Meloni, now dean of graduate studies, taught a class in American history in a converted apartment. In the next apartment, Dr. Lawrence L. Peterson, now chairman of the fine arts division, conducted the college choir.

The walls between were paper-thin and sometimes arpeggios tended to come confused with the Articles of Confederation and hallelujahs with the Hugenots.

ONE DAY in the midst of a particularly rousing chorus, Dr. Meloni interrupted his class, dashed dashed next door and stormed the forte, so to

speak.

"Larry," he said, "how do you expect me to teach American history with all this racket?"

"Oh," Dr. Peterson said, mildly interested, "That's what you do?"

Furniture, the second year was better and more abundant. Now, nearly everyone had podiums. It was during this time that Dr. Ahlquist laid the foundations for one of the best history facilities on the West Coast.

PRESIDENT Peterson, in accordance with protocol elsewhere, established a strict precedence of desk and associate professors got 40-inch desks. Only professors and deans got the larger 62-inch desks.

One day a group of workmen unloading some of the VIP 62-inch desks spotted Dr. Ahlquist.

"Say, where do these desks go?" a workman asked.

"Right in here," Dr. Ahlquist said, thinking fast and indicating the history of

Naturally, when word got around that even assistant professors of history at Long Beach State College sat at professor-size desks, the college quickly had its pick of the entire crop of

bright, new history Ph.Ds.

SOON the college moved from the apartments to temporary buildings on what is now the lower campus. Things were better, but not much better. When the winter rains came, mud between the temporaries was ankle thick. Duckboards were laid. They sank out of sight.

There was a peculiar parking problem. Students parked on the hill where later the campus was to rise. Then they walked to classes on the lower campus.

Sometimes when it rained, they would come out of class to find that their automobiles had come down the hill to meet them. "You could stand on the lower campus and watch the cars slowly slide down hill as the wet clay became slippery," one faculty member remembers. "It was weird."

SO MUCH progress has been made in the California State College System and so many new colleges added since World War II that the public quite naturally feels the system itself is relatively new. This is not the case.

In fact, San Jose State College is the oldest public supported institution of

higher learning in California. It was originally established as a "teachers college" as were several other of the older state colleges.

In the 1930s, however, the Golden State converted its teacher colleges into full-fledged liberal arts institutions—a trend many other states are just catching up with. After World War II, industrial arts departments were added to the state colleges.

DESPITE the change in educational emphasis—a change further accelerated by new teaching credential requirements adopted this year—most students graduating from the state colleges plan to make teaching at some level their life's work.

In the late 1950s, a Board of Trustees of the California State Colleges was established to supersede the State Board of Education as the governing body for the colleges. Centralized administrative direction of the colleges was vested in a chancellor and his office.

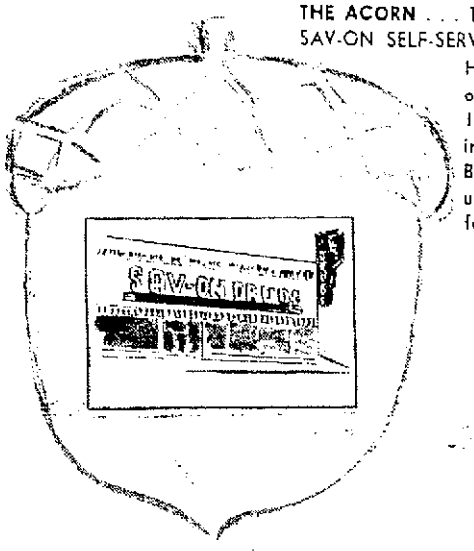
A Master Plan of Higher Education was adopted, defining the roles of the University System, the State College System and the junior colleges. Primary responsibility for research, professional and doctoral

studies was lodged with the universities, the State Colleges will concentrate on undergraduate studies and studies leading to the master's degree. A joint doctorate degree will be awarded by the State Colleges in collaboration with the University.

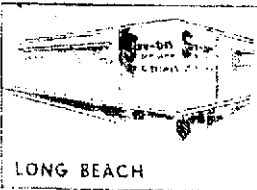
LONG BEACH State College has assumed its place within the Master Plan and the Cal-State System. Since 1950 until this fall it has grown at a rate of approximately 1,000 students a year. This fall, that rate of increase was doubled. At close of registration, the college had more than 2,000 students more than the year before.

The college has had its growing pains. The worst of these erupted in the late 1950s in a dispute between President P. Victor Peterson and some of the faculty over personnel procedures. The president was upheld by the State Personnel Board but sharply rapped by a national professors' organization. In 1959 he resigned. After a thorough search for a successor, Dr. Carl W. McIntosh, president of Idaho State College, became the second president of Long Beach State.

'Great Oaks From Little Acorns Grow'



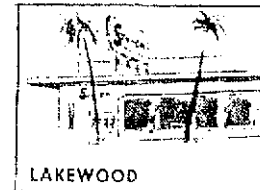
THE ACORN . . . The original SAV-ON SELF-SERVICE DRUGS in the Harbor area was opened in 1947 at 121 East Third Street, in Downtown Long Beach. It was the third unit in the newly-formed Sav-On chain.



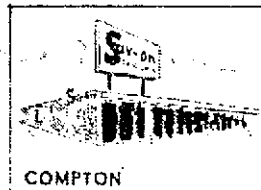
LONG BEACH



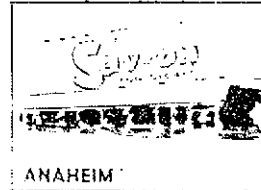
LOS ALTOS



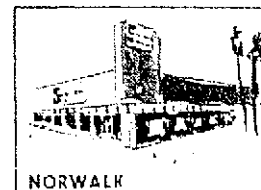
LAKEWOOD



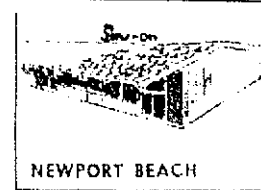
COMPTON



ANAHEIM



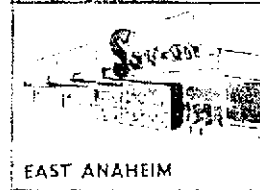
NORWALK



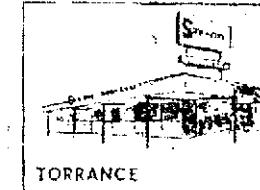
NEWPORT BEACH



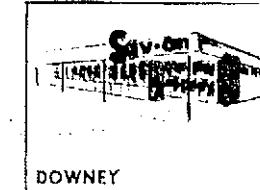
SANTA ANA



EAST ANAHEIM



TORRANCE



DOWNY



SAN PEDRO

United Church of Christ

The United Church of Christ was formed in June, 1957 by the union of the General Council of the Congregational Christian Churches of the United States and the Evangelical and Reformed Church. The Denomination now numbers 2,181,492 members.

First Congregational

Third and Cedar Emerson G. Hengen, D.D.
The first of the churches of the United Church of Christ to begin ministry in Long Beach was the First Congregational Church. It was organized the same year that the city of Long Beach was founded—1888. It is concurrently celebrating its 75th Anniversary. From its small beginning in a hall built and donated by Mr. and Mrs. Judah Bixby to its present stately Florentine style structure which occupies the original site at Cedar Avenue and Third Streets, the Church has grown with the city in Christian witness and service. Duplicate Services 9:30 and 11 a.m. Church School 9:30 a.m.

Community Congregational Church

Katella and Pine Streets, Los Alamitos Rev. R. L. Fitzgerald
Organized in 1895—in 1925 it officially began its association with the Congregational Conference of Southern California. In 1957 it voted to align with the United Church of Christ and in 1961 a new three and one-half acre site was purchased. In January of 1961, the first units will be constructed on this site. Sunday Services are at 9:30 and 11:00 a.m. with Church School and Worship Services at both hours.

Bay Shore Community

5100 The Toledo Milton G. Gabrielson, Minister
First services of this church were held on Sunday, July 13, 1924. The present minister, Mr. Gabrielson began his ministry on March 1, 1956. In 1961, Bay Shore members voted unanimously to approve the new constitution of the United Church of Christ. This Church is an Affiliate of the Long Beach Council of Churches. The National Council of Churches of Christ in the U.S.A. and the World Council of Churches. 9:30 A.M.—Family Worship. Church School for Children. Church Service for parents. 11:00 A.M.—A Dedicatory Worship Service. (Care provided for small children at both services.)

Woodruff United

3908 Woodruff Rev. L. L. Wakeland
The Woodruff United Church of Christ is the continuation of the Zion Evangelical and Reformed Church that was founded at 11th and Pacific in downtown Long Beach in 1926. This church organization moved to the present location on Woodruff Avenue in 1952. The present pastor was called to serve this church in the fall of 1962. He is the first pastor called by this church to be supported solely by the local church. Worship 9:30 a.m. and Church School at 10:30 a.m.

Cross Roads Community Church

5420 Clark Ave., Lakewood Rev. J. C. Thompson
This church affiliated with the United Church of Christ in 1957. It began as an extension Sunday School at the Lakewood Village Community Church late in 1949. Organized as a Congregational Church 1951. Buildings completed 1953-1955. Worship Services & Sunday School 9:30 & 11:00 a.m. Junior High & Senior High Youth Fellowship, 10:30 p.m. Sunday.

Los Altos United

5550 Atherton Street Rev. M. F. McNeil Jr.
The Los Altos United Church of Christ was organized in 1959. First, known as the church meeting in the "Big Red Barn on the Hill" in an act of faith, it incorporated itself under the name finally adopted in the most significant church merger in history. It thus became the first church nationally to come into being under this name. Now located at 5550 Atherton, just this October, it dedicated the third building unit, a beautiful Religious Education building. Also providing a lovely Georgian-Colonial Chapel for worship and an attractive hexagonal Fellowship Hall. Sunday Services, 9:30 and 11:00 with Sunday School and Worship at both hours.

The United Churches of Christ join all others in extending to this great city sincere congratulations on this 75th anniversary of its beginning.

Congratulations
Long Beach
on your
75th Anniversary

Roots firmly imbedded in the rich soil of the vital, growing Southland area, the SAV-ON oak continues to grow, not only in size, but in satisfaction and savings for its host of loyal customers. The policies that have made this growth possible will be maintained.

SAV-ON
SELF-SERVICE
DRUG STORES

Jews in Forefront for Civic Progress

With 12,000 Jews and six synagogues, the Jewish community of Long Beach and Lakewood is one of the area's most active and most influential groups.

Jews are in the forefront in movements for civic betterment. They are active in little theater groups. They promote musical events, art events, book reviews. They sponsor budding talent of young writers and artists. They raise generous sums for charity at home and abroad. Considering their influence and achievements, it is interesting to note that they are relatively recent arrivals in Long Beach.

SO FAR as it is known, the first Jewish family here was the Hellers, who arrived in 1898. Sam Heller, his wife Rose and a son and daughter came from Michigan to Los Angeles. After spending several days there, they came on to Long Beach to see the ocean—and stayed. Heller participated in several subdivision projects on the north side of town. Rose Avenue was named for Mrs. Heller.

In 1904, Sam Abrams arrived in Long Beach from Minneapolis. He established a tailoring business on the west side of Pine Avenue between First Street and Broadway.

In 1906, Ralph Goldman, 18 years old, came to Long Beach from St. Louis, Mo., by way of San Francisco. He opened a small shoe store at what is now the corner of Broadway and Pine. In 1908 he joined with another young fellow named John Berkowitz and bought a used seven-passenger Overland automobile with which they started a "jitney" transportation business—believed to have been the first in Long Beach. Their route extended from Pine and Ocean, north to Seventh Street,

then east to Alamitos Avenue. After two weeks of operation gasoline had cost more than the value of the nickels they had taken in, so they abandoned the "jitney" project.

GOLDMAN related that when he first came to Long Beach lots on Signal Hill—now a fabulous oil field—were given as premiums for \$5 dictionaries.

In 1910 Louis Fried moved with his family from Los Angeles to Long Beach and set up a tailoring business in the Riviera Hotel, Broadway and Chestnut Avenue.

Less than a dozen Jewish families lived here at that time and they were so scattered few knew of the existence of the others.

In 1912 Sam Josephson and his family moved to Long Beach from Los Angeles and rented a house at Fourth Street and Olive Avenue. His family complained about "living so far out in the wilderness."

In 1913 the Municipal Market surrounding Lincoln Park was dedicated with considerable fanfare. A number of Jewish produce men moved here with their families and set up stalls on market days. Among these were Max Rosenberg, Alexander Polesky and Sam Arkin.

That same year—1913—Louis Fried decided there must be enough Jews in Long Beach to hold High Holy Day Services. Search and inquire as he might, he could muster only nine Jewish men. Ten were needed for a minyan. Fried and Sam Arkin drove to Boyle Heights in Los Angeles and located a Jewish man willing to come to Long Beach for the service. Fried borrowed a Sofer Torah from a Boyle Heights congregation. Thus the first Jewish service was held in Long

Beach, in the Riviera Hall, Broadway and Chestnut.

IN 1916, the city's first Jewish attorney arrived—Adolph Rosenfield, formerly of New York and Augusta, Ga. He is credited with drawing up Long Beach's first oil lease.

About this time, a group of men began meeting in each other's homes for Friday evening services. They called themselves "Temple Sinai."

B'nai B'rith Lodge 870 was organized June 20, 1920 in the Odd Fellows Hall. Its charter bore 33 signatures. Dr. Frank Mikels became its first president.

IN 1920 Adolph Marx conceived the idea that a community building could be the rallying point for all Jewish activity and he donated a lot at 439 W. Anaheim Street on condition that the Jewish community raise the money to construct a building.

A bazaar at Eagles Hall, Broadway and American Avenue (Long Beach Boulevard) netted \$1,000. Plans were drawn, construction started, and the Jewish Community Building was completed in 1922. Mortgage papers were burned over a candle flame at the Pesach Seder in 1923.

Jewish services were conducted in the Community Building for several years.

In 1940 Temple Sinai, Seventh Street and Molino Avenue, was dedicated. In 1941 Temple Israel, Third Street and Loma Avenue, was dedicated.

Temples in the Long Beach-Lakewood area are Orthodox, Conservative and Reform. Jewish social life centers on the Jewish Community Center, 2601 Grand Avenue.

There has been a lot of growth since the Hellers came in 1898.

—VERA WILLIAMS

Superintendent's View

In 1844 the Long Beach School system consisted of one 16-year-old teacher, nine pupils, and a tent set up on the southwest corner of Pine and First. Today the Long Beach Unified School District includes 5,000 employees serving more than 100,000 youth and adults in 77 multi-million-dollar, 100 per cent earthquake-resistant school plants.

"—And it is one of the outstanding school systems in America," according to W. Odie Wright, Superintendent of Schools. "It is the result and reward of the efforts, energy, and ability of a markedly superior educational team, exceptionally able and dedicated lay leadership and the desire of a citizenry that wants, will work for, support, and demands a superior educational program."

Objective observers classify the local school system as a "middle-of-the-road" system which places strong emphasis on mastery of the 3 R's and passing on of America's heritage of freedom.

"ELEMENTARY SCHOOLS of this school district are recognized for the fine job that they have done," Wright said. "Both subjective and objective evaluations prove that teaching and learning in the local elementary schools have been of superior quality. One of the major functions of elementary schools is teaching the skill subjects which are necessary instruments for acquiring a sound education. The basic skill subjects are not the ends or ultimate aims of education, of course, but they are the tools we need to reach our goals. The child must learn to read because the ability to read rapidly and with comprehension is necessary if he is to acquire a wide range of useful information of the kind taught in history, science, mathematics, geography, and the other curricular areas."

"There can no longer be any doubt that American public high schools are turning out better graduates, the president of Caltech reported recently to an educational conference. The 1961 freshman, according to Dr. Lee DuBridge, is capable of far more advanced work than his counterpart of five or 10 years ago."

"WHILE THE SPOTLIGHT quite often falls on the elementary and high schools, we must not overlook the comprehensive community college—the Long Beach City College. Through the three divisions of this large junior college program—the General Adult Division, the Business and Technology Division, and the Liberal Arts Division, the citizens of all age levels of this area have almost unparalleled opportunities to continue their education."

"This past year approximately 35,000 students were enrolled either full-time or part-time in City College courses. The best proof of the superior job being done by our City College staff is in the attitude and success of the graduates. This community has thousands of citizens who have greatly benefited from attendance at City College. Their successes in business, the professions, the trades, and as homemakers attest to the importance and high quality of our post-high program."

"LIKE MY PREDECESSORS, I believe that teaching our heritage, our American way of life, is basic and should be taught and re-emphasized in every grade. I believe that our program should provide for individual experiences that will help each pupil to live adequately and richly in his total environment and which will insure the realization of his potentialities."

"IN THE FINAL analysis good teaching by our highly competent, dedicated teachers will keep us a great school system. With all the possibilities in the future, there will not come a time when the teacher will be an electronic console. Teaching requires a teacher with a combination of characteristics."

First Railroad

The first railroad service to this area, from Los Angeles to Wilmington, opened in 1869. It had a salutatory economic effect. Price of lumber dropped \$7.50 a thousand board feet, because of lowered transportation cost; and freight on grain dropped \$5 a ton.

First Queen

The real predecessor of Miss International Beauty was one Elia Wilson, Long Beach's first "queen." She was selected to preside over dedication ceremonies of a new Pier Nov. 12, 1904. Her father, William, was a city trustee.

Style by the Yard

Judging from a local newspaper report in 1904, fashion came by the yard in those days. To quote: "It is impossible to make a gown in the newest fashion with less than 9 or 10 yards of double-width material. If made with taffeta and materials of that width, the gown will require from 15 to 24 yards."

Water Supply

Long Beach's first attraction to visitors, according to historians, was a large fresh water spring located about at Seventh Street and Magnolia Avenue. It was the principal water source for Rancho Los Alamitos.

Hard Times

In a period when Long Beach was not a city, was governed by the County Board of Supervisors who, on Oct. 15, 1897, ordered the pier lights turned off for lack of funds. Indignation was so high the citizens promptly set about incorporating for themselves.

Beach Lots

When the Long Beach Development Company began selling beach lots here in 1888, those fronting the ocean were \$200. But, in advertisements advised lots on Rattlesnake (now Terminal) Island, were slightly less.

TRINITY LUTHERAN CHURCH

History

JANUARY 20, 1907, the first service was held in Castle Hall, Ocean Boulevard and Pine. Rev. John A. M. Ziegler officiating. On February 24th, 1907, the congregation was organized with thirty-eight charter members by Dr. Ziegler, who served as pastor until December 1 of the same year, following his resignation the work was cared for by Rev. William Swickard until the call of Dr. D. J. Snyder, April 1, 1908.

The first structure of the congregation was located at Eighth and Linden Avenue and dedicated on September 4, 1910. Ground was broken for the new and present structure on September 25th 1927, and the church dedicated on May 27th, 1928.

The earthquake of March 10, 1933, left the beautiful church a mass of ruin. The congregation rallied around the pastor in reconstructing the church, rededicating the beautiful House of Worship on June 24, 1934. Again this structure was damaged by fire on January 6th, 1955, causing a damage which cost \$70,000 to repair. Insurance provided complete coverage so that the structure was restored to its original loveliness, without additional financial burden to the congregation.

Pastor Snyder served for thirty-seven years until his retirement on April 1, 1945. Pastor Awerkan, the present pastor, was called the following September 1st. Three have served as Associates, Pastors: Clarence Naugle, Frederick Daubenhis, and Robert Wheatley, now serving.



"A LIFE IS NO GREATER THAN THE GLORY IT REFLECTS. THE CHURCH IS EARTH'S GREATEST SINGLE TOWER OF INFLUENCE ENCOURAGING THE DIVINE REFLECTION."

WEEKLY SERVICES

Worship Services 8:30, 11:00
Church School 9:45
Bible Study & Prayer (Wednesday) 7:30
(Infant & Children's Nursery, both Worship Services)
A SINCERE AND HEARTY WELCOME IS EXTENDED TO ALL
Office: HE 7-4002 Eighth & Linden Ave.

Naval Shipyard Celebrating Its 20th Anniversary of Service

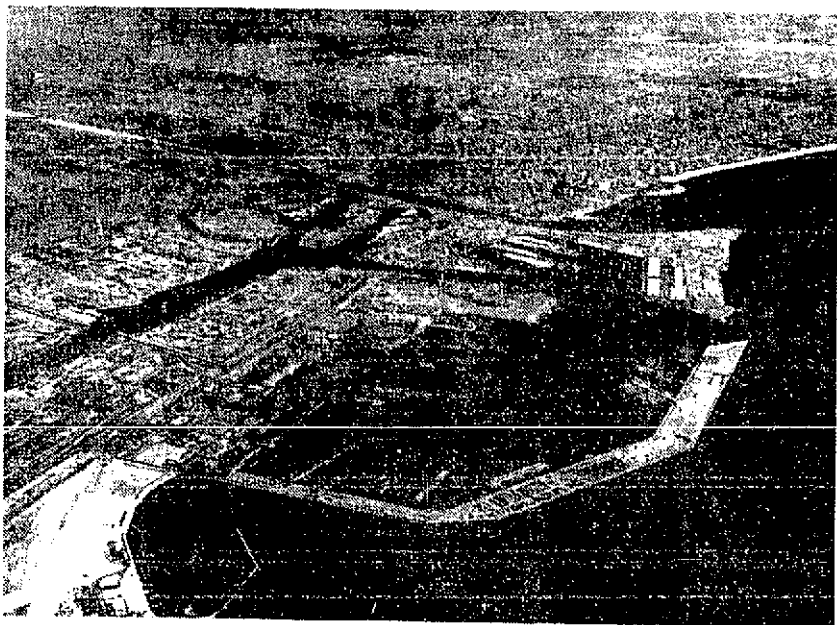


Photo Courtesy Pacific Air Industries

The second largest industrial activity in Long Beach, the LONG BEACH NAVAL SHIPYARD was first activated in February, 1943. The site which in times past has been an Indian burial ground, a shark oil center, a rum-runners' paradise and a fashionable bathing beach, is one advantageously located. The doubly-protected west basin in the Port of Long Beach offers a great tactical advantage with the shipyard being only minutes away from deep water. From the breakwater entrance in the Long Beach Harbor, a bouyed fairway leads northwest less than three miles to the lighted entrance to the Long Beach Naval Shipyard.

As we salute Long Beach in its 75th anniversary year, the naval shipyard is also celebrating its 20th year of service to the Pacific fleet.

With some 6000 civilians employed at the shipyard, over 5,000 naval military in the harbor each month, and 35,000 naval families living in the area, \$150,000,000 is contributed annually to the economy of the Long Beach area, and during World War II, working on a round-the-clock schedule, the shipyard employed a peak force of 16,000 men and women in accomplishing its assigned mission.

Long Beach Shipyard Employees Association

Long Beach Naval Shipyard

Long Beach, California

These Are the Kind of People Behind the "Big T"



STORE MANAGER RETIRES

Harry Hatch (center), manager of Thriftmart's Los Altos Shopping Center store, is retiring after many years with the firm. He was honored at a luncheon at the Rossmore Inn recently. Shown with him are Roger Lavery (left) and Bob Hatch (right), both vice presidents of Thriftmart. Hatch has been a leader in Los Altos shopping center activities since the center was opened.

Harry Hatch has retired; but Thriftmart is proud to have many more of his caliber in their ranks. Harry was active in the community and shopping center activities, as are many other men and women in the Thriftmart organization. Thriftmart believes in more than just providing pleasant stores in which to save money on the best in foods. . . . We are interested in Long Beach and in every other community we serve, and in its people and needs.

Perhaps that's why you've noticed that extra friendliness and helpfulness in Thriftmart personnel. We like to think this attitude is a big factor in the growth of Thriftmart.



Thriftmart

The Challenge of Christianity Today

By REV. JAMES E. CARROLL, Rector, All Saints Episcopal Church

There has been a series of rumblings in public news media of late, predicting the fall of organized religion because of its apparent irrelevance to the needs and aspirations of contemporary man.

It is said by some, and probably felt by multitudes of others, that belief in God, in absolute moral law, and in the reality of prayer and things of the spirit, are vestiges of a superstitious age when people's minds had not yet been enlightened by science and their bodies not yet protected by technology.

Of course, there is some truth in this thinking. Religion has been irrelevant and sometimes downright stupid. Some religious institutions are undoubtedly in the process of decay, and it is only a matter of time before their ultimate demise. The reasons for this are many, and I cannot presume to analyze the problem on behalf of Jews, Moslems or Buddhists, or any of the great non-Christian religions.

Nor can I see the situation through the eyes of the beliefs that are germane to America and were established here, such as the Latter Day Saints, the various Churches of Religious Science and the Jehovah's Witnesses. I can only make observations from within the historic Christian tradition, and particularly as a priest of the world-wide Anglican Communion (Episcopal Church U.S.A.).

SEVENTY-FIVE YEARS ago, when the City of Long Beach first gained legal existence, great upheavals were taking place in our western culture. The Industrial Revolution was beginning to swing into high gear, and the lives of most people on this planet would soon be affected.

The rapid population growth of the late 19th

Century, together with people's movement toward great cities and away from rural areas, took the church by surprise at one of the feeblest times of her history. The rise of the proletariat, the reduction of the gap between poor and rich, the reaction against phenomena were occurring when many Christian clergymen were still functioning in the tranquil parish life of the 18th Century.

Then came Karl Marx, writing with the fervor of an ancient Hebrew prophet, and formulating a plan whereby the money classes would finally be overthrown, the dictatorship of the proletariat established, and the classless Utopia forever remain as the consummation of economic determination.

THE GROWING respectability and efficiency of scientific research reached a symbolic peak in Charles Darwin's book, "Origin of the Species," in which the author theorized that man was one link in a long chain of evolutionary creatures who advanced in physical and intellectual ability by a process of "natural selection."

It was the temper of the day that many Christians (including one Church of England Bishop who said that the world was only four thousand years old) took violent issue with Darwin, claiming that he blasphemed the Bible and tore down the dignity of man. Although the more thoughtful religious thinkers saw no essential conflict between a Christian doctrine of man and a theory of evolution, nevertheless the gap between science and religion widened.

Many breathers of the new and exhilarating air of scientific research and technological achievement felt that they had advanced

beyond religion and that to remain professed to traditional Christian dogma would be to deny their own intellectual stature.

THEN, AFTER the turn of the century, the Austrian physician, Sigmund Freud, pioneered the art of psycho-analysis and profoundly influenced our approach to mental health for generations to come.

These economic, social, political and intellectual changes that were taking place when Long Beach was yet an infant city have a permanent effect on each one of us, whether we are men of religious faith or not. Who can deny that Marxism, for example, has made a permanent impact upon human history. Or what professed religionist can avoid the conclusion that Darwin and Freud have altered our approach to the study of humanity, for better or for worse?

At times it appeared that the church was asleep during these exciting and turbulent years. Not entirely. For, even though there was much intellectual stupor and a fantastic inability to steramline and

adjust to the changing times, there were still the shining lights of Christendom who have made their permanent impress upon history.

HEROIC missionary activity on the western frontier of the United States, as well as in Asia and Africa, carried the Gospel of Christ to trail-blazer, head-hunter, and witch-doctor.

Divided Christendom was now becoming increasingly restless with the tragedy of its own discord. And in 1888 the Lambeth Conference of Anglican Bishops from all over the world issued a "call to unity," inviting every Christian group to consider some basic principles upon which the reunion of the church might take place.

This movement towards unity has been gaining momentum ever since, supported by almost every major Christian body, and recently given a renewed impetus by the interest and sympathy of the Roman Catholic Church.

ALSO, AT the turn of the century, the Liturgical Movement, which is dedicated to the greater par-

ticipation and understanding of the Christian lay person in worship and the extension of the power of worship into daily life, had its first quiet adherents.

This movement, like the Ecumenical Movement, now pervades the entire Christian fellowship — Roman Catholic, Protestant, Orthodox and Anglican.

What then are the problems facing religion today? And, more particularly, the Christian religion? They are principally in the area of the church's reluctance or inability to preach and teach and operate aggressively in our highly industrialized, urbanized culture.

What has the Christian doctrine of man done for the Negro whose humanity has been insulted and abused over the past four centuries, more than any other race in the history of the world?

Does the church race out as a fire engine to meet these crises, or does it trail along like an ambulance, picking up the pieces after the damage is done? Is the image of the professional clergyman that of a pre-occupied with churchiness and maintaining 19th

Century patterns of parochial life that they haven't the faintest idea that the church just could become an irrelevant antique in our pluralistic society. This is our problem and it exists at the grass roots level.

Or is the clergyman's image that of a powerful, articulate spokesman for the church, as well as a gentle pastor within it, as the church seeks to do the will of God amid the complexities of contemporary life?

I DO NOT know the final answers to these questions, but they do indicate the nature of our problem.

If the church is to obey the command of her Master to bring all nations into the fold and prepare the world for His coming again, then both Ecumenical and Liturgical Movements must take a much deeper hold than they have on most Christian people at the present time.

There are still too many congregations who simply don't care, who look no further than their own self-perpetuation as religious institutions, who are so preoccupied with churchiness and maintaining 19th

Century patterns of parochial life that they haven't the faintest idea that the church just could become an irrelevant antique in our pluralistic society. This is our problem and it exists at the grass roots level.

THE CHURCH will begin to do the work of the Lord in this day and age when it first arrives at a deeper apprehension of its own being and then communicates this to others. It seems that the task of religion now is to teach people to think religiously, to begin using the language of religion once more. That is, to help people into regaining an awareness of the reality of God and of the utter necessity of knowing and loving and serving Him in daily life.

The immensity of the church's task in the latter half of the Twentieth Century is complicated by the fact that so many Christians themselves are not aware of any reality beyond time and space and matter. When Christians live and talk and die as if the soul and prayer and personal salvation are not really true after all, church

membership being no more than a convenient social vehicle, then how can the world be transformed by such a church?

SOME OF us are incurable when it comes to these problems, probably because we believe that the power and will of God is ultimately unbeatable. The blunders of the past discourage us, but we do not despair. There will be blunders in the future, but divine truth will triumph in spite of human falsity and failure.

THE CHURCH must yet be purged of selfishness and sloth, of prejudice and hypocrisy, for these elements are incompatible with Christ her Divine Founder. But the purging will come, and in this day of rapid change and continual readjustment it is likely that the church herself will undergo outward changes and improvements that would stagger the imagination if only we could tell the future. The role of religion in the latter half of the Twentieth Century will be more significant than, I think, most people realize.



Internationally Known as

MR. PIANO

BOB PIERCE

(Also the Original No. 1 Hammond Organ Huckster!)



Know-how dating back to the first Hammond Organ

This is the world's first Hammond Organ with which young Bob Pierce barn-stormed the country!


MUSICALLY SALUTES LONG BEACH WITH

37½ YEARS PIANO & ORGAN EXPERIENCE

... Which Totals 75 Years

Now Smile

WHEN YOU MAKE THAT IMPORTANT DECISION CONSIDER ...



friendly personalized service since 1922


Heedful of every wish ... attentive to every need

Our careful attention to every detail involved in a funeral service results in a perfect tribute to the departed. To surround final moments with dignity is an obligation that we honor as a sacred trust.

B.W.COON

Funeral Home

1017 Ohio Ave. GE 8-5008
"With a real home atmosphere"



Vignette of

MR. PIANO

... A Man Who Loves Pianos

It can ever be said of a man that he lives, eats and sleeps his vocation, then it can only be said of Bob Pierce.

Mr. Pierce not only sells pianos in a record-breaking pace; he works at a desk shaped like a grand piano, he smokes a piano-shaped pipe and he owns what is probably the world's finest collection of miniature pianos, a collection which has been exhibited and acclaimed over from coast to coast, and which has been published in leading periodicals both in and out of the piano trade. In short, Bob Pierce is "Mr. Piano."

on Permanent Exhibit

You're Invited to See:

- Theodore Roosevelt's own personal piano
- World's Largest Collection of Miniature Pianos and Organs.
- Hammond "Player" Organ (one of nine in Existence)
- 185-year-old Gregorian Manuscripts.
- World's Largest Collection of Piano Name Board Deals
- A Priceless View of Mr. Rushmore etched on a huge mirror
- Piano-shaped Desk (Concert Grand Size)
- The Tired Businessman's Piano!

The Priceless Extra of Experience

Think for a moment of the many choices we make in life which are determined by our confidence in somebody's experience. Choices in important things, like selecting a doctor, a lawyer, or an investment counselor. In even minor, everyday, personal problems, where we want wise guidance. So deeply ingrained is this basis for choice in all our actions, it comes as no surprise that the Southland's wise buyers have continually sought the counsel of the area's most experienced keyboard merchant, Mr. Piano (Bob Pierce), who also had the world's first Hammond Organ, deems it a proud privilege to advise an ever increasing number of shoppers.

- Large Selection
- Famous Makes
- All Styles
- Used Pianos & Organs
- All Finishes
- Bank Terms
- Sensible Prices

EXCLUSIVE FAMOUS NAME FRANCHISES IN OUR PIANO HALL OF FAME INCLUDE:

- HAMMOND PIANOS
- KNABE — official piano to the METROPOLITAN OPERA
- CABLE-NELSON — family favorite for 60 years
- EVERETT — dyna tension
- FISCHER — since 1840
- PIANOLA — PLAYER PIANO
- MUSETTE — PLAYER PIANO



MR. PIANO — Bob Pierce 374-9987

HAMMOND ORGAN STUDIOS OF LONG BEACH GE 9-0918

2188 Lakewood Blvd.

Just North of the Traffic Circle

• BOB PIERCE ENTERPRISES •

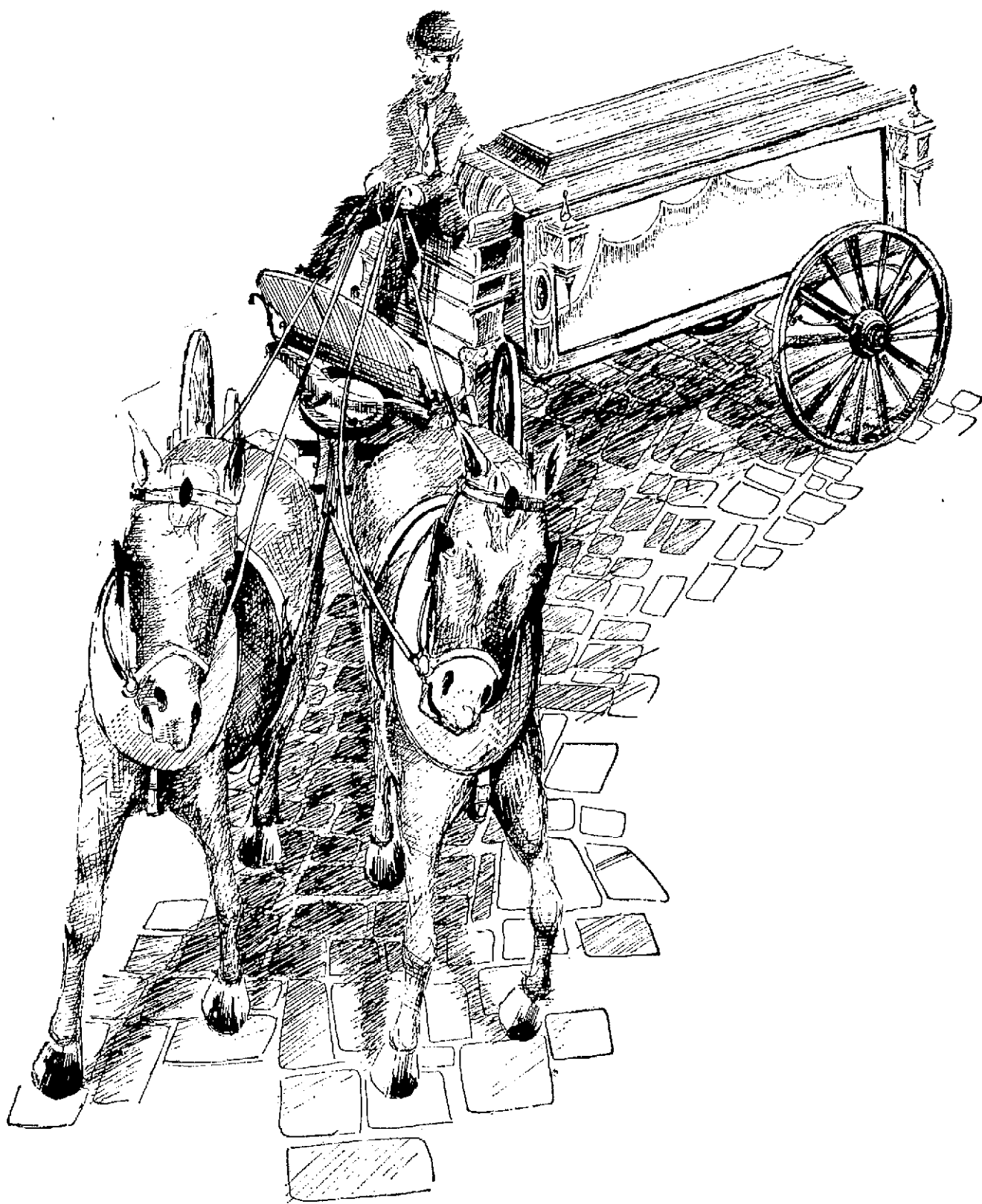


THE INNER CIRCLE GOLD AWARD FOR EXCELLENCE

PRESENTED TO THE HAMMOND ORGAN STUDIOS "OF LONG BEACH"

THE GOLD INNER CIRCLE AWARD is Presented to the Hammond Organ Studios for excellence in service. Illustration of a Hammond Organ by Bob Pierce, the first piano-shaped desk, and the first piano-shaped pipe. This is a record of excellence in the organ industry.

1889



When Long Beach was having its first birthday back in 1889, there were many problems not encountered today at the beautiful...

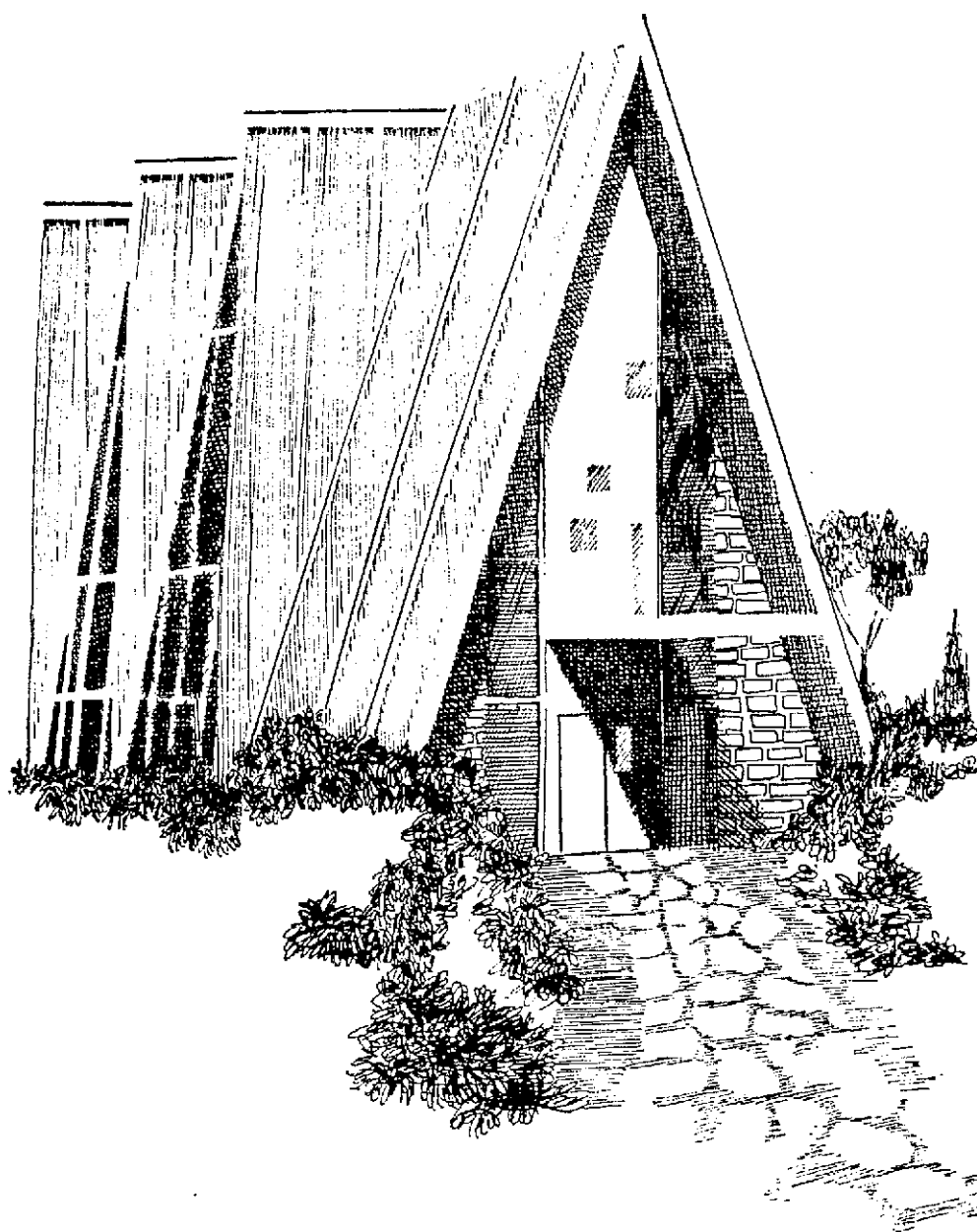
Westminster

MEMORIAL PARK/MORTUARY/CEMETERY

WESTMINSTER MEMORIAL PARK • CEMETERY • MORTUARY • MAUSOLEUM • CREMATORY
14801 BEACH BLVD. (HWY 39) WESTMINSTER • TW 3-2421 • JE 1-1725 • GE 1-6577



1963



Now when Long Beach celebrates its 75th ANNIVERSARY... everything in one "Beautiful place"... finer mortuary, chapel, funeral directing services and facilities, located together within sacred grounds.

Westminster

MEMORIAL PARK/MORTUARY/CEMETERY



WESTMINSTER MEMORIAL PARK • CEMETERY • MORTUARY • MAUSOLEUM • CREMATORY
 14801 BEACH BLVD. (HWY 39) WESTMINSTER • TW 3-2421 • JE 1-1725 • GE 1-6577

Religion Plays Big Role in City

By LEE BROWN

Like the month of March, religion came to Long Beach like a lamb. But, in keeping with that month's proverbial qualities, it grew up with a roar and in time to claim, if not a lion's share, at least an appropriate and fitting share of the life and activities of the community.

In 1963, seventy-five years after the founding of Long Beach, there are an estimated 150 Protestant churches, 17 Roman Catholic churches and six Jewish synagogues here. According to a 1963 estimate made by officials of the Long Beach Council of Churches, approximately 125,000 hold membership in Long Beach Protestant churches alone.

The Council of Churches, founded in 1953 and now headed by Mrs. J. W. Punt, president, guided from the first by Rev. Robert C. Walker, executive director.

PRESENTLY, 47 churches belong to the Council with an additional 20 co-operating with its program. But growth of the Council of Churches is only one guide to the growth of religion in Long Beach. According to Rev. Walker, about 50 new Protestant churches have been organized in the Long Beach area since the end of World War II nearly three new churches each year.

As early as 1927, Long Beach historian Bess Wilson Settle wrote "A city of churches" is an epitaph which might well be applied to Long Beach. The little wood and canvas shack which sheltered worshippers 35 or 40 years ago has expanded into a multitude of beautiful and modern structures which claim thousands for their membership."

Needless to say, it was not always this way.

AT FIRST, religion in Long Beach was destined to begin much the same way that it had begun elsewhere in pioneer America. The earliest religious practices here were conducted through tent and prayer meetings and even a figure symbolic of American legend and literature, a circuit-riding preacher.

Methodists, who had previously attended camp meeting on the bluff above the beach, constructed a building, the Tabernacle, at Third Street and Locust Avenue as a place to worship. Pastor from 1890 to 1894 was Rev. E. A. Healy. In 1899, the first Methodist Church was finished, located on Pine Avenue at Fifth Street. It was built with the aid and support of Presbyterians. It was replaced in 1909 with a new building, large enough to support the growing congregation at the corner of Pacific Avenue and Fifth Street. Members of the building committee included S. Townsend, C. J. Walker and E. E. Buffum. The new building cost \$150,000. This was the first of many Methodist churches to be built in Long Beach.

THE FRIENDS Church was another religious pioneer in Long Beach. Amos Walton and James Allen organized a Friends Bible Class in February, 1888. The Friends Church was erected in 1889. A new church was built in 1902 on American Avenue between Fifth and Sixth Streets but moved in 1904 to Fourth Street and Elm Avenue to accommodate the Pacific Electric Railway car barns. The first Friends Church of Long Beach is now in the 800 block of Atlantic Avenue.

The Presbyterian church is the second oldest denomination in Long Beach, preceded only by the Methodist.

The first Presbyterians in Long Beach were small in number, as a group, and so not only worshiped with the Methodists but assisted them in building their first regular church.

THE ORIGINAL Presbyterian Church was built on

First Street, just east of Pine Avenue. It was soon outgrown, however, and in 1910, a new \$100,000 building was dedicated at the corner of Sixth Street and Locust Avenue. It was the First Presbyterian Church of Long Beach. The Second Presbyterian Church followed four years later, 1914, at Third Street and Molino Avenue.

The Cavalry Presbyterian Church was built in 1913 at Third Street and Cedar Avenue. In four years, the Presbyterians had three churches in Long Beach.

Joelham Bixby and his wife, founders of Long Beach, were instrumental in the founding of a Congregational society in 1887. The first group worshiped in a public hall, the little town's first, known as Carr's Hall, located at Third and Cedar Streets, a regular church was built around it in 1902. A Plymouth Congregational Church existed in Long Beach from 1904 to 1910. It united with the prior group in 1910, and together, Congregationalists built a new, larger church at the same spot.

THE FIRST Baptist meetings in Long Beach were held in 1893 with eight attending. They began Sunday School meetings the following year in Pickle's Hall but later moved to Odd Fellows Hall at Pine and Broadway. The Baptists built their first church in 1895 on Locust Avenue between Third and Fourth Streets. It was incorporated in 1899 as the First Baptist Church of Long Beach. Membership numbered 100.

The First Baptist Church was later moved to the old Chataqua grounds at Fourth and Pine and again moved to Fourth and Locust. This building was completed in 1907. The church now has a beautiful building at 1000 Pine Avenue.

Immanuel Baptist Church was organized in 1913 and Trinity Baptist in 1923.

W. E. Willmore, whom many regard as the founder of Long Beach, was among the tiny congregation which organized the first Christian Church of Long Beach in 1894. The first minister, L. C. Ferguson, was guaranteed the handsome sum of \$25 a month for his services. He was hired in 1895.

LIKE THE Baptists, they worshiped in Pickle's Hall until 1897 when a church was built at Third and Elm. It was moved in 1903 to the corner of Fourth Street and American Avenue. The building was enlarged in

1904 and a cornerstone for a new First Christian Church was laid in 1915 at Fifth and Locust. Rev. George P. Taubman was then pastor and C. A. Buffum was a member of the building committee.

Christian Scientists were meeting in homes in Long Beach as early as 1896. Later, they rented a small cottage and, in 1904, the First Church of Christ Scientist was incorporated and organized with 17 members.

Outgrowing several meeting places in the ensuing years, Christian Scientists in 1914 built the church at Elm Avenue north of Fourth Street. The Second Church of Christ Scientist didn't complete construction of its building until 1925 although the Third Church was opened in 1921.

AN EPISCOPALIAN minister named W. E. Jacob was in charge of Episcopal worship here as early as 1897. He was a circuit rider, going regularly on horseback from Long Beach to San Pedro to Wilmington.

The First Episcopal Church, St. Luke's, was finished three years after Rev. Jacob began his equestrian ministry. It opened at the corner of Fifth Street and Locust Avenue. It was technically a mission in its earliest days.

In 1906, St. Andrew's church opened but was sold by the Vestry in 1913. St. Luke's was built anew at Seventh Street and Atlantic Avenue during the first World War. All Saints Episcopal Church was organized in Long Beach in 1924.

ST. ANTHONY of Padua was the first Catholic church in Long Beach, dedicated in 1903 at Sixth and Olive Avenue. The original building was moved 20 years later to Chestnut Avenue and State Street to be known as the Chapel of Our Lady of Guadalupe.

St. Matthew's was organized in 1920 although the site for the church, Seventh Street and Temple Avenue, was not purchased until 1921.

Holy Innocents parish and Mt. Carmel parish were both organized in December, 1923.

LONG BEACH'S first Lutheran services were held in the Boy's Gymnasium on Sixth and Locust Street beginning in 1904. A vacant store building on Seventh Street was purchased in 1905 and members of the little mission proceeded to furnish altar, pulpit, and



HUGE BIBLE CLASS

Long Beach lived up to its reputation as a churchly city in the 1920's, as this mass picture of the Taubman Bible Class shows. The class, said to be the largest of its kind in the world at that time, was founded in 1915 by the Rev. George P. Taubman, pastor of the First Christian Church. It proved so popular that it was moved into the Municipal Auditorium on the Pine Avenue pier.

pews, all of which they made themselves.

The building was later incorporated into the First Lutheran Church built in 1910 at Tenth Street and Linden Avenue.

Trinity Evangelical Lutheran Church was organized in 1907, meeting in the old Castle Hall at Ocean and Pine. The church cornerstone was laid in 1910 at the corner of Eighth Street and Linden Avenue.

A tent meeting held on a vacant lot in 1912 was the first Brethren service in Long Beach. The First Brethren Church at Fifth Street and Cherry Avenue was organized the following year with a membership of 98.

SECOND Brethren Church was organized in 1927 at 60th Street and Orange Avenue.

First United Brethren in Christ Church, organized in 1923, began with 12 members. Services were conducted in the Temple school building as late as 1928 when a church building program was begun at 17th and Temple.

The First Unitarian Church was organized in 1913 and members worshipped in various halls in the area until 1915 when a chapel was built at Lime Avenue and Ninth Street. The chapel was later replaced by a church at the same location.

FOUNDERS of the Church of the Nazarene in Long Beach located their original church in 1912 with 15 members at Seventh Street and Locust Avenue. A new church was com-

pleted in 1924 at 10th and Olive.

In 1919, the local church of Jesus Christ of Latter Day Saints was organized as a branch of the California Mission. The first members met in Odd Fellows' hall. A church was built in 1920 near Atlantic and Anaheim Street. It was organized into a ward in 1923. The First Church was organized in 1921 and a church completed in 1927 at Junipero Avenue and Eighth Street.

The Zion Evangelical Church was organized in Long Beach in 1925. Its church, 14th and Pacific, was dedicated in 1927.

TEMPLE Israel, Long Beach's first synagogue, was organized in 1922 and a building site was obtained on Anaheim Street near Daisy Avenue. Sinai Congregation was organized in

1924 but members met elsewhere, Odd Fellows' Hall included, until a building was built on Third near American Avenue in 1925.

Unity Society of Practical Christianity was organized in 1923. The society met in private homes until 1924 when it moved to Locust near Fourth Street, renting the entire top floor of a building there. It grew to 400 members by 1927.

Church of Christ, Ninth Street and Olive Avenue, was built in 1914 and a second church, a duplicate of the first, was erected soon after, a block away, at Ninth Street and Lime Avenue.

CHURCH of God members, like many others, met first in Odd Fellows' Hall. Organized in 1910, it purchased the former church home of the East Side Christian Church, Eighth

Street and Obispo Avenue, in 1920.

Seventh Day Adventist church was organized locally in 1905. Although it was first located on East Anaheim Street, it moved in 1913 to 10th Street and Linden Avenue.

The Salvation Army came to Long Beach in 1907, beginning in a store basement. Its first citadel was built in 1922 on Locust near Third, after a host of difficulties which once found its officers in a small store, renting the front window in order to reduce costs.

And so it was. Religion in Long Beach had to struggle in its pioneer days. The devout stalwarts who built the churches of Long Beach and who had first worshipped in tents, vacant lots, fields and rented quarters can fairly lay claim to a proper share of the spirit and fortitude which charac-

terized the building of the American west.

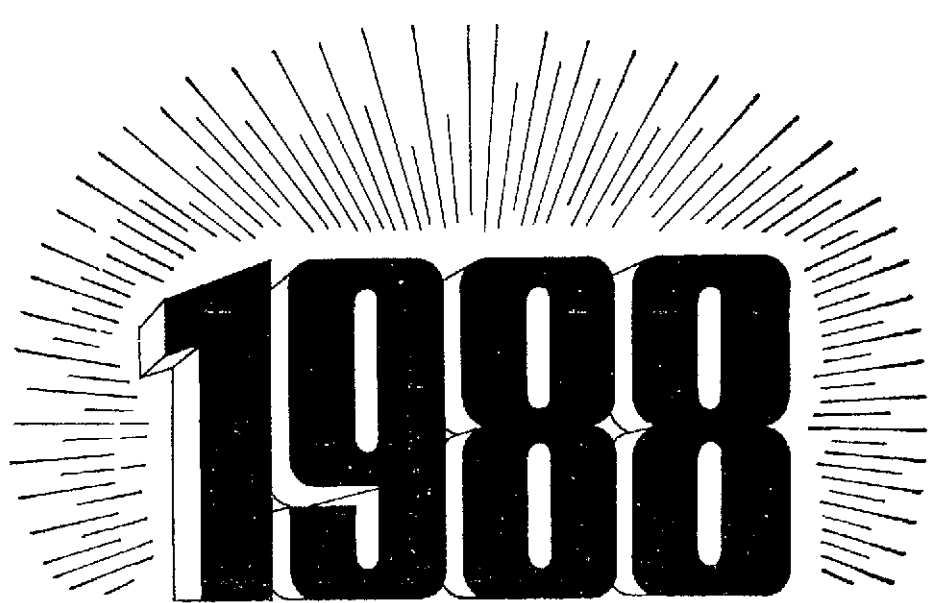
The first half-century of religion in Long Beach was marked with hardship and sacrifice and, obviously, faith, perseverance and the will to succeed.

Big Shed

You could put 22 baseball diamonds in one of the 180,000-square-foot transit sheds at the Port of Long Beach. Or you could play three football games simultaneously in one clear-span structure.

Scavenger

The Long Beach Harbor is cleared daily of dangerous driftwood and other floating materials, by a small boat named the "Sea Gull," whose functions roughly parallel that of the downtown streetsweeper.



bright future ahead!


Congratulations, Long Beach, as you celebrate your 75th year of civic progress—in this, the first year of California's reign as the Nation's Number One State.

But even as we glance backward at an era of fulfillment, General Telephone's eyes are attuned to the future—towards the unprecedented period of opportunity for progress in the quarter century ahead.

It is our aim to share in this progress by providing the utmost in modern, efficient communications service to all our customers.



GENERAL TELEPHONE



Unity Church

935 East Broadway, Long Beach

40th Anniversary

in Long Beach

The Long Beach Unity Society of Practical Christianity, 935 East Broadway commemorated its Fortieth Anniversary Sunday October 13, 1963.

The Long Beach Unity Church was first organized in October 1923, with Dr. Louise C. Newman serving as founder-minister. Seventeen years the services were conducted at Unity Hall, 132 Locust Avenue. In 1940 the congregation built the present church at 935 E. Broadway. The church has received acclaim for the beauty of its interior and its cathedral type ceiling.

The Reverend Sarah N. Switzer, daughter of the founder, Dr. Newman, with her husband, Mr. Arthur C. Switzer has continued the work of the Unity ministry in Long Beach.

Keeping step with the needs of the times, the chapel has recently instituted a twenty-four hour Prayer Panel and Dial-A-Prayer Service under the direction of Mrs. Rosemary Jencks.

Growth Like Biblical Mustard Seed

By JOHN E. TRUAX, Staff Writer, The Tidings

The story of the Roman Catholic Church in Long Beach reads like the biblical allegory of the mustard seed. It began 80 years ago with one man. Twenty years later it was represented by one tiny church and a handful of families.

Today there are more than 60,000 Catholics and 14 parishes in Long Beach and Lakewood. Their 13 elementary and two high schools enroll nearly 9,000 pupils.

The Catholic Church sponsors a wide variety of charitable, social, health and youth-serving agencies and programs serving the entire community, Catholic and non-Catholic.

CATHOLIC schools, adding moral and spiritual training to the usual curriculum, train good citizens for the community. By educating children who otherwise would be attending public schools, they save local taxpayers more than \$3,000,000 annually.

The Catholic Welfare Bureau and St. Vincent de Paul Society aid needy families of all faiths. In addition to financial assistance, the Welfare Bureau offers counseling services to children and families with problems; the St. Vincent de Paul men assist the sick, the imprisoned and merchant seamen.

Among other Catholic agencies serving the community are National Catholic Community Services (USO) and the Catholic Youth Organization (USO).

ST. MARY'S Hospital exemplifies the Church's interest in the sick. The hospital, expanded this year to 355 beds, cared for 1694 bed patients and nearly 42,000 patients in other categories in 1962.

Contributions to civic betterment also are made by the many Catholic organizations, social, fraternal, religious and charitable.

Although the first Catholic resident of record, James Moore, did not arrive until 1853, the Catholic history of Long Beach goes back more than 400 years. The first white men to see and chart the Long Beach coastline were Catholic.

JUST 50 YEARS after Columbus discovered America, Juan Rodriguez Cabrillo sailed into San Pedro Bay. The Portuguese navigator, sailing under the Spanish flag, called the bay "Bahia de los Fumos" (Bay of the Smokes), looking ahead, no doubt, to Los Angeles smog.

Other Catholic explorers followed, Vizcaino in 1602 and later sanadaled Franciscan missionaries and Spanish leatherjackets.

The early rancheros — the Nietos, De Cotas and Figueroas — also were Catholic. In their day the nearest churches were San Gabriel Mission and its "assistencia." Our Lady Queen of the Angels Church, Los Angeles.

THE FIRST church in the Harbor area was St. Peter and Paul, Wilmington, established in 1865. Its territory at the turn of the century covered more than 175 square miles, extending from Redondo into Orange County.

When James Moore arrived in Long Beach, then called Willmore City, all he found was a single house on the beach. He purchased 20 acres on American Ave., planted an orchard and then, discouraged, went back to Washington state.

Four years later Moore returned with a bride. This time he stayed. Other Catholic families soon followed—Sullivans, Bickneys, Walls, Dillons, Malones, Levers.

THE PIONEER families each Sunday went by horse and buggy to Wilmington for Mass. They had to ford the Los Angeles River, and when the river was high the crossing was hazardous or impossible.

Those with rigs often made room for others. Judge Henry Clay Dillon, for example, gathered up Portuguese and Mexican children around Signal Hill and drove them to church.

Miss Della Malone was another who offered rides. The Press "Briefs Locals" column of Sept. 12, 1902, carried the notice:

"A free ride will be given to all Catholics, especially those having children, Sunday, Sept. 14, to attend Mass in Wilmington. Those desiring to attend will please inquire at Malone's book store.

"Miss Malone will also organize a Sunday School for Catholic children the same day in the afternoon at 2 o'clock at the residence of Mrs. Thomas, 705 American Ave."

AS LONG BEACH grew in popularity as a summer resort, the need for a Catholic house of worship became more urgent.

Responding to a welcome by Mayor C. J. Walker at the Catholic Reunion Picnic in 1900 at Terminal Island, Bishop George Montgomery declared that Catholics were reluctant to patronize a resort where there was no church.

The Monterey-Los Angeles Bishop suggested that some broadminded citizen donate a site. If this were done, he said, he would see that a suitable edifice would be constructed.

THE LOCAL Catholic community was too small to take up the Bishop's challenge at once. It was June, 1902, before the first meetings were held with the specific purpose of building a church.

A determined woman, Mrs. John M. Morris, sparked the project. Through the pages of the Press, she invited local Catholics to meetings in the home of Mrs. John Ena.

Judge Thomas Wall was elected president of the building committee. F. E. Shaw donated property, which at the Bishop's advice was traded for land at Sixth and Olive, closer to the heart of the city.

SOON THE men of the future St. Anthony's parish were donning overalls and, with their own hands, building a church. Capt. J. M. Morris, though not a Catholic, joined D. J. Driskill in laying the cement. Others tried carpentry and painting. The furnishings were obtained largely through the efforts of Mrs. Morris.

A special train brought Bishop Montgomery and a large party from Los Angeles for the laying of the cornerstone Oct. 19, 1902.

The dedication of the church was set for June 13, 1903, the feast of its patron, St. Anthony of Padua, but had to be postponed when Bishop Montgomery was transferred to San Francisco. His successor, Bishop Thomas J. Conaty, arrived to bless St. Anthony's Church Sunday, July 19.

THE CHURCH was a modest one, seating about 200, with room for another 50 persons in its choir loft. After 60 years the little frame chapel still serves the beach city. It was moved after the second St. Anthony's was built and now is Our Lady of Mount Carmel Church, 1851 Cerritos Ave.

Father Ramon Ferrer, who had been pastor in Wilmington, was appointed pastor of the new Long Beach parish in 1903. At the same time he was given charge of a congregation in Compton. Each Sunday he commuted by streetcar between the two towns.

St. Anthony's received a full-time pastor with the appointment of Father James A. Reardon in 1907. By then the parish had grown to 500 Catholics.

FATHER REARDON immediately set about opening a parish school. He engaged three teachers and announced no tuition would be charged for pupils. Unfortunately voluntary donations to the school lagged and it had to be closed in 1909. It reopened in 1916 under Sisters of the Immaculate Heart of Mary.

Meanwhile, with the continuing growth of the congregation, the original church became too small.

In 1913, Father Reardon began construction on a much larger St. Anthony's.

The new red brick church, dedicated on Thanksgiving Day, 1914, comfortably seated 600 persons. Its towers were a city landmark, but its crowning glory was a beautiful white Carrara marble altar imported from Italy.

THE PARISH school, which reopened two years later, moved into a new two-story building in 1919 and in 1920 added a high school department, the beginning of St. Anthony's High School.

With the city's expansion eastward, a second parish, St. Matthew's, was established in 1920. Father (now Monsignor) Thomas B. Morris, its first pastor, erected the first St. Matthew church, school and rectory.

Two more parishes, Our Lady of Mount Carmel and Holy Innocents (originally called St. Luke's), followed in 1923.

THE CATHOLIC Church, like the community at large, suffered heavily in the earthquake of March

10, 1933. St. Anthony's Church was ruined; its rectory and grammar school were severely damaged.

The new St. Matthew's entire parish plant — church, school and rectory — had to be replaced.

St. Mary's Hospital, which had been purchased by the Sisters of Charity of the Incarnate Word in 1925, was partially demolished, the rest left unusable. All patients had to be removed immediately after the first shock, for fear the floors would fall.

THE NUNS, nurses, doctors and even the stronger patients carried the patients first to the hospital lawn and then to churches across the street. To add to the confusion, the first quake victims began to arrive while evacuation still was going on.

Within an hour the Sisters, doctors and nurses of St. Mary's, aided by volunteers, were taking care of hundreds of injured on the lawns and in the churches.

The Catholic Welfare Bureau also rallied to the emergency. The staff, aided by a corps of volunteers and Sisters from St. Anthony's School, prepared

food for the injured and for medical personnel, dispatched bedding and clothing to refugees at Camp Bixby, and aided quake victims in other ways.

FATHER Robert E. Lucey, then pastor of St. Anthony's, set up headquarters at the Welfare Bureau and personally took charge of its relief work.

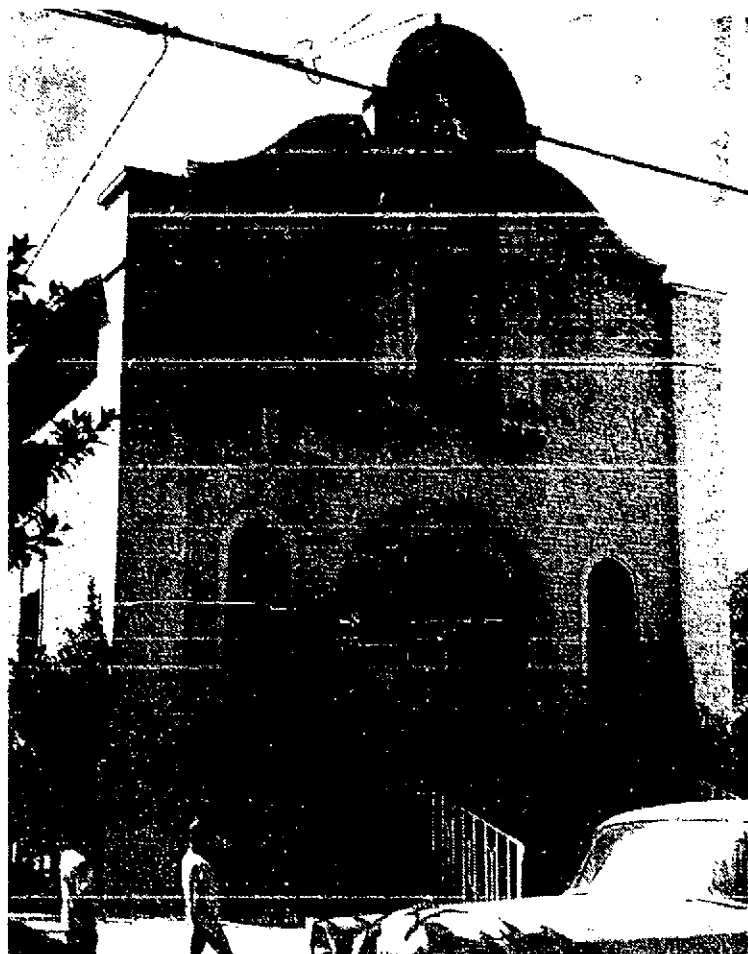
The earthquake was on a Friday. On Sunday St. Anthony's services were held on schedule, but on a vacant lot near the church. A few days later a large tent was erected to serve as both church and school.

Damage to Church property was so extensive that Bishop (later Archbishop) John J. Cantwell postponed all other church and school building in the diocese. Diocesan resources were channeled into reconstruction in the earthquake area.

THE THIRD St. Anthony's Church, dedicated in 1934, was a substantial but comparatively simple edifice. It was completed, remodeled and beautified 20 years later.

Three months after the

(Continued Page 40, Col. 5)



THE FIRST ST. ANTHONY'S

Our Lady of Mt. Carmel Church at 1851 Cerritos Ave. was the original St. Anthony's Church. It was moved to the address when St. Anthony's built its second building, which was destroyed in devastating 1933 earthquake.

SOLELY OWNED AND OPERATED BY THE DILDAY FAMILY FOR THREE GENERATIONS

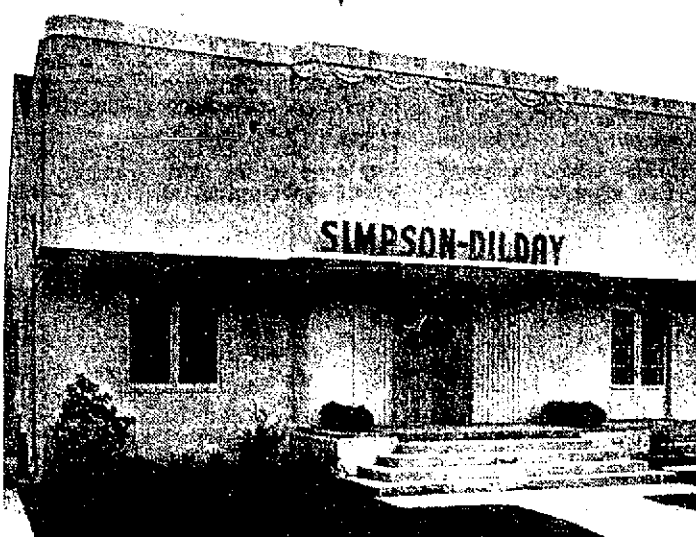


NOBLE B. DILDAY
Founder

Founded in 1927 as the "Long Beach Funeral Home" by the late Noble B. Dilday, the organization has continued its remarkable growth until today it stands as a leader among the funeral service firms in the United States.

A STORY of GROWTH with LONG BEACH since 1927

THEN
↓



ROBT. F. (Bob) DILDAY
President

Since its inception, the DILDAY FAMILY FUNERAL DIRECTORS have continued to grow with the City of Long Beach. Through depression . . . through earthquake . . . DILDAY'S expanded due to the public acceptance of the traditional family service rendered for which the family is so well known.

NOW
↓

SERVING with REVERENCE and DIGNITY

Our new Chapel (largest in the West) seats 400 persons. DILDAY'S is centrally located and accessible to main thoroughfares leading to ALL cemeteries . . . offering a welcome convenience to the families we serve.

Selecting a Funeral Home which is easily reached by friends as well as family is the thoughtful thing to do.

The VICTORIAN CHAPEL is available for smaller, more intimate services. This Chapel seats 40 persons.



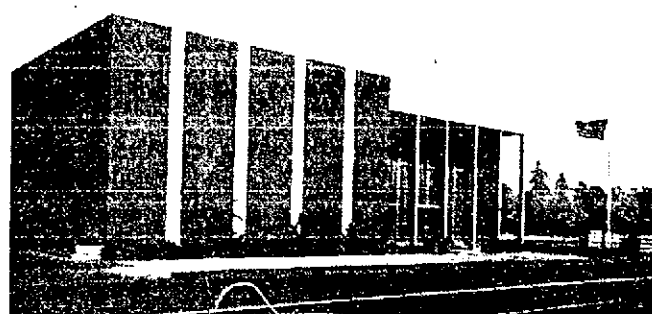
← THEN

Noble B. Dilday and his partner Simpson, 1927.

NOW →



SERVING THE EMERGENCY NEEDS of a GROWING COMMUNITY



1963

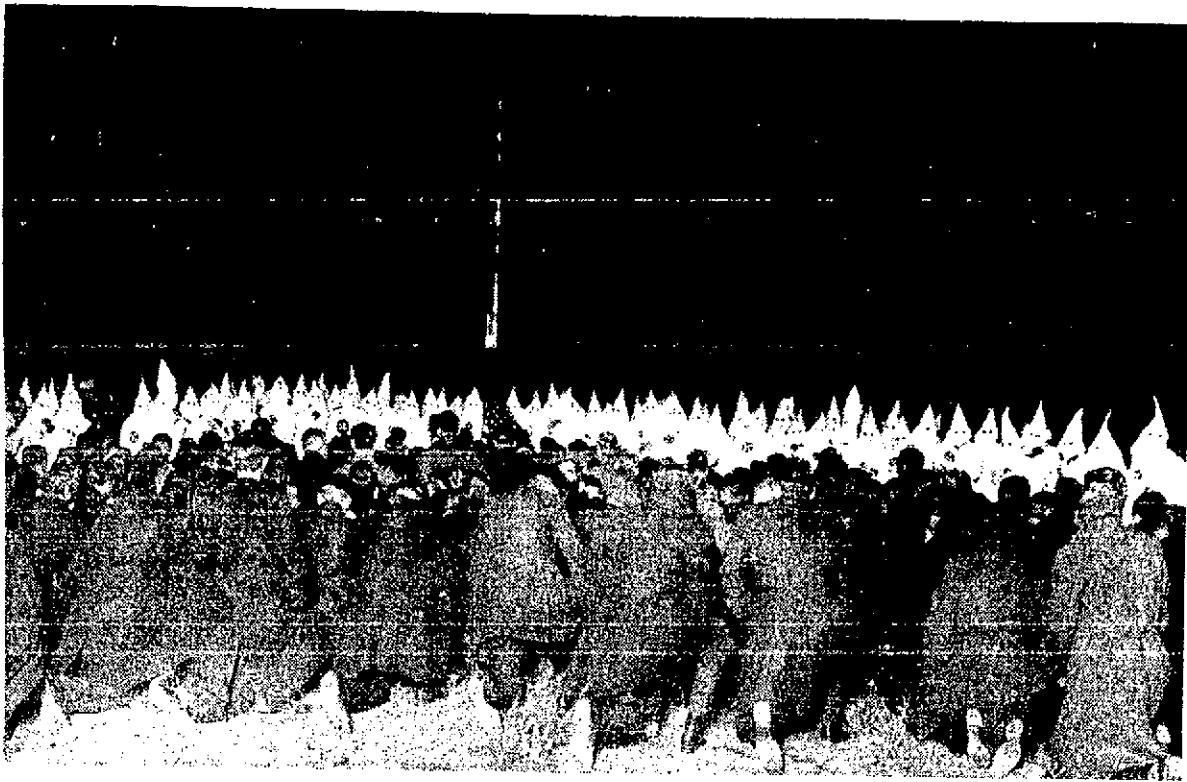
Southern California's Finest
MORTUARY FACILITY

Serving Families of ALL Faiths,
regardless of Race, Color or Creed

DILDAY FAMILY
Funeral Directors

PACIFIC at ANAHEIM STREETS
LONG BEACH, CALIFORNIA

HE 2-5901



When the Klan Rode in Long Beach

In the America of the 1920s there arose a strange quasi-religion called the Ku Klux Klan. It was fascistic, militantly patriotic, ritualistic and religious in character. It captured the loyalty of multitudes of plain, ordinary, decent Americans along with a fine assortment of terrorists, bigots, crackpots and money-hungry scoundrels.

The Klan flourished briefly in Long Beach.

The high point of its history here was the big Southern parade on the night of Oct. 2, 1926. An estimated 25,000 Klansmen gathered in Bixby Park, marched along Ocean Boulevard to Long Beach Boulevard, north to Broadway, west to Cedar, back to Ocean to Bixby Park. They wore their masks raised. There were troops of horse-men, many flags and lighted crosses, numerous bands. Overhead flew a plane with a lighted "KKK" on its wings.

Klan officials estimated that approximately 5,000

Long Beach citizens were in the throng.

THE OCCASION was the granting of the California Klan charter at San Pedro a week later.

The speaker was Dr. J. Rush Bronson, a national Klan leader. He categorically denied that the Klan ever took part in acts of terrorism.

The Klan was anti-Negro, anti-Semitic, anti-Catholic and anti-foreigner.

A **NOTORIOUS** night-riding incident occurred in Long Beach on Nov. 16, 1932. The David Milder family of 2347 E. Third St. was drinking coffee at 11 o'clock at night with relatives and friends who were just about to leave. One of the women heard a noise and looked out. "The yard is full of armed men," she said.

The men shoved their way in and began methodically beating both men and women with clubs. Others lit a fiery cross on the lawn. When the police arrived, the

men were reported to have expressed surprise, stating that they had been assured the police would not interfere with their beating up "them Communists."

Several of the nightriders were reported to have displayed Orange County deputy sheriff's badges.

SIXTEEN of the men were indicted. The grand jury found no evidence that the incident was Klan-connected.

By 1932 the Klan was a fading nightmare. Americans, wracked by the depression, were no longer much interested in fiery crosses and white-robed mystery.

There's a funny thing about the Klan. You almost never meet an ex-Klansman. No one recounts today how he made the long march on Oct. 2, 1926. No one admits to feeling the almost hysterical enthusiasm the Klan engendered in its day.

There are some things most people would rather forget.

—MARK CLUTTER



Catholic Growth Like Biblical Mustard Seed

(Continued From Page 39)

dedication of the new St. Anthony's, Msgr. Bernard J. Dolan, P.A., V.F., was Chancellor of the Los Angeles Archdiocese before he was sent to Long Beach in 1938. Along with his pastorate, he was appointed Vicar Forane, or dean, for the Long Beach-Orange County area.

AS PASTOR, he brought the Brothers of the Holy Cross to Long Beach and opened St. Anthony's Boys' High School in 1941. The previously coeducational school was divided into two departments, with the Immaculate Heart Sisters in charge of the Girls' High School. The dual high school this

year enrolls 1800 teen-agers from all parishes in the Long Beach area.

During the coming year, the Los Angeles archdiocese plans to build another Catholic high school in the Lakewood area.

THE WORK of the Church is primarily spiritual—the worship of God, the salvation of souls. But material means are required.

Long Beach-Lakewood Catholics have raised nearly a score of new houses of worship in the past 20 years, first temporary churches in some instances, then more fitting, permanent places of worship. Ten additional parishes have been established: St. Athanasius, 1933; St. Bartholomew, 1937; St. Barnabas, 1939; St. Lucy and St. Cyprian, 1944; Our Lady of Refuge, 1948; St. Cornelius, 1951; St. Pancratius, 1953; St. Joseph and St. Maria Goretti, 1955.

LAST YEAR the saving waters of Baptism were poured on the heads of 2228 new Christians — infants and adults — in the area's 14 Catholic churches. The Mass — the commemoration of the Last Supper and of the Sacrifice

of Calvary — is celebrated in each church every day of the year, five to seven times on Sundays.

In addition to their own schools, all the parishes have religious instruction programs for Catholic children attending public schools. Last year more than 4600 pupils were enrolled in these Confraternity of Christian Doctrine classes here.

THE RELIGIOUS education program also extends to college students through

Freighter Means Revenue to City

Every time a freighter calls here, Long Beach can count itself \$10,000 to \$50,000 wealthier.

Each ship contributes that much to local economy through purchases of supplies, spending by ships' crews for goods and services, and tonnage revenue to the Port.

Bath House

By a vote of 452 to 14, residents of Long Beach approved a \$100,000 pier for the foot of Pine Avenue. The double-decked construction became a major tourist mecca in Southern California.

the Newman clubs and to adults through study clubs and inquiry classes, as well as in missions, retreats and routine pulpit instruction.

Non-Catholics always are welcome, without obligation, at parish inquiry classes. At most churches new series of classes have just begun.

The Catholic Church is assisted in its work by a wide variety of organizations—religious, charitable, social, fraternal and professional.

ON THE PARISH level, there are Holy Name and Altar societies, the Legion of Mary, St. Vincent de Paul Society, Council of Catholic Women, CYO and other youth groups.

Other organizations are not limited to a single parish—for men, the Knights of Columbus and Newman Club; for women, the Catholic Daughters of America, Young Ladies Institute and Ladies of Columbus; for young people, groups like the Antonians (18-23) and the Scouts (Single Catholics over 23).

Groups with special aims include the Serra Club, which encourages vocations to the priesthood; the guilds assisting the Carmel of St. Joseph; the Catholic Naval

League; Catholic Alumni Club and mission circles.

LONG BEACH also is well represented in national and archdiocesan Catholic societies for doctors, lawyers, nurses, accountants and other professions.

The Catholic Church in Long Beach has come a long way since the days of James Moore and the handful of men and women who built the first St. Anthony's Church.

The future of the Catholic Church here is the future of the city. It will continue to grow and develop with Long Beach, providing its share of those moral and spiritual intangibles which make a people or a city great and good.

City Formed From Four Major Ranchos

Long Beach is formed from four old ranchos. About 64 percent came from Rancho Los Cerritos, about 22 percent from Rancho Los Alamitos, about 10 percent from Rancho San Pedro and about one percent from Rancho Los Coyotes. The rest of the city came from Alamitos Bay areas not in any of the ranch patents.

College Schools Emphasize American History

(Continued From Page 31)

equal its size. Its once-unique split campus is far from ideal, although expanding enrollments are forcing other colleges to separate theirs. "Let's face it," says Dotson. "If we had it to do over again we wouldn't do it exactly this way."

A **PROPOSAL** to separate from the Long Beach school district has caused conflict within the college. Dotson and the school board feel that the advantages of an integrated system outweigh the disadvantages. The college is one of only three in the county so joined.

But the opposition, including members of the college faculty, contends that its own district with a separate board and administration would give the college the separate identity it needs and deserves.

The college's growth has strained facilities. "We won't build any more classrooms," predicts the president. "I think we'll eventually go on a six-day week instead."

First Methodists

The first Methodist services were held in Long Beach April 12, 1885, at Third Street and Locust Avenue.

High school students in an Eastern city revealed in a questionnaire several years ago that they had a shameful lack of understanding of the meaning of Americanism.

A majority did not understand the system of checks and balances of our Constitution. Nor did they understand that the Bill of Rights protects minorities from the majority and from the government itself.

Large minorities rejected such ideas as freedom of religion and trial by jury.

MOST STUDENTS had only the sketchiest notions about American history. Some did not know which side Germany was on in World War II.

If any Long Beach youngsters have such ignorance, it means that they haven't been paying attention for years, according to Dr. William Melchior, director of curriculum development in the Unified School System.

"Our American heritage is stressed from first grade to graduation," he said. "We require more social studies than the state authorizes."

"**WE BELIEVE** that good citizenship must be taught


both directly and indirectly. All areas of teaching should build attitudes of freedom, respect for others and personal responsibility. In history and literature we teach directly about the American heritage."

The American heritage program in the first and second grades centers on the world the child knows.

IN JUNIOR high the program is stepped up. Seventh-grade U. S. geography prepares him for eighth-grade U. S. history, which emphasizes the development and meaning of the Constitution. In the ninth he studies the state, county and city governments.

In the tenth grade he studies contemporary world problems. This includes the origin and development of communism, the threat of communism to the world, and a comparison of political, economic, social and personal life in Russia and the United States.

History in the 11th grade is presented on a more mature level with special stress on developments since the Civil War. A government course in the 12th grade emphasizes the structure, powers and functions of the federal government.

✓ ✓ ✓ ✓ ✓
Congratulations....
TO LONG BEACH ON THEIR
 **LONG BEACH**
DIAMOND JUBILEE
1888 - - 1963

MOORE Realty
IS GROWING WITH LONG BEACH

Now in our **17th** year
OVER
\$22,000,000
IN SALES
SO FAR THIS YEAR

9 Offices
Over 100 Sales Specialists

MOORE Realty

LAKESIDE	4151 E. CARSON	HA 1-8481
STATE COLLEGE	6350 AETHERTON	GE 3-4966
LAKESIDE PARK	4935 WOODRUFF	HA 1-8801
LOS ALTOS	2451 BELLFLOWER	GE 4-3464
NO. LONG BEACH	1122 SOUTH ST.	GA 3-5441
LAKESIDE	4136 WOODRUFF at Carson	HA 1-8961
BELMONT HEIGHTS	3801 E. 4TH	GE 8-1151
ANAHEIM	1719 W. KATELLA	GE 0-3062; PR 6-3161
FULLERTON	303 N. EUCLID	TR 1-9810
INVESTMENT DEPT.	4151 E. CARSON	HA 1-8488 • HA 1-8489

CHECK WITH MOORE
BEFORE YOU BUY OR SELL

✓ ✓ ✓ ✓ ✓

CATHOLICS

AND THE CATHOLIC CHURCH

IN LONG BEACH...

It is fitting that on this, the Diamond Jubilee of our fair city, that we recall the memories of the days that are gone, and utter a hearty prayer of thanksgiving for God's manifest Providence in the past, and in the spirit of these stimulating emotions, to set our faces resolutely towards the challenging days that lie ahead.

Seventy-five years have witnessed the marvelous transformation of an unpretentious village, nestled by the broad Pacific, into the hustling, thriving metropolis that is ours today. When Long Beach came of age as a city, there were only three Catholic families residing here, and these had to travel by horse and buggy to Wilmington to assist at Catholic services. The first Catholic church, a very humble structure, was built fourteen years later in 1902 at the corner of Sixth and Olive with a seating capacity of approximately 150 people. The same territory today has fourteen flourishing parishes complete with Churches and Schools serving some 50,000 Catholic people.

To the vision, zeal and devotion of priests of an earlier day like a Ferrer, a Reardon, a Lucey, a Morris, a Donahoe, a Stewart and an O'Sullivan, we are indebted for the early progress that has been made. We have not only Churches in which we worship, schools in which our children are taught, splendid hospitals caring for our physical needs, charitable organizations to meet the social problems of the day, parish organizations rendering invaluable service, as well as social and fraternal societies of Catholic men and women such as the Knights of Columbus, Newman Clubs, Serra Clubs, Catholic Daughters, Young Ladies Institutes, Ladies of Columbus and many others, each doing its part in the Catholic life of the Community.

We are proud of our heritage, and grateful too. We feel privileged to have a part to play in its physical development and in the promotion of its spiritual life, for we realize that "unless the Lord keep the city, he watcheth in vain that keepeth it." This is a Golden Age, a period which the historians of the future will describe as the renaissance of scientific living. Nature is rapidly yielding up her secrets to the scientific seeker after truth, and the future looms large with wondrous improvements in the civic life of man. Surely, with the gradually ascending scale of material progress, we grow wiser too in the things of the spirit, and draw nearer to the fulfillment of the cherished dream of the universal brotherhood of mankind. These are momentous days for the life of the soul and the life of the body, days in which littleness and narrowness ought to find no place. If the Lord keep the city, His Peace - a peace which the world cannot give, will be stamped upon it as a seal that is set to mark it off from the city of confusion. We must unite unreservedly in all that pertains essentially to the life of our community, learning thereby to prize all the more the broad measure of liberty that is ours in working for community, social and personal betterment. But in all things, whether we walk together or apart, let us have Charity, "that charity which is patient, is kind, which envieth not, dealeth not perversely, is not puffed up, is not ambitious, is not provoked to anger; thinketh no evil, rejoiceth not in iniquity, but rejoiceth with the truth" then if the Lord keep our city our city fathers and officials shall not watch in vain; if the Lord keep our city, we citizen-children shall rest secure. Ad Multos Annos.



The Archdiocese of
Los Angeles

Holy Innocents
425 East 20th St.

Rev. John J. O'Brien
Rev. Francis O'Brien
Rev. Andrew Pisano

Our Lady of Mount Carmel
1851 Cerritos Ave.

Rev. Bernard J. Butler

Our Lady of Refuge
5195 Stearns St.

Rev. H. Vandenberg
Rev. Francis Kelly
Rev. Paul Peterson

St. Anthony
540 Olive Avenue

Msgr. Bernard J. Dolan
Rev. Joseph M. Sartoris
Rev. Dennis Burke
Rev. Ralph Platz
Rev. Sylvester Ryan

St. Athanasius
5390 Linden Ave.

Rev. Joseph F. Feehan
Rev. Patrick McNulty

St. Barnabas
3955 Orange Ave.

Rev. Thomas J. Foley
Rev. Christopher Kennedy
Rev. Cleve Carey

St. Bartholomew
5143 Livingston Drive

Rev. Thomas F. Kennedy
Rev. Jose Bellavista

St. Cornelius
3330 Bellflower Blvd.

Rev. Edmund J. Bradley
Rev. Thomas A. Lichtle

St. Cyprian
4720 Clark Ave.

Rev. Patrick F. O'Connor
Rev. Thomas Ryan

St. Joseph
6200 E. Willow St.

Rev. Walter Martin
Rev. Andrew Tseu

St. Lucy
1731 West 23rd St.

Rev. Hugh Regan
Rev. Cyril Navin

St. Matthew
672 Temple Ave.

Msgr. James P. Lynch
Rev. William Hollinger
Rev. Matthew Farrelly

St. Maria Goretti
3950 Palo Verde

Rev. Vincent Molloy
Rev. Raymond Saplis

St. Pancratius
3547 St. Pancratius Pl.

Rev. Daniel Kielty
Rev. Donald J. Ruddy

**HUNDREDS OF
ADDITIONAL SERVICES
ARE AVAILABLE TO
DOWNTOWN SHOPPERS!**

ACCOUNTANTS
ADVERTISING AGENCIES
ADVERTISING SERVICES
AIRLINES



AIRPORT TRANSPORTATION
AMUSEMENT PLACES
ARCHITECTS
ARTIFICIAL LIMBS
ASSOCIATIONS AND CLUBS
ATTORNEYS
ATTORNEY SERVICES
AUTOMOBILE DEALERS
AUTOMOTIVE SERVICES
AWNINGS
BAKES
BARBERS
BEAUTY SALONS
BEAUTY SHOP EQUIPMENT
AND SUPPLIES
BLUEPRINTS
BONDS
BOOK DEALERS
BRIDAL SHOPS



BRUSHES
BUILDING MAINTENANCE
BUS LINES
CAB COMPANIES
CALCULATING MACHINES
CANDIES
CHILDREN'S WEAR
CHURCHES
CHURCH SUPPLIES
CLEANERS AND LAUNDRIES
CLINICS
COCKTAIL BARS
COFFEE DEALERS
COLLECTION AGENCIES
COPYING MACHINES &
SUPPLIES
CONTRACTORS
COSMETICS



COSTUMES
CREDIT SERVICES
DAIRIES
DANCE STUDIOS
DENTISTS
DEPARTMENT STORES
DIAPER SERVICE
DICTATING MACHINES
& SUPPLIES
DIRECTORIES
DISPLAY DESIGNERS
& BUILDERS
DRUG STORES
ELECTRICAL APPLIANCES
& REPAIR
ELECTRICAL CONTRACTORS
ELECTRICAL SUPPLIES
ELECTRONIC DATA
PROCESSING



ELECTRONIC EQUIPMENT
& SERVICE
EMPLOYMENT AGENCIES
ENGINEERS
ENGRAVERS
ENVELOPES
ESCROW SERVICE
FAIRS
FINANCE COMPANIES
FLORISTS
FRUITS & VEGETABLES
FURNITURE DEALERS
FURS
GARAGES
GASOLINE & OIL MARKETERS
& DISTRIBUTORS
GIFT SHOPS
GLASS
HAIR GOODS
HANDBILL DISTRIBUTORS



HEARING AID SALES
& SERVICE
HOSIERY
HOTEL EQUIPMENT
& SUPPLIES
HOTELS
HOUSEWARES & HARDWARE
ICE CREAM &
FROZEN DESSERT
ICE & COLD STORAGE
INCOME SPECIALIST
INSURANCE AGENTS,
BROKERS
INVESTIGATORS
INVESTMENT COUNSELING
INVESTMENT SECURITIES
JANITOR SERVICE
JEWELERS
LAUNDRY SUPPLY
LEASING SPECIALISTS

LEVEL & TRANSIT
LANDSCAPING
LINENS
LINEN SUPPLY



LINOLEUM DEALERS
LIQUORS
LITHOGRAPHIC SERVICE
LOCKSMITHS
LUGGAGE
MANAGEMENT
CONSULTANTS
MARKETS
MEAT WHOLESALE
MEDICAL & SURGICAL
SUPPLIES
MEN'S WEAR
MILLINERY
MODELING AGENCIES
MORTGAGES
MORTUARIES
MOTELS
MUSICAL
NEWSPAPERS



NEWSPAPER PROMOTIONS
NURSERY
OFFICE BUILDINGS
OFFICE EQUIPMENT
& FURNISHINGS
OFFICE SUPPLIES
OIL DISTRIBUTORS
OPERA
OPTICAL AIDS
OPTICAL GOODS
OPTICIANS
OPTOMETRISTS
ORGANS & ORGAN
EQUIPMENT
ORTHODONTISTS
ORTHOPEDIC APPLIANCES
PAINT DEALERS
PAPER DEALERS
PARKING LOTS



PARTY SUPPLIES
PHOTOGRAPHERS
PHOTOGRAPHIC EQUIPMENT
& SUPPLIES
PHYSICAL THERAPISTS
PHYSICIANS & SURGEONS
PLANNING CONSULTANTS
PODIATRISTS
POLYGRAPH CONSULTANTS
& INVESTIGATIONS
PRINTERS
PRODUCE
PROPERTY MANAGEMENT
PROPERTY OWNERS
PROPERTY TITLE SERVICE
PUBLIC RELATIONS
PUBLIC UTILITIES
RADIO DEALERS
RADIO STATIONS



REAL ESTATE
REDUCING METHODS
REFRIGERATORS
RESTAURANTS
RESTAURANT SUPPLIES
RUGS & CARPETING
SALES AIDS
SAVINGS & LOAN
& FINANCE COMPANIES
SCHOOLS
SEARCHLIGHTS
SEWING MACHINES
SHOE REPAIR
SHOE STORES
SIGNS
SOUND EQUIPMENT
SPORTING GOODS
STATIONERY SUPPLIES
STEEL FABRICATORS
STORE FIXTURES



TAILORS
TAX SERVICE
TIRES
THEATERS
THRIFT SHOPS
TOYS
TRADING STAMPS
TRAVEL AGENCIES
TROPHIES
TV DEALERS
TYPEWRITERS
UNIFORMS
UPHOLSTERERS
VARIETY STORES
VENDING MACHINES
WINDOW CLEANERS
WINDOW SHADES
WOMEN'S WEAR
YARDAGE
YARN

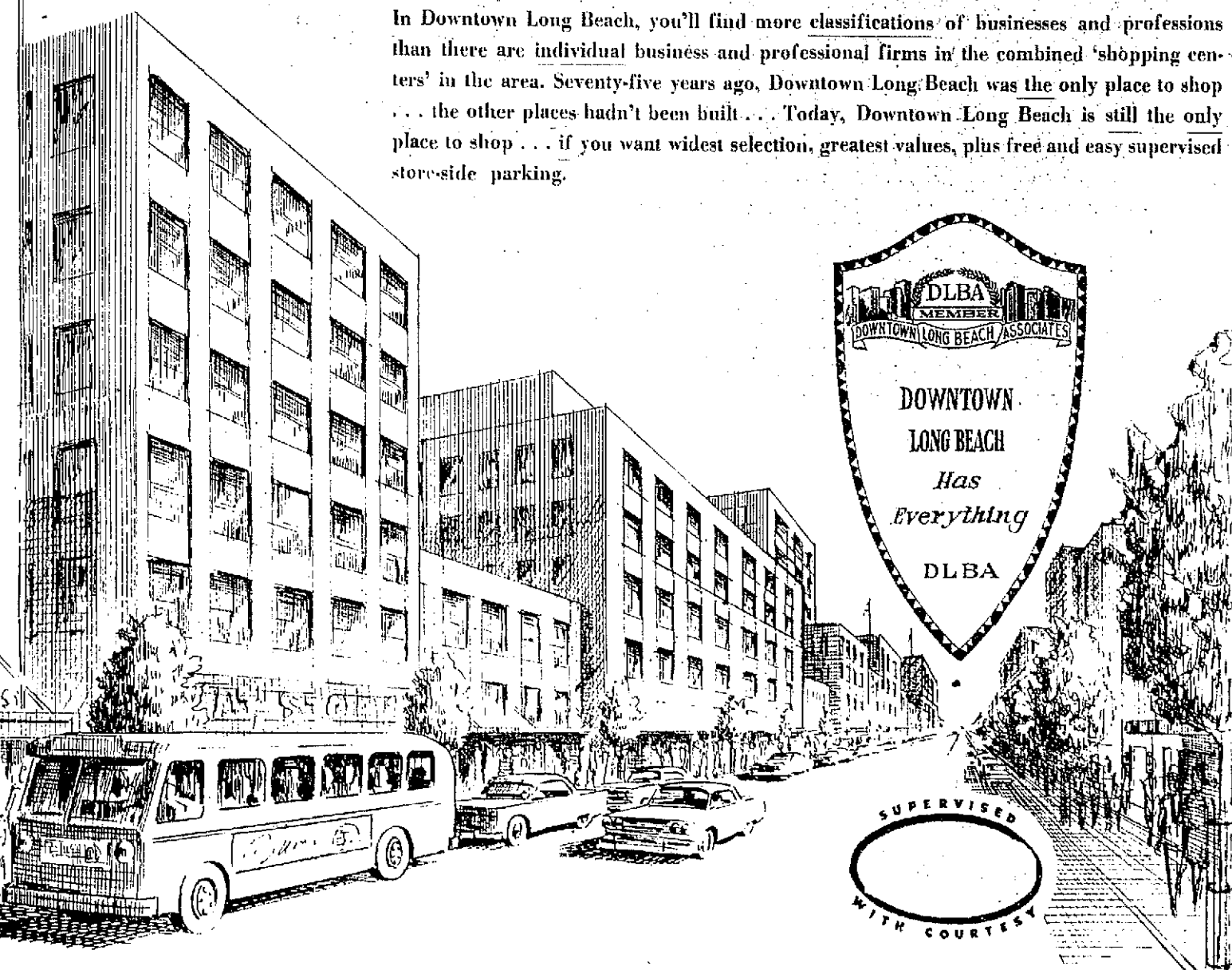
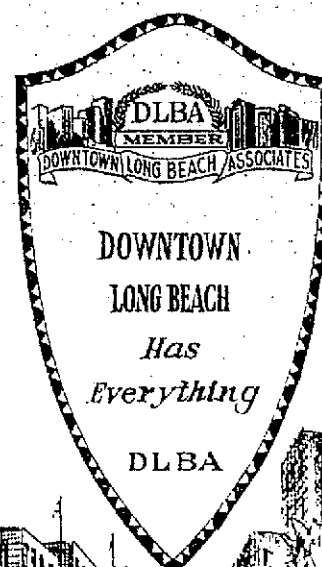


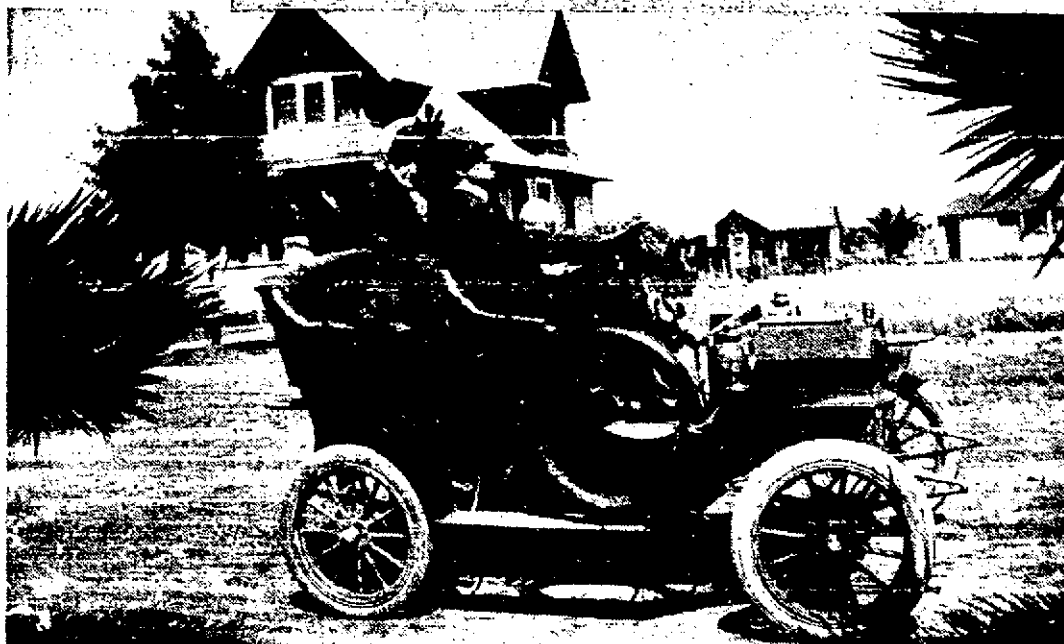
FOR 75 YEARS...

**YOUR MOST COMPLETE
Downtown
PLACE TO SHOP TODAY
LONG BEACH**

Where it all began...

In Downtown Long Beach, you'll find more classifications of businesses and professions than there are individual business and professional firms in the combined 'shopping centers' in the area. Seventy-five years ago, Downtown Long Beach was the only place to shop . . . the other places hadn't been built . . . Today, Downtown Long Beach is still the only place to shop . . . if you want widest selection, greatest values, plus free and easy supervised store-side parking.





James Schilling, Courtesy of W. L. Phillips, Jr.

When Long Beach was born, transportation meant ship, train, horse—or your own two feet. But a new century found men tasting the joys of the gasoline age, and in 1909 the proud pair above was the town's envy in their brand new Reo. Two years later, a young daredevil named Earl Daugherty learned to fly, and for 17 years thrilled the town with exploits like that below.

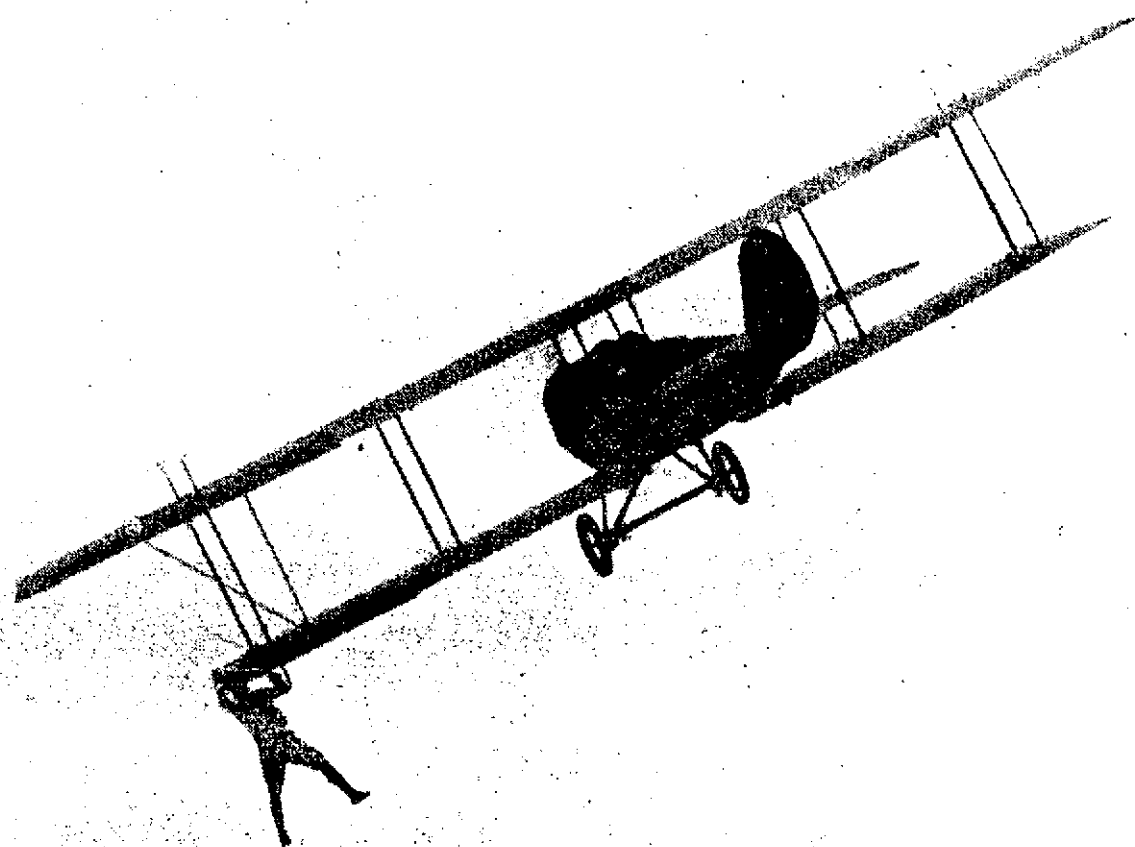
Independent-Press-Telegram

LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

DIAMOND JUBILEE

1888-1963

TRANSPORTATION



AS OTHERS SEE US

The City Where Everyone Is Rich

By JIM McCAULEY

L. P-T Sacramento Bureau

SACRAMENTO — If you want to convince your distant California neighbors of your wherewithal, say you are from Long Beach.

They will assume you are fabulously wealthy. Aren't all Long Beach persons? The seemingly well-to-do from Palm Springs and Beverly Hills are to be mis-

trusted because they could be phonies or the new-rich.

But Long Beach? Solid as the U. S. mint!

The gold-plated image has been oiled and polished through the years due to headlines throughout the state on Long Beach's prosperous oil industry and the city's role as the state's

trustee over the publicly-owned tidelands fields.

The rich-rich-rich legend has been fostered recently by such headlines as: \$500 MILLION OFFSHORE OIL FIELD IN L.B. TO TAP LARGEST PETROLEUM RESERVE IN NORTH AMERICA.

LONG BEACH residents are well aware that the only tidelands revenues spent in the tidelands area are for projects of statewide benefits relating to commerce, fisheries and navigation—such as the harbor. Hence, Long Beach citizens dig virtually as deeply into their pockets for taxes to finance municipal services as property owners elsewhere.

But outsiders are not fully informed always on the trust rules for handling tidelands revenues. They assume that oil revenues are paying for law enforcement, fire protection and paving the streets with gold bricks—and some Long Beach foes compound the confusion by asserting that Long Beach can't possibly think up ways to spend future anticipated tidelands revenues.

Such a rich-rich-rich image possibly works out nicely for Long Beach bad check artists and confidence men.

HOWEVER, the gold-plated legend creates many problems for Long Beach in the Capitol. Legislators in recent years have come up with a favorite treasury-house for financing pet projects: funds from the Long Beach tidelands.

Such is the lot of a community with a billion-dollar oil field in its backyard.

One Los Angeles newsmen recently said with tongue-in-cheek to the Long Beach delegation in Sacramento:

"You've got so much money you don't need any tidelands projects. The state ought to send a delegation to Long Beach each year to ask for an appropriation from the city to help run the state government."

IN THE Capitol, oil and Long Beach are synonymous terms — sometimes used in interchange with wealth.

State educators are also buying textbooks that are written to brainwash future California taxpayers into accepting the gold-plated Long Beach image.

The state's new fifth-grade textbook for social studies devotes two pages to Los Angeles. But of Long Beach it says briefly:

"Along the coast north of San Diego near Los An-

geles, Long Beach is a booming city where many kinds of work are carried on. Petroleum wells bring work and wealth to Long Beach. Its harbor makes it a port and fishing center with miles of sandy beach. Long Beach is a popular vacation resort."

RESULT: even the kids think you are oil-rich if you live in Long Beach.

Modern Long Beach is winning its battle for recognition and prominence, however.

For years, one Sacramento newspaper datelined Long Beach news stories as coming from Long Beach, Los Angeles County — carrying out a policy to identify by county. Now the name Long Beach stands alone.

The geographical confusion over Long Beach events is fading. But Long Beach still faces an uphill battle to retain separate identity from Los Angeles.

WIREPHOTO pictures in Northern California papers this year twice printed captions referring to "International Beauty Pageant in Los Angeles." Subsequent stories pinpointed the pageant in Long Beach, however.

The Los Angeles County exhibit at the California State Fair of 1963 had a background of a panoramic view of downtown Los Angeles. But the sole, smaller pictorial view of Long Beach was a stark oil field. The county exhibit made reference to the Los Angeles-Long Beach harbor—always giving Los Angeles top billing and never once mentioning that they were separate harbors.

Therefore, the image of Long Beach as a separate identity from nearby Los Angeles is blurred. Long Beach has fought hard for individual recognition—and a like struggle faces the community in the next 75 years.

LONG BEACH'S most significant strides for recognition have occurred in Washington. Congress has designated Los Angeles-Long Beach as the official federal designation for the metropolitan area.

But in Sacramento, state

Cement Shipping

Southern California's only deep-water cement shipping facility is operated by the Permanente Co. in the Port of Long Beach. Built at a cost of \$400,000, it received its first shipment Sept. 14, 1957.

Lumber Imports

If the lumber shipped through the Port of Long Beach in the past 30 years had all gone into modern 3-bedroom homes, a city housing 1,000,000 people could have been constructed.



MISS LONG BEACH?

tion from Sacramento. Some state officials have been so busy plotting how to raid Long Beach tidelands funds they have not given full consideration to other Long Beach projects.

In the interim, the state has opened regional offices in smaller California cities

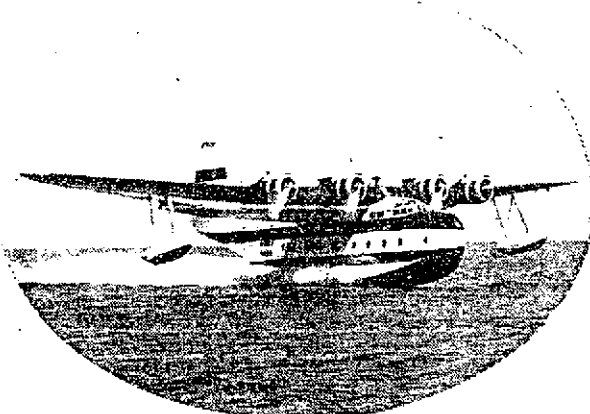
—Fresno, Sacramento, Bakersfield, etc. But most Long Beach offices are branches of Los Angeles state offices.

Money from the Long Beach tidelands is helping build the California Water Plan. Also, someday it is likely to make a signifi-

cant contribution to California education.

Long Beach citizens can be proud of how tidelands oil off Long Beach has helped keep the state's economy well-oiled. It remains to be seen whether the state will say thank-you.

FLY to Catalina with Catalina Air Lines, Inc.



When Catalina Air Lines, Inc. (formerly Avalon Air Transport) sent their first land-sea plane skyward toward Catalina Island in August 1953, a company was launched that has literally flown itself to success.

Under the personal direction of Dick Probert the fledgling air line grew from one airplane to a present fleet of 5 plus a luxury four-engine seaplane capable of accommodating 47 passengers. Over 1,000 passengers per day are carried to or from Catalina during the summer.

At the oldest established airline serving Long Beach and Catalina we can proudly say that we have met the challenge of progress by always offering the very finest in courteous, fast, comfortable and dependable service.

Catalina Air Lines, Inc.

Formerly Avalon Air Transport

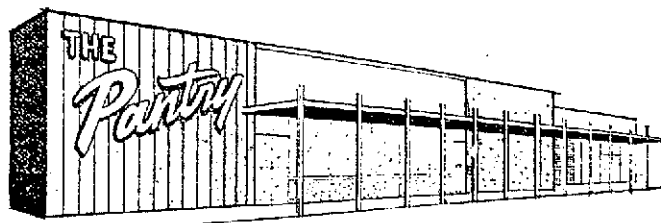
HA 1-8281

The

Pantry

MARKETS

When Pantry Markets first decided to expand this year beyond the San Gabriel Valley-Pasadena Area, it was natural that we turned first to Long Beach. The clean, friendly atmosphere of Long Beach, its outstanding per capita income, and the bright future make Long Beach an inviting city to start . . . or expand a business! . . . Your response to the Pantry to date indicates you are as glad to have us here as we are to be with you! You seem to like those Pantry extras . . . Manning's consistently finest Quality Beef, morning fresh hand picked produce, complete Delicatessen featuring famous Pantry Salads made fresh daily in our own kitchens, and that famous extra Pantry helpful service . . . You have our pledge we'll be continually striving to maintain and improve our high standards, and to grow with Long Beach in the assured happy future for this city . . .



3588 Palo Verde at Los Coyotes Center • 4929 Woodruff at Del Amo Ave.

OTHER STORES IN: • Pasadena • Altadena • Duarte • South Pasadena • Monrovia • Chino Hills

Congratulations to Long Beach celebrating 75 Years of Growth

We also are proud to be a part of Long Beach's history

FOUNDED 1919

Your Fun Car Center

Mercedes-Benz

MG

Midget

Austin Healey

Sprite

Triumph

Sports Cars

The Sport Car Capitol of the Long Beach Harbor Area

JAMES MOTOR CENTER

1350 LONG BEACH BLVD., L. B. HE 2-7911

NEWTON
SECURITY
POLICE

512 Heartwell Building

Dear Sir:

Perhaps you are one of the people who are already familiar with the Newton Security Police. We have made a lot of friends in our 25 years of service.

If you have a security problem, we have the answers!

May we show you why?

Sincerely,

T.A. Newton

NEWTON ★ DETECTIVE AGENCY Since 1929

When Long Beach Was the Lively End of the Line

by JACK BALDWIN

Recorded history shows that Long Beach will be 75 years old this year, but many early timers will claim the city was actually born on the warm, smog-free Fourth of July 1902—the day the first paying passengers rode the Big Red Cars into Long Beach.

The official records show that from that day on Long Beach grew like a weed. No other factor, not the rich subterranean oil fields, nor the mild weather, nor the sea itself would contribute as much to the growth of Long Beach as the Pacific Electric.

For 50 years following the arrival of the first passenger packed Big Red Cars the standard instruction to travelers and tourists wishing to spend a day at the seashore would be to "Take the P.E. to Long Beach."

TWO YEARS before the P.E. came to Long Beach the city boasted a population of slightly more than 2200. Eight years after the first Big Red Car clanged its way up American Avenue, the city had added nearly 2000 residents per year to record a population of 17,809 during the 1910 census.

In eight years Long Beach population increased nearly eight fold!

Many residents still living in Long Beach can recall the excitement of the arrival of the first open-end wooden cars to waddle into Long Beach on dusty and unpaved American Avenue. Population of the city at the time was ap-

proximately 2500. The first of the "California Cars"—so named because the front section was windowless so passengers could take advantage of the mild Southern California climate, arrived at 6:15 a.m. the morning of July 4, 1902. By nightfall 30,000 visitors would jam the city. They came on the Pacific Electric by the thousands. Still others, leery about the safety of the new fangled electric trolleys came by steam railroad. Thousands of others came by buggy and wagon or pedaling a bicycle.

NEARLY every one of the entire 30,000 visitors made a special effort to walk across the tracks of the P.E. at least once during the day. Some ladies of the day declined to accept the dare to cross the tracks fearing the steel rails might be "full of electricity."

Boys wearing knickers and long black stockings daringly balanced themselves on the steel rails mocking the gyrations of high wire performers.

More than one horse was "spooked" by an exploding firecracker tossed between its hoofs by a prankish youngster.

ONE OF THOSE amazed at the tremendous crowds was Charles R. Drake who was building a bathhouse on the strand. Although the bathhouse was not quite complete, he decided to open it anyway.

Reporting on the opening, Spencer Crump, author

of the book, "Ride the Big Red Cars" published in 1962, records the activity at the public plunge—as it was advertised in those days.

"They swamped it. The rush has been so great that because of the lack of dressing room accommodations we have three times had to stop the sale of bath tickets."

TWICE during the day local police raided the Long Beach Social Club for selling beer. It was against the law. The enterprising customers on one of the raids thwarted police by destroying the evidence. They drank it!

Coming of the Big Red Cars meant many things to many people.

To the youngsters of the era a ride on the Pacific Electric was as adventurous as Huck Finn's raft ride down the Mississippi. Proud was the boy and hero of the neighborhood was he who had a penny flattened beyond recognition beneath the steel wheels of a speeding string of Big Red Cars.

Riders of all ages bent on spending a day out in the open, would climb the high steps of the rail clippers, a picnic lunch packed in a basket slung over their arm, and take the 100-mile excursion trip through the Orange Empire. Newspaper advertisements hailed the ride as, "The Penny A Mile Trip—100 Miles for a \$1."

POPULAR TOO, was the rail trip from the sandy seashore to the snows on the mountain slopes. At Balboa, Newport Beach, Huntington Beach, Long Beach or at San Pedro and Wilmington a travel-mundane rider could board the P. E. and ride to the foot of Mt. Lowe. There a new adventure awaited early day travelers: a trip up the steep side of Mt. Lowe in the inclined railway to the viewpoint and lodge high atop the mountain's peak.

During the years uncounted millions of sailors from the mighty warships and ocean vessels which dropped anchor in Long Beach's great harbor would board the P.E. with great anticipation of spending a weekend of liberty in Los Angeles. In the pre-dawn hours on Monday they would return. On unsteady sea legs they would elbow through a crowd of white caps scrambling for a seat whose woven-wicker surface long ago had been polished to a high gloss by

the pocketless flannel backsides of thousands of bell-bottom trousers.

The interurban line to Long Beach brought people by the thousands to spend a day at the seashore—and the people brought money! Lots of it! The land boom was on. Undeveloped land only three blocks from the ocean was selling for \$300 an acre (when it sold) before the P.E. started regular service to Long Beach. After its arrival, promoters were selling land for an unheard of \$700 an acre located a mile from the seashore.

IN THE SAME year that the L.A. to L.B. line was complete, Pacific Electric built the Alamitos Bay Loop—and inter-city line starting at 14th and Magnolia Avenue to Alamitos Bay via Magnolia and Ocean Avenues. The route was serviced by smaller cars so delicately balanced on four wheels almost "amidships" that the car would respond like a rocking horse whenever a passenger got on or off. "Dinkeys" they were called, both by passengers and the one-man crew who served as motorman, conductor, and the clearing house on local gossip.

Christmas time regular riders along the route would bring "their" motorman gifts wrapped in green and red tissue and stack them up front by the window—a place where kids would skirmish among themselves for a spot to stand to preview the adventurous route ahead.

From 1902 and for nearly six decades The Big Red Cars would bring passengers, freight, mail and news dispatches from all over the globe to the still-mushrooming city of Long Beach.

Oddly, the Long Beach interurban line, the first built by Henry E. Huntington, father of the Pacific Electric, was destined to become final survivor of a once sprawling four-county network of rail lines at one time rated as the greatest electric railway on earth.

NEARLY 30,000 persons turned out in 1902 to herald the birth of the Long Beach line.

Two hundred mourners, mostly "Juice Bugs" (electric railroad fans), a few old time employees and a handful of veteran passengers were at trackside when it died on April 9,

(Continued Page 47, Col. 1)

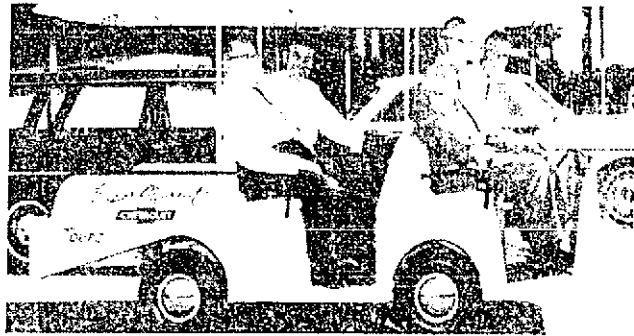


THE BIGGEST ADVENTURE a boy could dream of in 1902 was to climb aboard the magnificent Red Car and take a clattering, clanging and breathtaking ride to Long Beach. Just how much of an adventure it was is indicated by the attitudes of the two youngsters above as they enviously watch a lady step aboard the brand new car on its inaugural run on July 4, 1902. The Red Car made Long Beach a tourist must.

The Supermarket for Cars Harbor Chevrolet

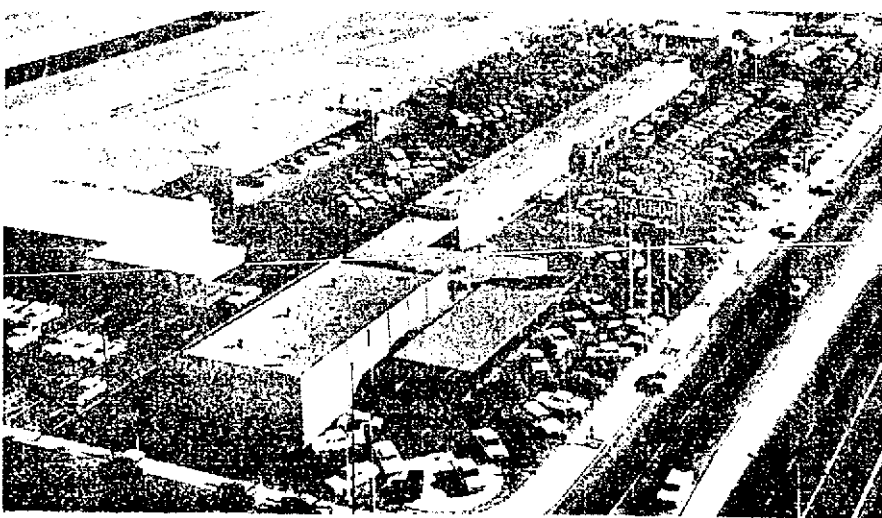


Congratulates Long Beach on its Diamond Jubilee



Something new at Harbor Chevrolet are the mobile shopping carts.

From our humble beginning 40 years ago to becoming the oldest Chevrolet dealer in Long Beach, Harbor Chevrolet has grown and developed into a Chevy Supermarket at 3770 Cherry Ave. We thank our friends and customers for our growth and progress. We invite you to shop today the Supermarket way.



7 Acres of friendly Sales & Service

We invite you to shop today the Supermarket way

HARBOR CHEVROLET

YOUR CHEVROLET DEALER SINCE 1923

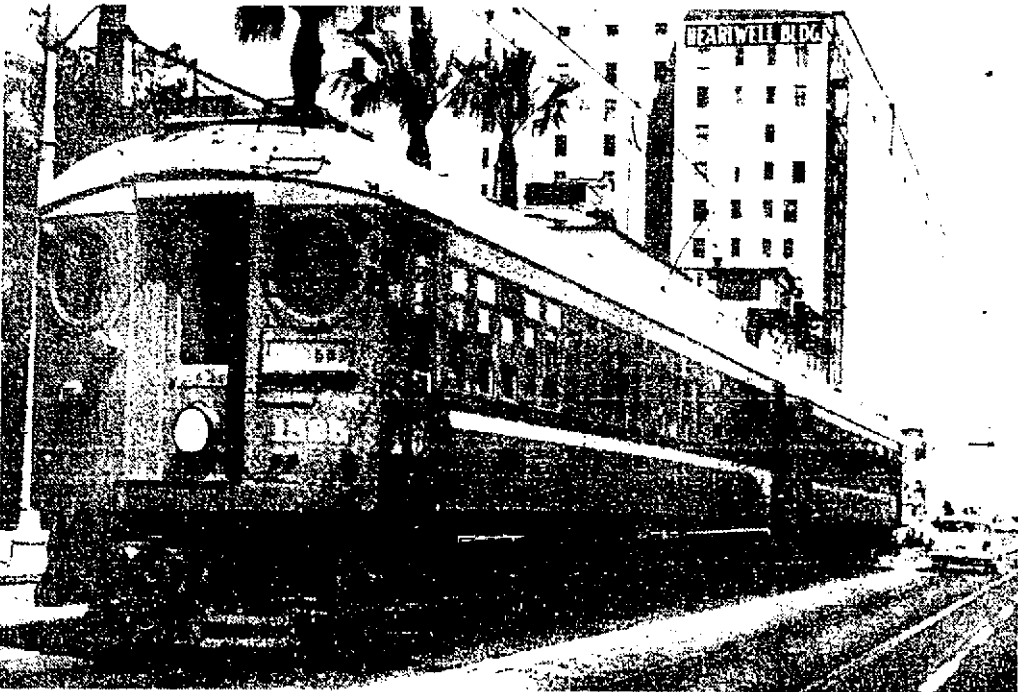
Garfield 6-3341

3770 CHERRY AVE.

Garfield 6-3341



NOT ALL the Red Cars were Big. "Dinkies" like this one on Pine Avenue were the backbone of Long Beach's public transportation system.



WHEN THE BIGGEST of the Big Red Cars were put into service on the Long Beach line, they were fitted with air horns which were probably the hoarsest and most miserably-sounding devices ever made—and there are those who think that for years they were mourning day when the last of the Big Red Cars made its last trip down Ocean Avenue (above) in 1961. Now horns are mourning in Mexico and Korea.

Pioneer of the Wild Blue Yonder

By EV HOSKING

Long Beach's initial climb into the Wild Blue Yonder of aviation progress and the life of Earl S. Daugherty are one and the same thing. A short, rugged but smiling Irishman, Daugherty was equally at home walking the wings of the early day "crates" or acrobatically wringing the heart out of an airplane. But his heart was in the development of aviation—safe air transportation for

everyone. DAUGHERTY, and his close friend Frank Champion, were inspired by the first Dominguez air meet in 1910 where "that daring young Frenchman, Louis Paulham" set a world's distance record by traveling from Dominguez to Santa Anita and back—a distance of 45 miles. In 1911 both Daugherty and Champion received

their pilot's licenses. Champion was destined to be killed during a demonstration flight in the Orient several years later, but Daugherty was to lead the development of Long Beach aviation until 1928 when he met an untimely death in an air crash just north of the present extension of Wardlow Rd. into the west side of Long Beach Municipal Airport.

Actual flying operations in the city began in 1911 when Daugherty and Champion were making successful flights from the beach in front of the site of the present Municipal Auditorium and the Earl Apartments, which were owned by Daugherty's parents.

CONVINCED that aviation was the coming thing, civic leaders in 1911 raised funds to make the city terminus for the first transcontinental air flight which ended here on Dec. 11 of that year.

Calbraith Perry Rodgers on September 9, 1911, took off from Sheepshead, N. Y. With numerous minor mishaps he managed to land at the foot of Linden Ave. on the December 11 date. Both Daugherty and Champion, in what is believed to be the first successful aircraft formation flight in history, escorted Rodgers in. The cross-country flier was killed on April 3, 1912 when his plane crashed into the surf just east of Pine Ave. Pier after a flight from Pasadena.

During 1912, Daugherty attended the Chicago National Air Races and purchased a Borel-Morane monoplane which held all European speed records of the time. The aviator flew

this plane to Long Beach. It is now the possession of Mrs. Kay Daugherty, widow of the famous flier. Several offers by the French government and the Ford Museum have been made for the plane, but Mrs. Daugherty prefers to keep it in Long Beach.

ON APRIL 15, 1913, a plane constructed by Daugherty and Champion in the basement of the Earl Apartments was successfully flown from the beach in front of the apartments.

Military fliers were trained on the beach in front of the bathhouse during 1915 when the aviation was growing by leaps and bounds due to World War I.

In May, 1919, Daugherty who had returned from serving as a military flying instructor at Rockwell Field, San Diego, opened the city's first airport which was called Chateau Thierry and located near Long Beach Boulevard and and Bixby Road.

BECAUSE of the constant influx of student pilots and the hope of more passenger traffic, the city's flying field was moved by Daugherty to the corner of Willow St. and Long Beach Blvd. in 1921. The original hangar stood on the site until recently. It was on this field that such famous pilots as Auggy Pedlar, Frank Hawks, Dick Grace and others were trained.

Realizing the necessity of having adequate flying facilities and being thoroughly sold on the idea that the city had great possibilities as an air center, in 1924 Daugherty persuaded the city to establish a municipal

airport on water department land at its present site.

At that time, the city's first aviation commission was formed. It consisted of Daugherty, Al Ebrtie and J. C. Montijo. Ebrtie was a commercial aircraft operator while Montijo combined commercial operations with a partnership in the Belmont Aircraft Co. which manufactured aircraft.

In 1927, Auggy Pedlar of Long Beach, a Daugherty student, perished in the Dole Flight from San Francisco to Honolulu. Also flying was Capt. James L. Giffen of Long Beach in a locally built triplane which crashed into San Francisco Bay on the take-off.

DURING this period of renewed flying activity, Frank Hawks, local Poly High graduate, broke all existing transcontinental speed records. Gladys O'Donnell of Long Beach won every race event in when she was entered in the Cleveland National Air Races. Mrs. C. C. McWhinney of Long Beach, the nation's 37th licensed woman pilot was killed in a crash on Municipal Airport, and on Dec. 8, 1928, Earl Daugherty who had trained all the famous local pilots and founded the city's airport, crashed to his death with Elmer Starr, owner of the Pacific Engraving Co., and W. E. "Monty" Monfort, city editor of The Long Beach Press-Telegram.

Twenty-two years after the development of the city's first airport, Chateau

First Merchant

The first known merchant to operate in Long Beach was a Chinese peddler who served farmhouses on the "Wilmington Road." Families desiring his wares raised a long pole, with a cloth atop.

Thierry, Mrs. Daugherty, turned the first ground for the development of Daugherty Field, the Long Beach Municipal Airport, as it is presently constituted.

And today, Douglas Aircraft's giant DC8s on take-off pass the old Daugherty Hangar—the first structure on a barren piece of land that was to develop into one of the nation's finest multi-million-dollar transcontinental air terminals.



EARL DAUGHERTY

Serving the
Long Beach
Harbor Area
30 Years

General Truck Sales
Congratulates
Long Beach
celebrating it's



75th birthday

Visit Our "Half-Acre" of



TEST DRIVE ONE TODAY

GENERAL
TRUCK SALES

ask about our leasing plan

2699 Atlantic

1 Blk. N. of Willow St.

GA 7-7466

Minnie the Whale

Know the story of Minnie the Whale, Long Beach's largest and for many years its most publicized mammal?

About 6 o'clock the evening of May 20, 1897, two 18-year-old lads, Arthur Hewitt and Lewis Lang, were strolling along the beach, probably discussing girls or the next day's sandlot baseball game.

They spotted Minnie the Whale, 63 feet long, weighing 60 tons, peacefully spouting water high in the air 150 feet from the shore at the end of Alamitos Ave.

They borrowed a rope from an outfit that was moving a house nearby, swam out to Minnie and tied a noose around her. The house mover, who had a team of mules, was will-

ing to try to pull the whale in.

WHEN THE mules started to pull, Minnie started for midocean, dragging the mules after her. The mover drove stakes into the sand to hold mules, rope and Minnie.

Eventually the tide came in and the whale was beached.

The next day the Pasadena, Los Angeles and San Pedro Railway (now the Union Pacific) paid \$300 and the city of Long Beach paid \$300 to the mover for the whale. The mover offered the boys \$150 apiece, cash, or four lots apiece on top of Signal Hill. The boys turned down the bare ground (which a quarter-century later spouted oil) and took the cash.

THE PASADENA, Los Angeles and San Pedro Railway ran "whale" excursions to Long Beach.

Minnie the Whale was exhibited in Lincoln Park and for a time she rested in the basement of the Public Library.

After Pine Avenue Pier was dismantled for Rainbow Pier, Minnie's skeleton was taken to a shelter at Colorado Lagoon. In 1957 the skeleton was dismantled, the bones were packed in boxes and stored in a city owned warehouse on airport property at Wardlow Road and Cherry Avenue.

Three years later boys digging in a barley field at Cherry Avenue and Carson Street came up with seven whopping bones. They had discovered an ancient elephant burial ground, it was reported. Scientists were called in.

Dr. Frank Harnett, then associate director of the Recreation Department, thought the bones looked like Minnie's. He went to the warehouse and found the door open.

HE RECLAIMED the bones and Minnie was moved again—this time to a warehouse on Alamitos Beach Park, at the end of Alamitos Bay Peninsula.

What next? "We hope," says Duane George, associate director of recreation and long-time friend of Minnie, "that sometime State College will reconstruct Minnie and display her as a zoology exhibit."

Ship and Travel Santa Fe
"All the Way"

Congratulations to the City of Long Beach
on its 75th Anniversary



Winstead Bros.

330 PINE AVE. LONG BEACH 12, CALIFORNIA

Cameras since 1927

TELEPHONE HEMLOCK 23911

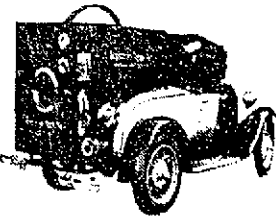
Congratulations to the City of Long Beach on your Seventy-Fifth Anniversary!

We at Winstead Bros. feel very closely allied to the people of Long Beach, having given them continuous camera service for over 36 years—ever since 1927.

Here is a picture of our first store in Long Beach. Then, as now, we offered a complete camera service, including repairs, equipment rentals and credit for photographic products and services.

The appearance of today's Winstead Bros. stores is vastly different, but the service and many of the brand names are the same.

This current picture of our Downtown Long Beach store shows only one of our six stores. These additional stores make it possible for Winstead Bros. to buy in huge quantities, effecting savings which are passed on to your customers.



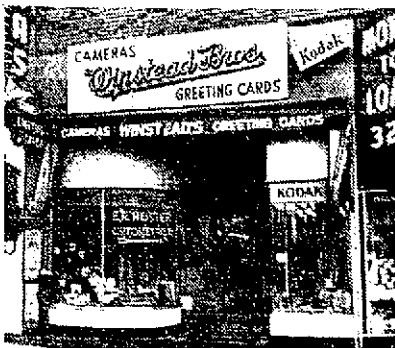
This truck, with a body in the shape of an old-style box camera, was a familiar sight on Long Beach streets as the twenties merged into the thirties. It helped make the name Winstead Bros. synonymous with the finest in camera service and supplies.

Again, best wishes on your Diamond Jubilee. We hope to be a part of the city's growth for many years to come.

WINSTEAD BROS., INC.

Arthur L. Lee
President

P.S. We have another Long Beach store at 2146 Bellflower Blvd., in the Los Altos Shopping Center.



Best Wishes
to the City of Long Beach on Its
Seventy-Fifth Anniversary

Smith & Thorp

INC.

141 E. ANAHEIM ST.,
LONG BEACH

"The Specialized Parts House for Truck Equipment"

In 1922, Les Smith and Ernie Thorp opened for business in Long Beach as an automotive maintenance shop.

Now, 41 years later, Les Smith and Ernie Thorp are still active in running the business, which has now evolved into a specialized truck parts house.

We are proud of the part we have been permitted to play in keeping the heavy equipment rolling during the tremendous growth of the City of Long Beach.

Big Red Cars

(Continued from Page 45)

1961. They gathered in front of the depot on Ocean Avenue at 2:05 in the afternoon and as the motorman sounded the airhorn the last Big Red Car pulled out geles. One hour and five minutes later the Long Beach to Los Angeles inter-urban line died at the Los Angeles Terminal of the once giant Pacific Electric.

The final trip was 18 minutes late.

CAUSE OF DEATH? Asphyxiation by strangulation. The Red Car rail system was virtually choked to death by the entwining tentacles of miles and miles of roads and highways in an atmosphere of gasoline exhaust and diesel smoke.

While the great spider-web of rail lines and rolling stock were allowed to deteriorate as more and more riders deserted the system in favor of the automobile, government officials hastened its death by spending millions of dollars of tax money to build new roads and streets.

The death toll already had started to chime when the first freeways opened; their birth was the coup de grace for the Big Red Cars—and the Long Beach Line!

WHILE THE Big Red Cars left the Long Beach scene more than two years ago some of the wide-gauge trolleys still continue to roll. Huge ocean liners hoisted aboard many of the newer style cars, secured them to the deck, and sailed for Mexico, Argentina and Korea where the self-propelled coaches have enjoyed a rebirth of service.

Three of the early day cars are part of a collection of "Juice Bugs" at the Orange Empire Trolley Museum located at Perris in Riverside County.

Many however were victims of the cutting torch which diced them into pieces small enough to feed the steel furnaces of Torrance, Vernon and Fontana.

THOSE WITH a watchful and prognosticative eye on public transportation trends prophesy that although the Big Red Cars are gone—they will be back. They will be reborn because they are part of the life cycle of transportation in Southern California.

Pacific Electric was born when other means of getting from one place to another, whether it be in a surry with the fringe on top or in a hand-crank Model T, was still a slow, laborious journey over rough and muddy roads. The Big Red Cars were by far the fastest, easiest means of travel between Los Angeles and Long Beach—before and for a long time after the advent of the horseless carriage. But the automobiles multiplied by the thousands. New roads, highways, and a new concept, the Freeway, were built to handle the millions of automobiles that were due to one day inhabit Southern California.

It became easier and much faster to go by automobile. But the life cycle is about complete. Today there are too many automobiles. It would be easier and faster to go by Big Red car—modernized, of course, to meet today's demand for speed, comfort and convenience.

MANY OBSERVERS noting the deserted rights-of-way abandoned by rail operators have suggested their use for rapid transit systems perhaps completely automated, operating unmanned and controlled by computers and "electronic brains."

While the design, construction and operation of such a "dream system" would be complicated and take years to build, the selection of a color scheme should be quick and easy. Red! What else?

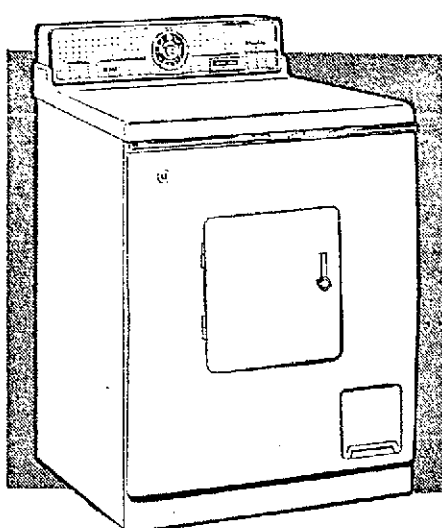


KARL TAYLOR

The HILL'S Way!

HILL'S APPLIANCES, HEADED BY MR. KARL TAYLOR, BELIEVES IN SERVICE, COURTESY AND SATISFACTION TO THE CUSTOMER. LOCATED AT 5650 ATLANTIC AVE. IN NORTH LONG BEACH, HILL'S SELLS AND SERVICES THE ENTIRE LONG BEACH AND SURROUNDING AREAS. MAINTAINING THEIR OWN SERVICE DEPARTMENT, HILL'S APPLIANCES BELIEVE IN STANDING BEHIND EVERY ITEM THEY SELL. ABOVE ALL, AT HILL'S YOU WILL FIND ONLY THE FINEST BRAND NAME APPLIANCE AVAILABLE. YOU CAN'T FIND A BETTER PLACE TO SHOP THAN HILL'S!

Only the finest brand names in TV and appliances!



NEW MAYTAG

Halo of Heat GAS DRYERS

SO FAST AND SAFE FOR ALL YOUR WASH!

The Maytag Halo of Heat Gas Dryer has the big difference in automatic dryers—a gentle circle of even heat and safe, low temperatures. There are no "hot spots" in a Maytag Dryer so you can dry your most delicate fabrics without worry. Yet the Maytag Halo of Heat Dryer is so fast it can dry a load of 32 diapers in 32 minutes. And its full, family-size capacity lets you dry as much as you can wash at one time. Maytag's efficient lint filter eliminates lint problems too.

And Maytag Halo of Heat Gas Dryers also have an "air fluff" setting that provides tumbling and air flow without heat.

Wonderful for fluffing shag rugs and chenille bedspreads.

SEE YOUR MAYTAG DRYER AT HILL'S . . . TODAY!



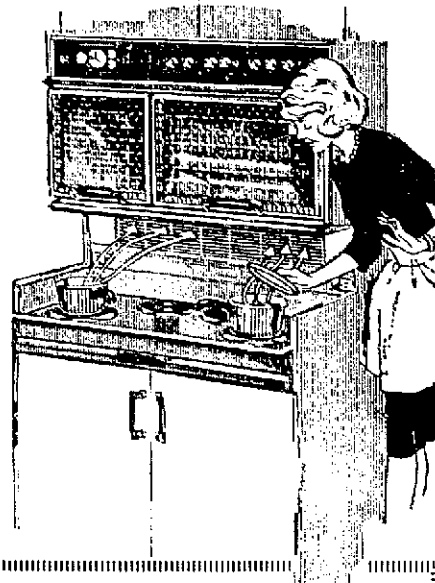
Hotpoint Hallmark

NOW THE NEW HALLMARK ELECTRIC RANGE BY HOTPOINT

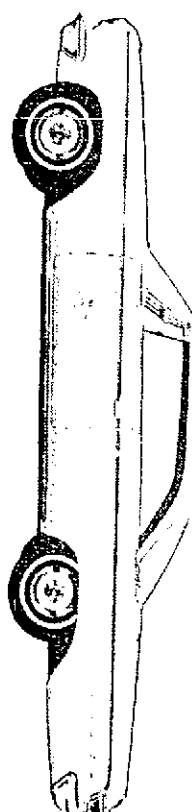
FEATURING ELECTRIC BROILING WITH OVEN DOORS CLOSED!

Vacuum-Air System, draws off steam, smoke, grease and odors! Also featuring infinite heat control—pick any cooking temperature you want. Slide out oven walls . . . you wash them at the sink like dishes.

YOU MUST SEE THIS FANTASTIC NEW HALLMARK RANGE AT HILL'S TO APPRECIATE ALL IT'S REVOLUTIONARY FEATURES!



VERNE HOLMES Dodge
Congratulates
Long Beach
ON ITS
75th
ANNIVERSARY!



BIG NEW '64 Dodge
At Huge SAVINGS PLUS
5 YEARS OR 50,000 MILES WARRANTY!

OPEN EVENINGS AND SUNDAYS

VERNE HOLMES Dodge
3449 Atlantic • GA 4-8603

33 Years in LONG BEACH



FRIGIDAIRE
PRODUCT OF GENERAL MOTORS

FRIGIDAIRE, THE FAMILY REFRIGERATOR, BANISHES FROST!

Frigidaire features the finest in Refrigerators with their exclusive Frost-Free system that ends frost and defrosting—even in the Freezer! You'll love this fabulous Frigidaire with Flip-Quick Ice Ejector, huge 150-lb. Freezer and Roll-to-You Basket. Above all and most important, too . . . Frigidaire Dependability.

SEE THIS FABULOUS REFRIGERATOR TODAY AT HILL'S!

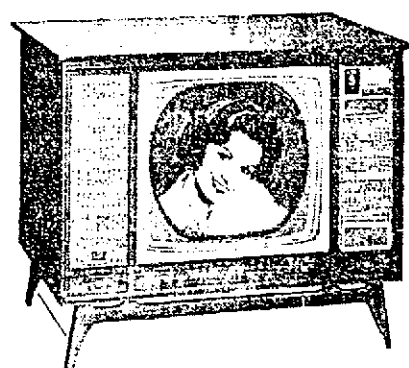
HANDCRAFTED QUALITY



THE ALL-NEW ZENITH COLOR TV WITH SPACE COMMAND

You must see the Beautiful New Zenith Color Television with all the Zenith features. No Printed Circuits, No Production Shortcuts, Hand-wired, Hand-crafted Chassis. Super Gold Video Guard Tuner, also built-in Remote Control TV Space Command. Choose from a large selection of finishes. All this and Zenith Greater Dependability, too!

BUY YOUR NEW ZENITH COLOR SET AT HILL'S



HILL'S

90-DAY TERMS FREE TO CASH BUYERS

It Pays to Buy at Hill's Because:

- WE GIVE HIGHEST TRADE-INS • COMPLETE SELECTIONS • OUR OWN SERVICE DEPARTMENT BACKS WHAT WE SELL • NO DOWN PAYMENT NEEDED

15 YEARS IN SAME LOCATION.

5650 ATLANTIC AVE.

NORTH LONG BEACH

GA 2-0908, GA 2-7078

STORE HOURS:
MON.-THURS.-FRI.
'TIL 9 P.M.
TUES.-WED.-SAT.
'TIL 6 P.M.
Closed Sundays



Getting There Was Twice the Fun the Fun

Motorists will never again know the sense of high adventure with which travelers embarked on their automobile journeys in 1909, surrounded by genuine leather upholstery, heroic brass lamps and great, sturdy straps to keep



things in one piece. The two autos above were among the first to chug down Long Beach streets. Make of car at top is unknown. Second car has the name "Jackson" written in brazen letters across radiator.

They Rode Gallant Windships

By DOROTHY M. NICHOLSON

News of the discovery of gold in California in January, 1848, did not reach the East Coast until the following September. After a few months, the people became convinced that the news was true, and "yellow fever" be-

There were three ways that a man could get to the gold fields. Most Westerners went by wagon, overland and across the mountains. A second way was by sea to Panama, overland to

the Pacific, and again by sea to California. The third way, by sea around Cape Horn, was chosen by most Easterners for they had been seafarers for generations. People and supplies were transported around Cape

Horn, 15,000 sea miles from New York to San Francisco, and the trip took an average of 200 days. China clippers were the solution for making such a trip, for they could carry much cargo and make good time as well.

The SAMUEL RUSSELL made the trip in a record 109 days in January, 1850, but two months later, the SEA WITCH arrived in San Francisco in 97 days. She was the first ship to make the passage in less than 100 days.

WHEN A SHIP was ready to leave New York, it was an occasion of great excitement. Many people crowded the dock, and the mates and boys scurried around to complete their last minute duties. As the passengers, some children, clambered aboard there were many goodbyes, cheers and tears. Pigs, chickens, and a cow or two on deck usually added to the noise. The crew members and their baggage were taken aboard. A sailor was considered lucky if he brought a straw mattress—called a donkey's breakfast—a chest or kit-bag containing oilskins, sou'wester, rubber boots, leather belt, knife, blanket, and a plug of tobacco.

The mate would muster the crew forward to man the capstan bars and heave anchor. Then, at a command, the men would strain against the capstan bars. A shantyman, starting a song, would be answered by the crew while they worked and shuffled their feet in rhythm. When the clipper was on its way, the ship, which had seemed a lifeless thing of wood, hemp, and canvas, was slowly transformed into a beautiful sea bird.

The crew was called together by the captain as soon as they were well under way, and was assured of good food and treatment as long as they spoke when spoken to and obeyed orders quickly and willingly. As the captain talked, this gave the officers the opportunity to search the crew's baggage in the fore-cabin and confiscate any weapons or whiskey. The crew was then divided into two watches: on duty four hours, then off four. Between 4 p.m. and 8 p.m. were two two-hour watches—the dog watches.

They sailed through the variables of Cancer, the belt of calms, and some variable winds called the Horse Latitudes. There was only a slow deep surge of motion and the slap of sails against the masts as the ship reached the calm and the cat's paws. The crew had to be ready to brace the yards to catch the breeze which could result in a miniature tempest, and then be gone.

Upon crossing the equator, they welcomed King Neptune on board with great ceremony. He, of course, was a sailor dressed in a canvas robe and wearing a wig and beard of rope.

THEY WOULD pass through the variables of Capricorn and then prepare for the latitudes of the Roaring Forties and the Horn. Rounding the Horn in July meant winter weather with snow, hail, and heavy seas. Snow drifts often had

to be shoveled overboard. Icebergs were an ever-present danger. All of this gave Cape Horn its nickname—Cape Stiff.

Rounding the Horn, they entered the waters of the South Pacific with a hope of kinder weather and winds. However, the Roaring Forties on the west side of the continent had to be crossed, and gales were always expected. Valparaiso, Chile, was a welcomed sight, and a stopping place for replenishing their supplies.

Following up the coast with good S E trade winds to well above the equator, they again entered the doldrums. At this point a complete cleaning of the ship would begin. The heavy Cape Horn storm sails were mended and stowed away, and slack on the standing rigging, caused by the strains of the heavy weather was taken up. The masts were scraped and oiled, all painted work was scraped and repainted, and the decks were holystoned. It was a

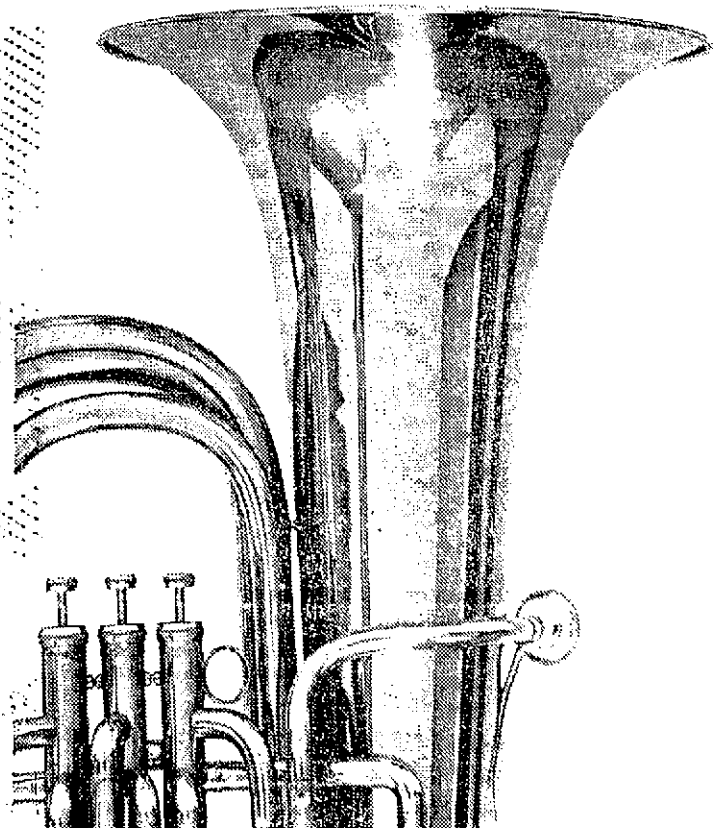
matter of pride for officers and crew that their ship appear beautifully new when they entered San Francisco.

AFTER several days they would pick up the N E trade winds and move on toward their goal. At sight of the Farallons, rocky islands about 25 miles off the Golden Gate, the call was "Land ho!" and all hands and passengers were on deck to watch.

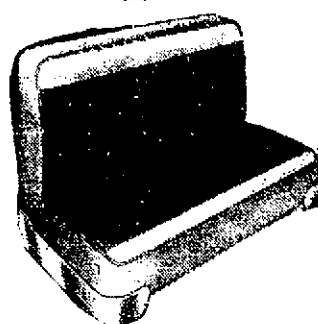
The captain would put a special watch or guard on the sails to prevent the crew from stealing them (for miner's tents) for he expected that they would probably desert and head for the mine fields.

A crowd would gather as a ship headed for Market Wharf. Orders for unbending fore-and-aft sails, yards laid square, gaskets and ropes in position, and finally to pump the ship, and the crew would sing with joy. Their song signaled the end of the passage.

When the "GOP" railroad...abbreviated, by passengers, from "get-off-and-push"...first served Willmore City with horse-drawn cars, Willmore City was still to become Long Beach! Not until 1888, the year Long Beach became a city, did trains replace that early line from nearby Wilmington. Today, with aircraft leading in its industry, Long Beach looks to the skies...and to the world from a harbor that, second in volume on the West Coast, handles 12 million tons of cargo a year and well over 1,900 passenger liners and commercial ships. On its West Beach is the U. S. Navy Shipyard, among the most modern shipyards in the United States. Today Long Beach is host to the world, home to more than 375,000 within the city itself, hub of its ever-thriving area of nearby communities and growing industry. Long Beach long ago learned to look to the future. Congratulations in this your 75th year. Automobile Club of Southern California



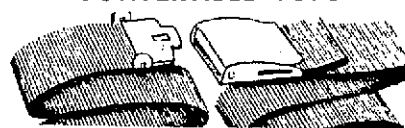
Gardena, 2416 W. El Segundo Blvd. • Long Beach, 757 Pacific Ave. Long Beach, 4565 California Ave. • San Pedro, 1616 So. Gaffey St. Torrance, 2606 Sepulveda Blvd.



AUTO SEAT COVERS



CONVERTIBLE TOPS



SEAT BELTS

CARPETING • MATS • HEADLINERS • DOOR PANELS
MUFFLERS • TAIL PIPES • AND RELATED INTERIOR PARTS

LONG BEACH

538 Long Beach Blvd. (1/2 block north of Sears) ME 5-7467

COMPTON

1815 N. Long Beach Blvd. (1 block South of Sears) NE 8-8546

DOWNEY

7421 Firestone Blvd. TO 1-7812

ANAHEIM

Lincoln at Brookhurst PR 6-2300

SANTA ANA

2071 S. Main at Gertrude KI 5-0444

LAWDALE

16911 Hawthorne Blvd. 370-1577

We remember the Long Beach of Yesterday...

The cattle ranges... sheep pastures and barley fields... Long Beach, emerging as a seaside resort in 1888... the beginning of our Bank in 1920 to serve the growing financial needs of Long Beach... the discovery of oil at Signal Hill in 1921... the population boom and a city is born. World War II bringing the aircraft industry and naval base to Long Beach and creating another population boom... MORE GROWTH FOR LONG BEACH!



OUR BANK IN 1920 THEN WESTERN TRUST AND SAVINGS BANK

the Long Beach of Today...

We have come a long way since the days of the cattle ranges. We have grown into an all-modern city, alive with industry, shipbuilding, manufacturing, and commercial fishing. And we continue to rank high as a seaside resort attracting thousands of tourists each year to enjoy our beautiful beaches, the excitement of "Rainbow Pier", the band concerts and many other fine cultural activities. Yes—it has been 75 years of continuous growth for Long Beach, and First Western Bank is proud to have played an active part in its history and development.

the Long Beach of Tomorrow...

We look forward to new, continued growth by helping you achieve your business and personal financial goals. Whatever your banking needs, we cordially invite you to call on FIRST WESTERN BANK.

FIRST WESTERN BANK

Member Federal Deposit Insurance Corporation



LONG BEACH OFFICE

130 East First Street

HE 5-1741

MAX E. NICHOLS

First Vice President of Long Beach



PACIFIC OFFICE

2200 Pacific Avenue

GA 5-1741

DONALD S. DARLING

Manager

IT'S GETTING UGLIER

The Traffic Bugaboo

By CHARLES SUTTON

Call it a paradox, if you will. Or look at it as just another case of human folly.

But in an area where the experts are generally agreed that the automobile no longer holds the key to the transportation problem...

Car ownership keeps going up (the three-car family is already here).

Freeways keep getting built (at least the planners are trying to build them to accommodate the growing car population).

Roads keep getting improved.

Traffic systems keep getting modified.

And rapid transit keeps getting put off.

Perhaps it's not a happy picture; but it's a true one. And it reflects the frustrating state of transportation in Long Beach and the surrounding area—where the daily traffic jams have become as predictable, if not as navigable, as the tides of the ocean.

ably chortling over the grimly humorous spectacle of a community that seems bent on tying itself up in traffic knots and spreading a noxious haze over its woebegone inhabitants.

Then, too, they're probably sighing for the good old days, when...

"Unless this county develops a (rapid transit) system—and develops it quickly—you face a... menace to public health from air pollution."

"You face the early adolescence of your freeway system."

"You face the gradual but certain paralysis of your entire economy."

—Gov. Edmund G. Brown

Oldtimers who recall the horse-drawn railroad and, later on, the big red cars and jitney buses, are prob-

ably chortling over the grimly humorous spectacle of a community that seems bent on tying itself up in traffic knots and spreading a noxious haze over its woebegone inhabitants.

Then, too, they're probably sighing for the good old days, when...

WELL, WHEN transportation was getting started in Long Beach, for instance, it was 1885 then, and the horse-drawn railroad was carrying passengers from the northeast end of the village to the old Long Beach Hotel, which was situated on a bluff overlooking the ocean. The town was only four blocks square, and incorporation lay three years in the future.

In those days, if a pas-

senger decided to take a ride on the railroad, he also had to be ready to help lift the car back on the rails if it jumped the track.

THAT HAPPENED so often that patrons soon were dubbing the line the GOP, or Get Out and Push railroad.

The situation didn't improve much when steam power came in a few years later. The cars continued to jump the rails, and the passengers could only resume their journey after they had all got out and exerted their collective muscle power.

In time, the GOP bowed out in favor of the electric trolley, and a period of unprecedented growth and well-being was ushered in for Long Beach. The period started shortly before the turn of the century. But for those who recall the Fourth of July of 1902, it really began then.

BY THAT time, Henry E. Huntington, had formed an SP subsidiary known as Pacific Electric. And communities throughout Southern California were virtually giving away rights of way to become part of what was later to be called "The Greatest Electric Railway System on Earth."

The Red Car era had begun in a blaze of expansion. Its passing, nearly 60 years later, would bring wails of anguish from a generation that had literally grown up with and learned to love the Big Reds.

FOR LONG Beach, the end came in 1961, when the MTA, in the face of determined opposition from city officials and loyal Red Car patrons, discontinued the Los Angeles-Long Beach rail passenger run and shifted to buses. The red cars were laid to rest.

Symbolically, the move to buses marked the end of the fabulous trolley era. It also confirmed what many people were only beginning to sense: the primacy of the automobile in American life.

Someone charting the course of public transportation in Long Beach during the second half of its history might be tempted to steal a phrase from Gibbon and title his work The Decline and Fall of Public Transportation in Long Beach.

FOR PUBLIC transportation here has followed a curiously parabolic path since its beginnings in the 1880s.

Roughly speaking, it reached its apex in the early 1920s. At that time, the trolley system, despite some developing cracks in its structure, was still a powerful force in transportation, providing extensive service both within and without the city. Long Beach also was serviced by two transcontinental railroads then (the Salt Lake and the Southern Pacific). Luxury liners were bringing passengers into Long Beach harbor, and there was direct PE service from Long Beach to Los Angeles' Union Depot.

By the end of World War II, most of that had changed.

As Independent Press-Telegram writer Spencer Crump noted in 1956:

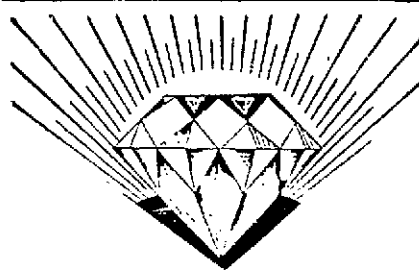
"Mounting labor costs and use of the ships in World War II brought an end to luxury liner service."

"LOCAL property owners, seeking to improve the city, found technicalities to force removal of the SP tracks in 1922."

"And the Salt Lake Railroad tracks were removed in 1930 when the city paid \$240,000 to the Union Pacific, then owner of the firm, to 'improve' the city."

He went on to say that "convenient air travel facilities never developed because transcontinental air line operators could not be persuaded to make stops

(Continued Page 50, Col. 1)



A YEAR OF DIAMONDS..

75 Years for Long Beach
and 55 Sparkling Years in
Long Beach for

GLENN E. THOMAS co.



GLENN E. THOMAS
President



MONTE DAVIS
Vice President & General Mgr.



HARMON DOWNING
Secretary-Treasurer



ART NELSON
General Sales Manager



LEONARD J. CAST
Manager, Parts Dept.



HANK FOHRING
Manager, Body Shop



LEON WALKER
Service Manager



CURT WAGGONER
Tool & Die Mfg.



NEWT MARTIN
Tool & Die Mfg.



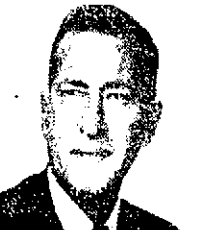
TONY WOLTRAMP
Tool & Die Mfg.



ARNOLD STUDIER
New Car Sales



S. C. WILKENBURG
Used Car Sales



JACK LEWAY
Used Car Sales



PAUL REYNOLDS
Used Car Sales



JEFF SEVERSON
Used Car Sales



RON RAPP
Used Car Sales



TOM WILLETT
New Car Sales



HARRY DIXON
Used Car Sales



RANDY REINEKE
Used Car Sales

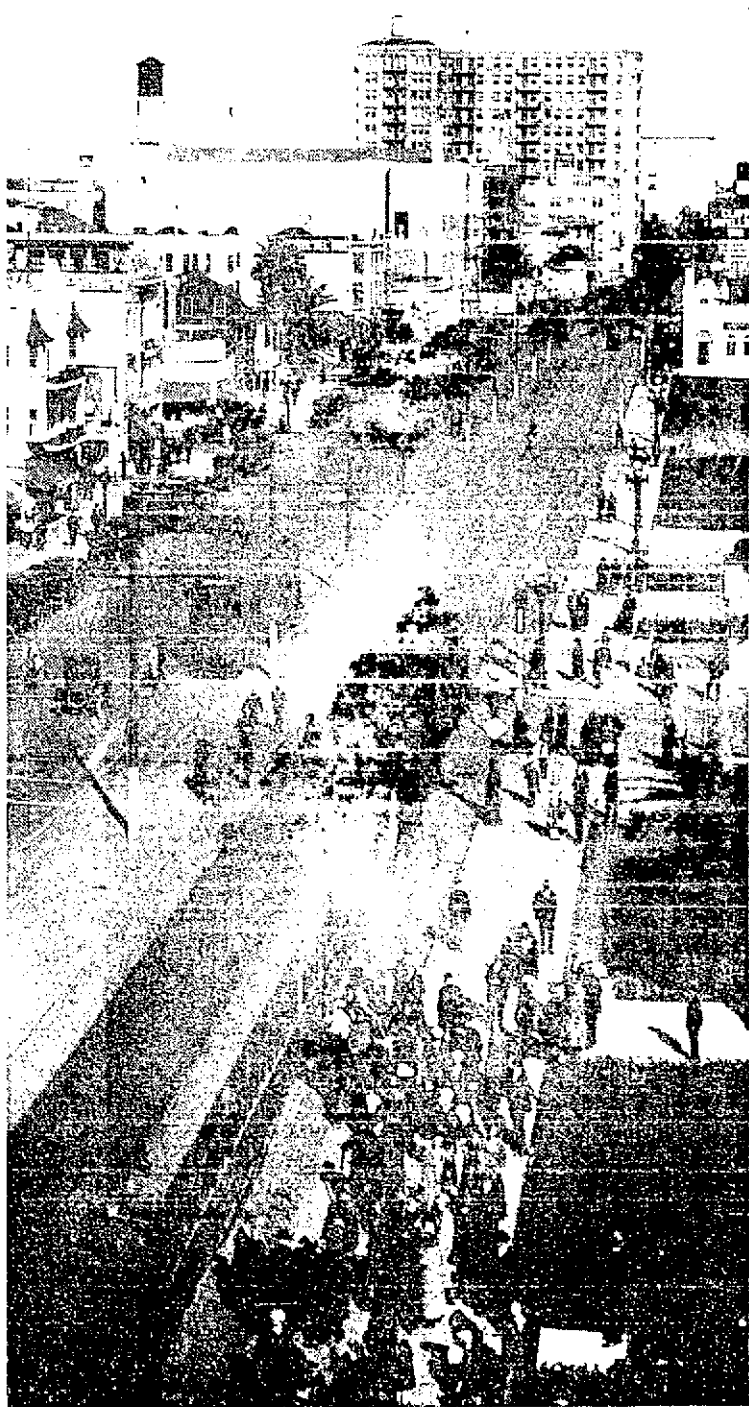


GEORGE POLHILL
Used Car Sales



L.B.'S FIRST PUBLIC TRANSPORTATION

The horse-drawn rail car above was the first known public transportation in Long Beach. It hauled passengers from the palatial Long Beach Hotel to the northeast end of the village in 1855, and was known as the GOP (Get Out and Push) because passengers were required to dismount and lift the car back on the tracks occasionally. Later, the line was equipped with a steam engine (lower picture), but the GOP nickname still applied.



RAIL TRANSPORTATION was in its glory in 1925 when this picture was taken on busy Ocean Boulevard as passengers prepared to board the Salt Lake Railroad's train just west of Pine Avenue as streetcar further up the street heads for San Pedro. Today's travelers don't have the same conveniences.

Glenn E. Thomas co.
DODGE
Since 1900
310 E. ANAHEIM (Corner of Elm) LONG BEACH UE 7-6491

The Traffic Bugaboo Gets Uglier

(Continued from Page 49)
here due to the proximity of Los Angeles."

SINCE Crump wrote, the situation has altered significantly in only one respect—that is in terms of ocean liner passenger service, which has enjoyed a healthy revival in the past few years. Otherwise, except for a minor jump in air passenger business, the condition of public transportation in Long Beach has continued to deteriorate.

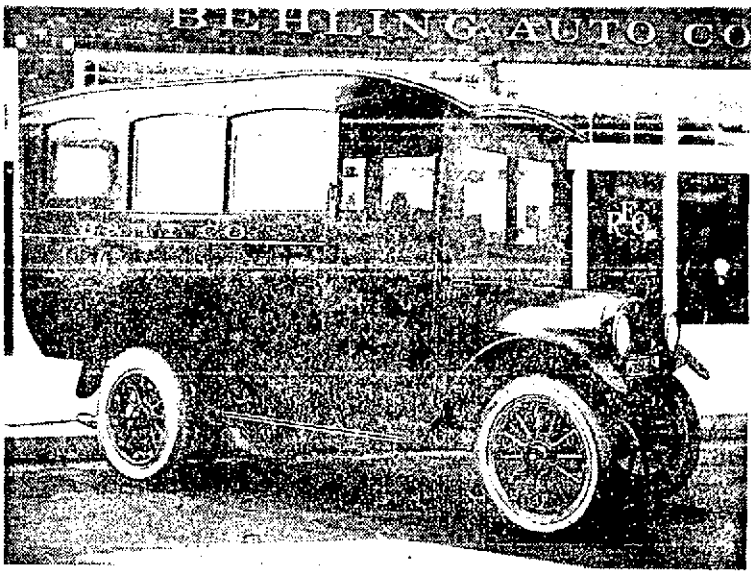
Today, two airlines—Pacific and Western—offer flights from Long Beach Municipal Airport to San Francisco, Las Vegas, Santa Barbara, San Jose and Lake Tahoe while two others—Catalina Airline and Catalina Channel Airline—carry passengers regularly between here and Catalina Island.

At Long Beach harbor, ocean-going traffic now averages about 10,000 passengers a year, with the bulk of the business being handled by P&O-Orient Lines, reputedly the biggest passenger operation in the world.

HARBOR spokesmen point out that while the harbor still trails Los Angeles by a considerable margin, it nevertheless has been closing the gap in recent years. In 1959, for example, Long Beach handled only one-eighth the number of ocean-going passengers that Los Angeles handled. By 1961, it had brought the ratio up to one-fourth.

On the ground, there was no mistaking the continued decline of public transportation here after 1956. The Red Cars, of course, eventually disappeared; but bus service, both intra-city and interurban, also suffered heavy losses.

It was the same story all over the country for buses, says Henry Jordan, chief engineer and secretary of the city's Bureau of Franchise; rising costs forced successive fare increases, which in turn compelled



Winwood Collection, Courtesy of Long Beach Library

NICKEL ROCKET

For a nickel, you could climb aboard the spanking new 1920 Reo bus and be whisked almost anywhere in town by the B & H Transportation Company.

patrons to switch to other forms of transportation—primarily the automobile.

ON A FINANCIAL level, the result was a large-scale shift to public ownership, private bus operators finding it difficult, if not impossible, to remain in business and still make a profit. And the trend continues, as evidenced by the recent transfer of Long Beach's private bus line to quasi-public ownership.

The postwar period was perhaps the roughest for public transit in Long Beach. Under the onslaught of the automobile, the once-powerful he-man of public transit shrank to a 97-pound weakling. Patronage on the city bus lines, for instance, dropped 60 per cent in 15 years.

It is now asserted that only a revival of mass transit in modern form can temper the impact of the automobile revolution and save the nation's cities from possible strangulation.

For the Los Angeles metropolitan area, that would mean an efficient

rapid transit system. That, plus the freeways.

In Long Beach itself, say local experts, the solution is not rapid transit—not yet, anyway.

They feel Long Beach can keep pace with the steadily rising traffic volume by a long-range program of street and traffic improvement, as well as by construction of additional freeways through the city.

CITY TRAFFIC Engineer Robert Dier has estimated, for example, that it will take something like \$46 million over the next 20 years to enable the city's east-west arterial system, already heavily taxed, to keep pace with anticipated demands.

Some of the improvements he recommends include the widening of streets, a ban on curb parking during peak travel hours, the prohibition of left turns, establishment of more one-way thoroughfares and refinement of the traffic signal system.

"I'm not concerned about

today," says another city planner. "It's 1980 I'm worried about. By then we'll have two and a half times the number of cars that we have today. (With the human population of Long Beach around 400,000, the city already has almost one car for every two persons living here.)

"Unless we have more freeways," he adds, "it scares me to think what will happen."

IS THE city preparing for 1980?

Yes—and no. Its master freeway plan, drawn up in conjunction with the state's, now calls for completion within the next few years of the Riverside (or Artesia) Freeway, running along the northern edge of the city; the San Diego Freeway, running diagonally across the middle, and the San Gabriel River Freeway, running north and south along the eastern edge of the city.

On the other hand, the proposed cross-town freeway, a section of the state's

Pacific Coast Freeway and once part of the city's master plan, has been abandoned. And there is every indication that the proposed multi-million dollar De Forest Expressway faces the same fate.

TRAFFIC engineers and city planners had hoped that the De Forest Expressway, running roughly parallel to the Long Beach Freeway for about five miles, would take a lot of the local pressure off the freeway. For there is every indication that the Long Beach Freeway will be jammed to capacity within the next few years.

City councilmen, however, sensitive to complaints of intrusion from residents along the proposed right of way, apparently are of a mind to shelve the plan.

"I don't envy the council members," says one planner. "Right now, as they see it, the traffic doesn't warrant all that drastic land development. And there's no denying the fact that a freeway cuts a big gash through a city."

"THEY'RE in a real dilemma," he continues. "Besides, it takes a special kind of nerve to resist even the slightest kind of pressure when your political future is tied to the ballot box."

"As a technician, though, I can't help but speculate on what will happen if we don't build those freeways and expressways."

Privately, most of the planners seem to think the choice of the freeways will be forced on the council by the pressure of events. They merely wonder whether the decision will be made in time to avert a crisis.

"IT'S LIKELY some day that the planners will have to look beyond the freeways for a solution to the city's transportation problem. Say

to a municipal rapid transit system. In the meantime, though, they feel the city's population density can neither justify nor pay for such a system. And beyond 1980, they aren't speculating.

Their sentiments are less ambiguous on the question of rapid transit between Long Beach and Los Angeles. On this there is virtually unanimous agreement that not only is the link desirable, but essential to the city's future.

"This business of making giant parking lots of the

freeways has got to stop. We need both rapid transit and the freeways if we're not going to be submerged by cars," says one, echoing the feelings of the others.

CITY TRAFFIC Engineer Dier lends weight to the argument by pointing out that within the next eight to 10 years, the Long Beach Freeway will have reached its saturation point. "This poses a real crisis," says Dier, "because the Long Beach Freeway is presently the only good access we have to Los Angeles."

Rapid transit advocates say the only sure way to relieve congestion is to get people out of private automobiles and into public transit—that is, "to move people, not vehicles." (It is estimated that something like 95 percent of all travel in the metropolitan Los Angeles area is done by automobile—the highest such figure in the country.) If nothing else, say the rapid transit proponents, sheer logic dictates the necessity of rapid transit.

More than that, assert

(Continued Page 51, Col. 6)

The oldest established men's store in Belmont Shore, PHIL HAHN'S MEN'S WEAR, observing our city's Diamond Jubilee, presents the "diamond" of the sweater world...

The pro's say, "a real low score sweater should have" ... easy, but not floppy sleeves, a waistband that stays put, relaxing shoulder cut, wool and alpaca ... this sweater has them all, so JANTZEN calls it the Ken Venturi cardigan.

Oh, to have a golf score equivalent to Long Beach's birthday ... 75!!!

PHIL HAHN
MEN'S WEAR
BELMONT SHORE

5211 E. 2nd St. WE 9-7547



"Your municipal water department has grown with Long Beach. While working to make the high quality drinking water in Long Beach even higher in quality, your Board is taking all necessary steps to assure an ample supply for the future growth of our community."

—EVERETT HOUSER
President, Board of Water Commissioners

42
YEARS
OF GROWTH ...



1911

500,000 GALLONS PER DAY

1963
50,000,000 GALLONS PER DAY

WATER
PRODUCTION

ADMINISTRATION BUILDING
1600 WARDLOW ROAD

"PURE WATER --- LIFE'S MOST PRECIOUS PRODUCT"

The Traffic Bugaboo Gets Uglier

(Continued from Page 50)

some planners, Long Beach cannot escape the fact that its future is inextricably tied to that of Los Angeles. They also argue that in some respects Long Beach is a bedroom city, with thousands of people living here and working elsewhere, primarily in Los Angeles. And nothing can better serve the interests of both cities than a rapid transit link between them.

MOREOVER, there is concern that if a rapid

transit line isn't built soon, the success of the California World's Fair will be placed in serious jeopardy. The fair is due to open around 1967.

"On a good day, some 200,000 persons are expected to attend the fair," says Henry Jordan of the City Franchise Bureau. "It's obvious that Long Beach can't possibly house all these people. They're going to have to find accommodations in Los Angeles. And there simply isn't enough room on the roads linking the two cities to handle that

kind of traffic."

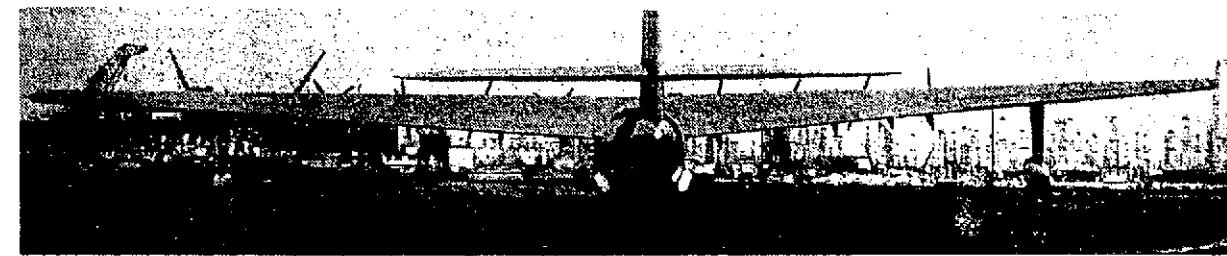
Unfortunately, plans for a rapid transit system in the county have become bogged down in a morass of indecision, financing difficulties, routing problems, legislative squabbling, municipal jealousy and just plain recriminations.

Not long ago, some observers thought they saw a faint ray of hope for rapid transit. But if nothing more than hope emerges soon, one thing seems certain to develop — the biggest damned traffic snarl you ever saw.

To Eloi J. Amar -
Your past business and
cooperation is truly appreciated
I hope that some day Long Beach
will regard this plane with a certain
amount of pride.
Howard Hughes



SHORTLY AFTER he piloted his 200-ton plywood flying boat on a mile-long, 70-foot-high flight over Long Beach harbor on Nov. 2, 1947, Howard Hughes wrote the inscription above for Port Manager Eloi Amar. Since then, the "Spruce Goose" — whose 320-foot wings, 219-foot hull and estimated \$56,000,000 cost make it the world's biggest and most expensive airplane — has been shrouded in mystery in a huge hangar built over the construction site (left) on Pier E. What will be the eight-engined monster's fate? Nobody knows. But Hughes' \$32,000-a-year lease on the Pier E site expires in 1966, and the Goose may at last be forced to leave its nest.



Courtesy of Long Beach Harbor Dept.

Bringing home the
good Weber's bread
has been a Long Beach
tradition for over
33 years!

The Weber's bread you buy in Long Beach is baked in Long Beach by Long Beach people.

We're proud to join in this Diamond Jubilee Celebration.



BUILDING with LONG BEACH...

"The City That Has Everything"

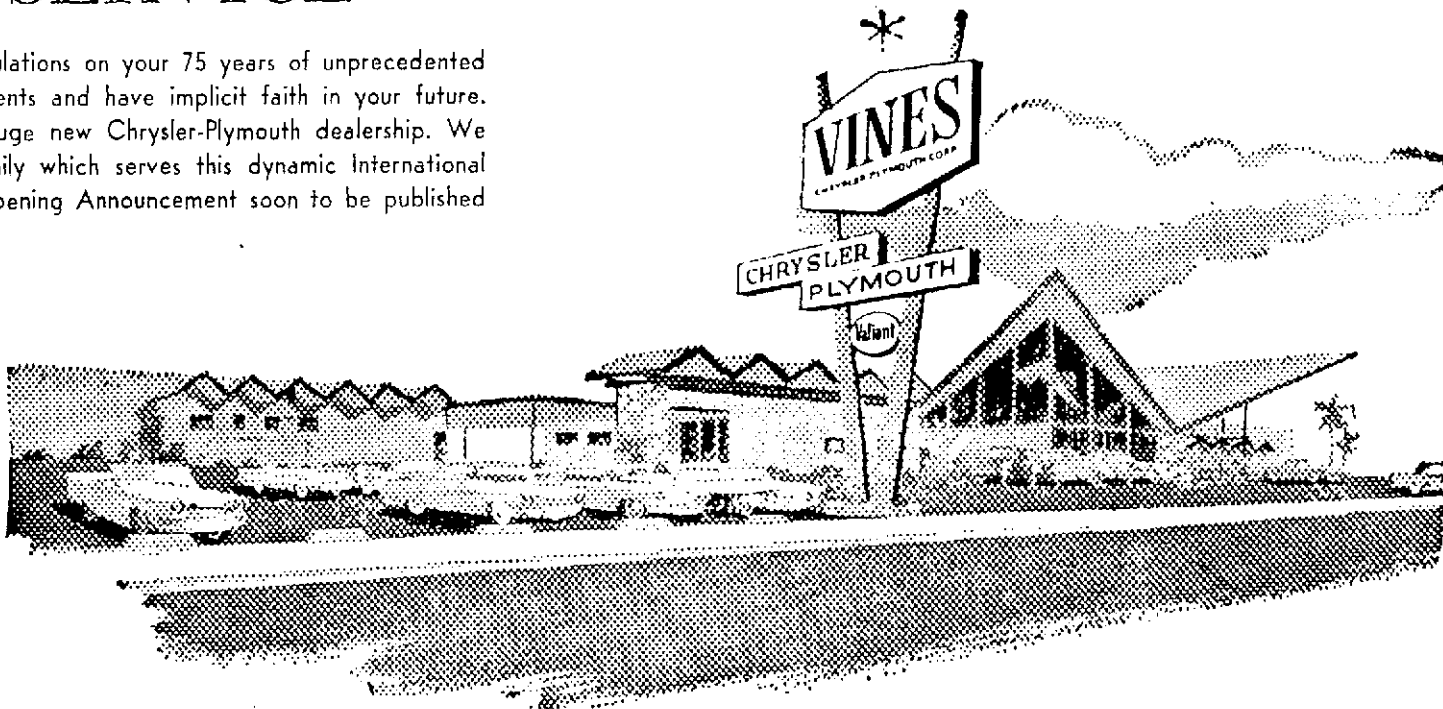
RAY VINES

your newest

CHRYSLER • PLYMOUTH SALES & SERVICE

Long Beach . . . you've got everything! Congratulations on your 75 years of unprecedented growth. We admire you for your past achievements and have implicit faith in your future. That's why we selected you as the site for our huge new Chrysler-Plymouth dealership. We are proud to become a part of the business family which serves this dynamic International City by the Sea. Watch for our official Grand Opening Announcement soon to be published in this newspaper.

Southlanders by the hundreds are stopping by our new home at Willow and Lakewood. Our showroom is scheduled for completion on December 1st; meanwhile, sales are really rolling from our huge open lot display of '64 cars. Why don't you pay us a visit?



VINES CHRYSLER • PLYMOUTH

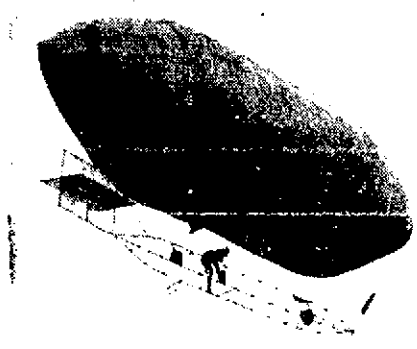
"SHOWPLACE of the SOUTHLAND" for Imperials, Chryslers, Plymouths and Valiants

1201 E. WILLOW (Katella) at LAKEWOOD, LONG BEACH

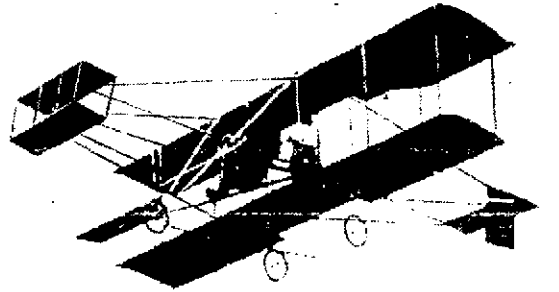
PHONE US AT 426-7301

HERE NOW!
THE TOTALLY NEW, OH SO-PLUSH
1964 IMPERIAL
SEE IT! DRIVE IT!

"AMERICA'S CAR OF CARS"



ROY KNABENSHUE thrilled crowds in his prop-powered balloon.



SPECTATORS gasped when Glenn Curtiss flew low overhead.

The Fabulous Air Show of 1910

By Larry Allison

The little craft sat on the field, the eyes of 15,000 spectators studying its tubular frame, small spoke wheels, silk-covered wings and puny gas engine with a wood blade facing backward.

Surely this strange batch of wood, steel, piano wire and flimsy cloth could not be a machine that would actually fly.

A stern-faced young man climbed up on the seat, an assistant yanked on the propeller, and after a few moments the machine began to sputter its way down the crude, sloping field. Suddenly it was airborne, as though lifted gently by some unseen force.

THE CROWD gasped. The machine and its pilot, Glenn H. Curtiss, were soaring through the air.

The great Dominguez Field Air Show, the Southland's eager leap into the 20th Age, was under way.

It was Jan. 10, 1910, barely six years since Orville and Wilbur Wright had become the first human beings to leave the earth in powered flight.

But to the thousands who made their way to Dominguez Hill, the "aeroplanes" gathered there were as new as the day. For four years the Wright brothers had remained in obscurity, and only in the previous two years had the world come to the astonishing realization that man could actually fly.

CURTISS brought his plane down from that first flight after less than two minutes.

Then Louis Paulhan, a flamboyant little Frenchman with a thick black mustache, climbed into one of his aircraft and made three flights—one of which held the spectators in awe for 29 minutes and 2 seconds. Out over the fields he flew until he was nearly out of sight, then back, and out again. The crowd cheered and clapped at the marvels they beheld.

But greater things were in store. They would see Paulhan and Curtiss match their skill in a speed contest, watch Paulhan soar to a height never reached by an airplane, and would blanch with fear at some of the wild Frenchman's antics.

THE AIR SHOW stirred all America, and was to be the precursor of innumerable others throughout the land. Long Beach took a possessive pride in the meet, staged just northwest of the city's outskirts.

IT WAS the first time an airplane had ever risen in the skies west of the

Rockies, and spectators came from afar. The Pacific Electric rail line scheduled special cars on its Long Beach-Dominguez-Los Angeles route in anticipation of crowds of 20,000 or so. But as the meet progressed, the trolleys were swamped with as many as 40,000 clamoring for seats and hanging to the steps.

The people came also in buggies and in horseless carriages—which themselves were only lately out of the novelty stage.

Some of the most famous of the pioneer aviators competed at Dominguez—Curtiss, who was to become one of the great leaders in the aviation industry; Paulhan, who was to dazzle Europe with further exploits; C. K. Hamilton and C. F. Willard of the Curtiss team; George B. Harmon; Frank Johnson; and balloonists Roy Knabenshue and Lincoln and Hillary Beachey. Knabenshue, who flew the first successful U. S. dirigible, later switched his attention to airplanes, and so did the natty Lincoln Beachey, who became the most daring of the nation's stunt fliers.

THE PLANES to watch at the show, the crowd soon learned, were Curtiss' and the Farman biplane and Bleriot of Paulhan.

Curtiss' machine was a boxy-looking, improved version of the June Bug, in which he had set a world speed record of 43 miles an hour the year before at Reims, France.

Paulhan's mainstay was the Farman biplane, which had a similar but longer framework, a single elevator at the nose, and twin planes at the tail with a vertical rudder between them. Paulhan's monoplane—built by France's Louis Bleriot, who the year before had piloted it in the first successful flight over the English Channel—was small and had a partially enclosed fuselage; in contrast to the others, it bore a distinct resemblance to the aircraft of later years.

THE WRIGHT brothers, embroiled in a bitter lawsuit with Curtiss involving patent infringements, entered no planes in the meet.

On the second day of the show, Curtiss set two world records for short and quick starts. He got his craft off the ground within 98 feet, in only 6 2/5 seconds.

Later, a Prof. J. S. Zerbe wheeled out the strangest-looking contraption of them all. In sheer quantity, this homemade outfit had them all beat—five wings it had, one above the other, in cantilever fashion,

DOWN THE field at 5 miles an hour sputtered and clanked the flying machine of Prof. Zerbe, its two propellers slicing the air feverishly. A thousand feet it rolled, then a bicycle-type chain snapped and the elaborate multiplane upended, never to leave the ground. Zerbe emerged from the wreckage unscathed.

The number of spectators by then had more than doubled to nearly 35,000, and Paulhan was out to please them.

Please them he did. The French daredevil went aloft, nimbly banking and turning his awkward-looking biplane.

Then something seemed to go wrong. Paulhan came buzzing back at full speed, level flight, headlong toward the grandstand. On and on he came. The crowd froze in horror. At the last second he pulled up the nose of his plane and zoomed upward, scant feet above the heads of the terrified onlookers, laughing and waving at the people below.

ON WEDNESDAY, Jan. 12, Knabenshue ascended in an Army dirigible to 668 feet. Hamilton flew some laps in a Curtiss plane and Curtiss himself scored by outdoing Paulhan in a speed test in which he circled the 1.6-mile course in two minutes, 13 seconds.

But all the flights of the day paled by comparison to Paulhan's next accomplishment.

The Frenchman was bent on capturing the world's altitude record. Curtiss held it in the United States with a flight to 980 feet, and the world title was in the hands of Hubert Latham of France at 1,400 feet officially, and unofficially 3,280 feet, a towering achievement in what was little more than a kite with a motor.

PAULHAN took off and headed his biplane westward, rising gently. He banked around the grandstand again at about 600 feet and waved to the crowd. The plane climbed more rapidly as he turned into the wind, and the second time around as he passed over the stand the announcer called out through his megaphone that Paulhan was at 1,100 feet, almost the record level.

Again Paulhan circled the course, this time at 1,600 feet over the mark! The crowd roared its approval. Then a silence fell over the field as he continued upward to 1,800 feet and the sound of the motor began to fade. Higher and higher he flew, a speck making slow ovals in the sky. Mrs. Paulhan, up to this point con-

fident and smiling, was seized with fear as she watched her husband climb, and clutched at her friend, the Marquise de Penedreff.

Then, after Paulhan had reached the westernmost point of his sixth arc around the course, his plane pitched downward at a startling angle. He screamed toward the stand.

WAS IT another trick? For a moment Paulhan seemed like the doomed leucis, who had dared fly too close to the sun. On he came, until, about 1,000 yards from the field he swung the craft around and dropped swiftly and softly to a landing.

He sat motionless awhile, as if the ordeal had drained him. Then he grinned at the crowd and waved jauntily.

There was a mighty roar from the stands, and a group of men ran onto the field and hoisted to their shoulders the conquering airman. The flight was 43 minutes, 16 seconds in ascent, 7 minutes and 30 seconds in the downslide. The new world's record: 4,165 feet.

THERE SEEMED to be no stopping the man from France now. He was the darling of the air meet.

Paulhan continued to woo the crowds. On Jan. 14 he made a series of passenger flights, including one in which he loaded two assistants at once onto his plane and flew without mishap. He even made a round-trip to Wilmington.

Curtiss was undaunted, though, and at least partially redeemed the U. S. flying team by soundly defeating Paulhan in the best speed trial of the show. His time for the 16-mile race: 24 minutes, 54 seconds. Curtiss later lowered his 10-lap speed to 23 minutes, 43 2/5 seconds, or an average speed of 40.71 m.p.h.

ON THE NEXT two days the weather was bad. Rain turned the field into a muddy trap, but 10,000 persons showed up, and the fliers, not about to disappoint them, all managed to get off the ground for short flights.

Paulhan paid a visit to Long Beach Jan. 17 and discovered that his fame was spreading; people swarmed excitedly around their "birdman" hero at the plunge where he went for a swim in the Pine Avenue Pier and on the Pike.

Later that day at Dominguez Field Paulhan made an endurance flight and managed to stay in the air for 75 miles, a little

less than two hours, before a broken fuel line forced

THEN on the 19th, across country he went on a 47-mile trip to Santa Anita, returning jubilantly after an hour and two minutes to more wild cheers.

Next day, with still more bravado, Paulhan flew out over Palos Verdes, San Pedro and the harbor carrying a passenger—his wife, now somewhat more composed.

On this next to the last day of the air show, Paulhan flew a Signal Corps officer, Lt. Paul W. Beck, on a test that was an ominous portent of a future role for the aeroplane. Newspaper accounts of the time saw some of the significance of it; one called the day the most important of the meet. The Farman biplane buzzed in over targets on the field and Beck dropped out dummy bombs.

BUT IT was only 1910, war was far distant, and the witnesses to the practice attack were not much concerned, except for a few newspapermen who almost got hit when one of the sandbags missed the drop area.



The air show had a profound effect on Long Beach and the Southland. It inspired men like Earl S. Daugherty and Frank Champion of Long Beach, who within a few months after the Dominguez meet were among the best known aviators in the nation. They turned the west beach into an airstrip and in 1915 Daugherty built his own airplane in the basement of his family's Earl Apartments at 425 E. Seaside Blvd. and at the Virginia Hotel.

The air didn't give itself up easily to these men who set out to subdue it. In 1910 alone, 32 of the small band of aviators were killed. Crashes later took

the lives of Daugherty, Champion, Beachey, and countless others.

"Sixty miles an hour," Curtiss said at one point during the Dominguez meet, "is about as fast as any man wants to travel by any method of locomotion."

BUT CURTIS himself, who had set a 55 m.p.h. world speed record at the meet, went on to leave 60 m.p.h. far behind. Faster, higher and farther flew the pioneers until they proved that airplanes had surpassed the broadest hopes ever raised for them.

Curtiss made another prediction that proved to be more accurate. He said

Southern California would be fertile soil for aviation. And it was.

On Wilmington Boulevard between Victoria Street and Del Amo Boulevard stands a marker commemorating the Dominguez Air Show of 1910, and another, more difficult to find, is atop a hill north of Del Amo about 300 yards east of Wilmington Boulevard.

Now, in aerospace industries within a few miles from where Curtiss, Paulhan and the others flew, thousands of pioneers of a new sort are looking beyond the skies. The Southland, at the forefront during the birth of aviation, is helping to chart another leap into another age.

CELEBRATING OUR 30th YEAR WITH LONG BEACH



More People Ride on GOODYEAR TIRES Than on Any Other Kind! TAKE YOUR CAR WHERE THE TIRE EXPERTS ARE

Retreading . . . Batteries . . . Car & Home Supplies . . . Television . . . Stereo . . . Industrial Rubber Products . . . Rainwear . . . Power Transmission Equipment . . . Rust-Oleum Paint . . . Polyken Pipe Coatings.



BARNES

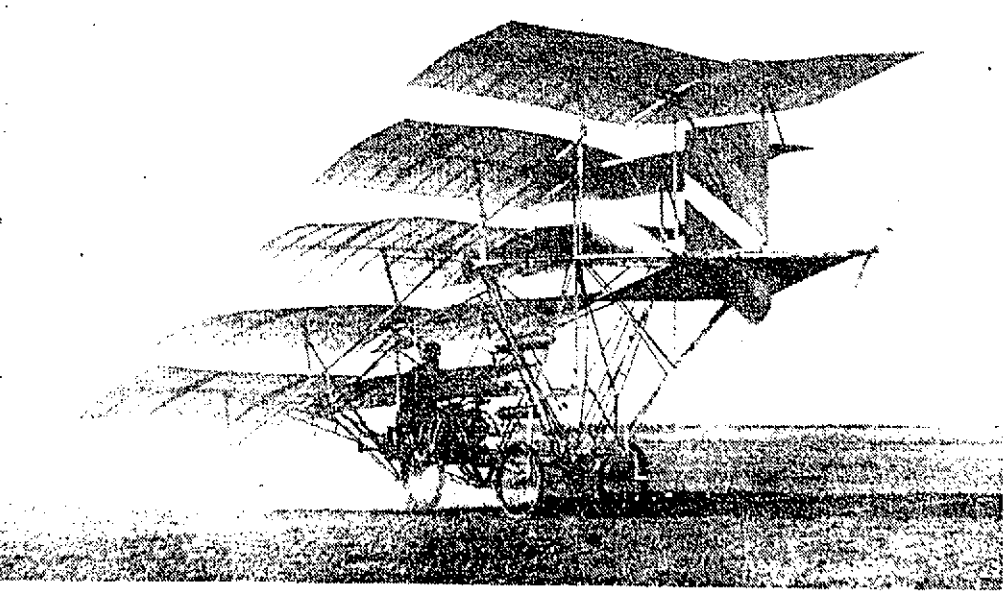


DELANEY

ATLANTIC AT WILLOW

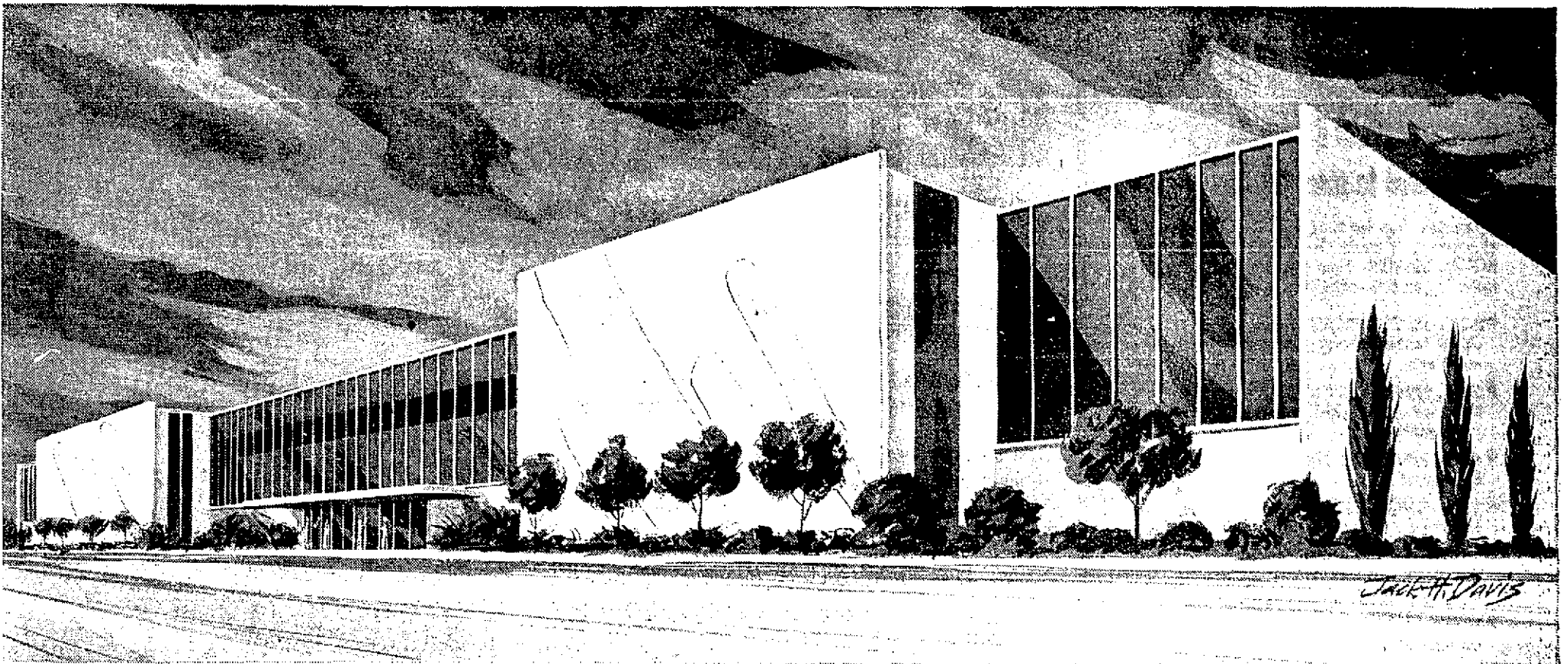
PHONE GA 4-1601, 636-1785

LONG BEACH



"IT'LL NEVER GET OFF THE GROUND," scoffed the critics when Prof. J. S. Zerbe trundled down the runway in his twin-prop multiplane. And they were right. The weird craft folded up like a Japanese fan.

Douglas and Long Beach have been “going steady” for 23 years



New Donald W. Douglas Engineering and Product Development Building

Ever since 1940, Douglas Aircraft Company and the City of Long Beach have been partners in progress.

The latest affirmation of a continuing partnership is the new Donald W. Douglas Engineering and Product Development Center. It was dedicated only last October and integrates an engineering building of advanced design with the newest and most complete research and test laboratories.

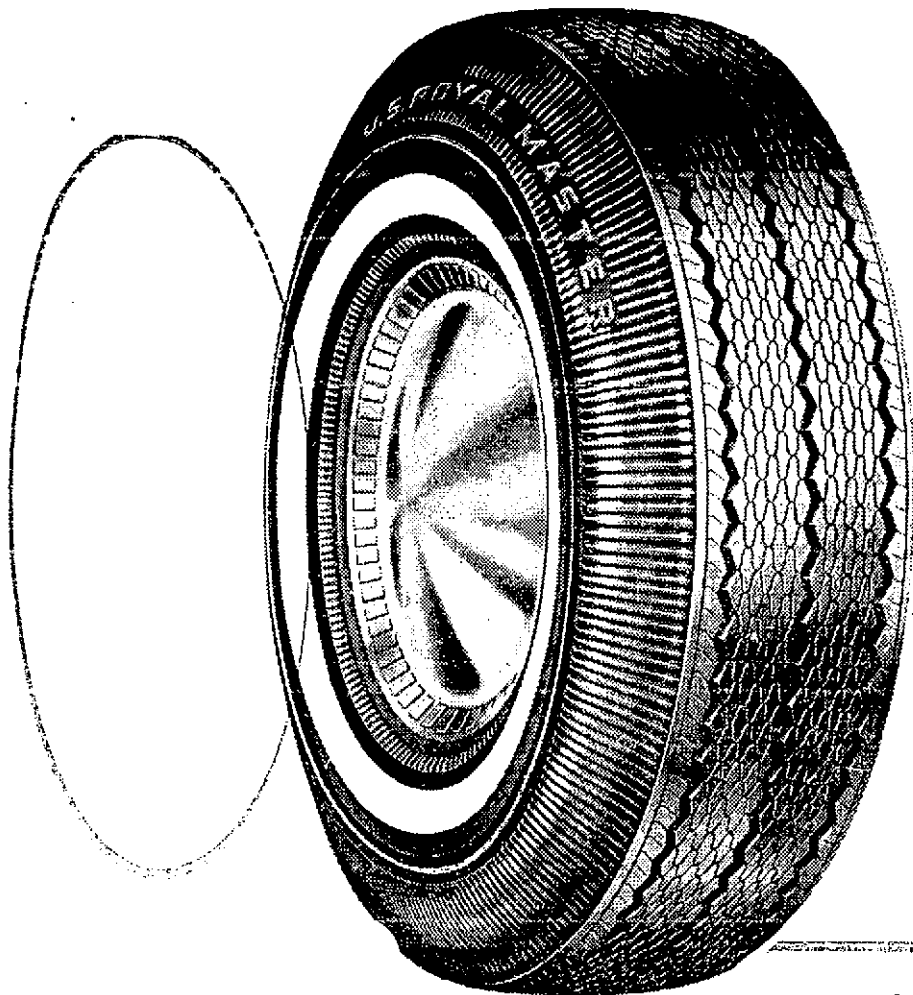
Adjacent to the new Center is the birthplace of the Navy's powerful A-4E fighter-bomber, each one packing the fire power of a World War II cruiser, and yet so small it can fit a carrier's elevator without folding its wings.

Just across Lakewood Boulevard from the new Center are acres and acres of manufacturing facilities, covering as much ground as 125 football fields.

From these huge buildings come the commercial DC-8 and DC-8F jets now flying for airlines around the world. And soon to make its appearance will be the newest Douglas transport, the DC-9, which will bring jet service to thousands of smaller communities which the big jets cannot serve.

As Long Beach celebrates its Diamond Jubilee, Douglas adds its congratulations and thanks to the forward-looking city planners who have given us so much assistance in our efforts to make this one of the nation's leading aerospace communities.





Thank you, Long Beach
for being so

LOYAL to ROYAL

these past 10 years

JOHNNY GILLETTE

THE RED CIRCLE OF SECURITY™
MARKS THE ULTIMATE TIRE . . .

New U. S. ROYAL MASTERS

Engineered to meet the unexpected

When you shop for tires, look for the red circle of security. It marks the ultimate tire, the U.S. ROYAL MASTER. Here's what the red circle can mean to you as a motorist:

- 20% DEEPER TREAD that means up to 30% more mileage than standard new car tires.
- 28% MORE TREAD RUBBER than standard tires for active skid protection and stopping power!
- 48% STRONGER TIRE BODY than standard tires!
- 18% THICKER PLIES than standard tires to give great stability and handling ease!
- EXCLUSIVE CVC PROCESS fuses rubber and tire cords into a virtually inseparable unit for added tire strength.
- FULLY GUARANTEED without limit to time or mileage!

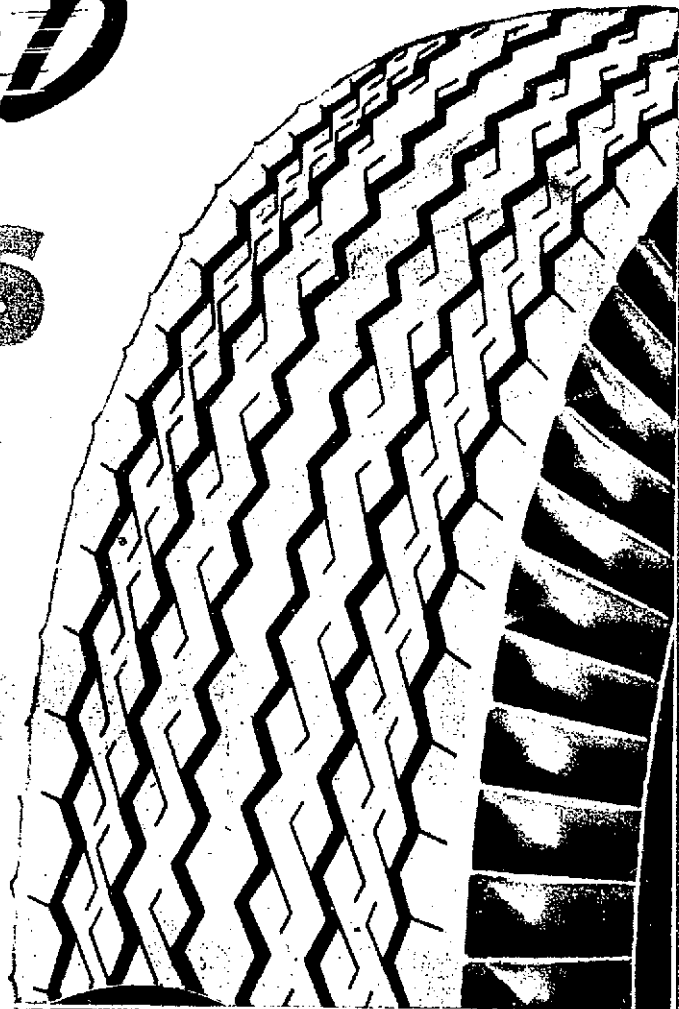
HI-SPEED RETREADS

WITH PROVEN GREATER SAFETY AND
ECONOMY AT HIGH SPEEDS

FACTORY TO YOU SAVINGS!

Manufactured here in our own retread factory . . .
and sold directly to you at big savings

IT'S REMARKABLE! . . . our revolutionary new production equipment now enables us to offer you HI-SPEED "DUAL CONTOUR" Retreads at what you would pay for the old style retreads. The new Johnny Gillette Hi-Speed is unquestionably the safest and most economical retread ever produced. The simple secret is in the world's newest, most advanced equipment, and best of all, it costs you no more!



QUALITY CONTROL! THROUGH EVERY STEP IN PRODUCTION IN THE MOST MODERN RETREAD PLANT IN THE UNITED STATES



JOHNNY GILLETTE SAYS:
"Price is important
but **QUALITY** plus **PRICE**
is **UNBEATABLE**"

Every tire is carefully inspected for any weakness, breaks, or separations to insure a perfect casing. We use only perfect casings. Those that do not meet our high standards—are rejected!

This newest electronically controlled system insures the uniformity of size and roundness for perfect casing bonding . . . tire is buffed to compare with actual road conditions. This assures safest high-speed travel.

Tire is scientifically balanced. Tread is then applied on the inflated tire hydraulically and perfectly centered. Applied pressure is then even, accurate, assuring perfect bond between casing and tread rubber.

Each tire is perfectly centered by the automatic centering device. The matrix is silicone lubricated for base removal. Mold is hydraulically locked and drilled for rolling to the curing station. Resulting in a perfect retread every time.

Stage 1. HEAT . . . This is supplied by steam at 40 lbs. per square inch, developing 300° needed to properly cure tread. Stage 2. PRESSURE . . . This is applied at about 135 lbs. per square inch.

1. Fully Inspected
2. Finished and trimmed
3. Whitewalls buffed
4. Wrapped
THIS . . . Offers the assurance of a FACTORY NEW TIRE.



All Johnny Gillette HI-SPEED RETREADS ARE
APPROVED BY T.R.I. This Seal certifies the tire's Sound
Casing—Superior Craftsmanship—Top Materials—
Quality Production—and that the retread tire has
been produced in a shop inspected and approved by
the U. S. Testing Company, Mahan, New Jersey, as
having complied with the Tire Retreading Institute's
national quality standards.

U.S. ROYAL
TIRES

WE HANDLE
ALL RETREADS



JOHNNY GILLETTE TIRE CO.

3910 CHERRY AVE., LONG BEACH GA. 4-8609

Johnny GILLETTE HI-SPEED RETREAD
4 YEAR WARRANTY
When used in normal passenger car service, Johnny Gillette Hi-Speed Retreads are guaranteed, without limit to time or mileage but subject to the following conditions—if failure should cause their removal from service they will be replaced on the following basis to the original purchaser:
• UP TO 1/2 WORN (NOT MORE THAN 5/32" OF TREAD WEAR)—NO CHARGE
• OVER 1/2 WORN (6/32" OR MORE OF TREAD WEAR) \$6.50
All claims hereunder must be accompanied by a duly authenticated guarantee certificate issued at the time of purchase. This guarantee is strictly limited to the replacement as provided above and does not cover the consequence of a tire failure and does not apply to retreads used on commercial vehicles. Tread depth will be gauged in the center of the groove.

4 CONVENIENT WAYS TO BUY
• BankAmericard • Open Account
• Instant Budget • All Major Oil Credit Cards
OPEN ALL DAY SATURDAY!

Easy
Budget
Terms

Hi:
I'm both PROUD and PLEASED to be able to offer you the remarkable new Johnny Gillette HI-SPEED retreads . . . the most advanced retread in history . . . with proven greater safety and longer wear at high speeds.
PROUD, because our new retread equipment (the world's most modern and scientific) enables us to give you the finest retreads ever produced.
PLEASED, because we can offer you HI-SPEED retreads at NO MORE than you would pay for the old conventional type.
I would enjoy having you visit our modern shop and see how our new equipment does the job. It's fascinating!
We'll be looking for you . . .
Sincerely,
Johnny Gillette
Johnny Gillette
President



C. J. Daugherty, Courtesy of Long Beach Public Library



Independent-Press-Telegram

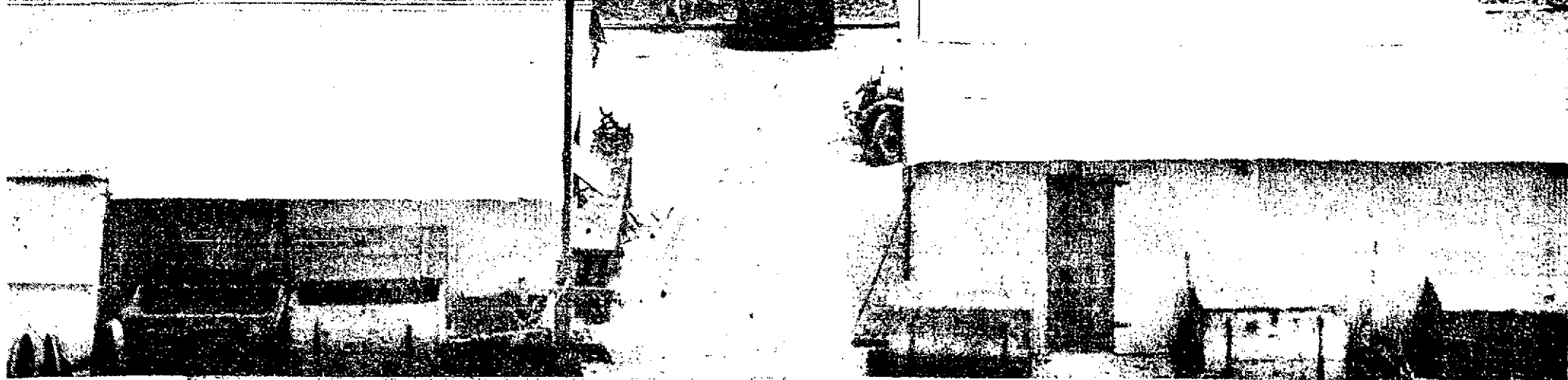
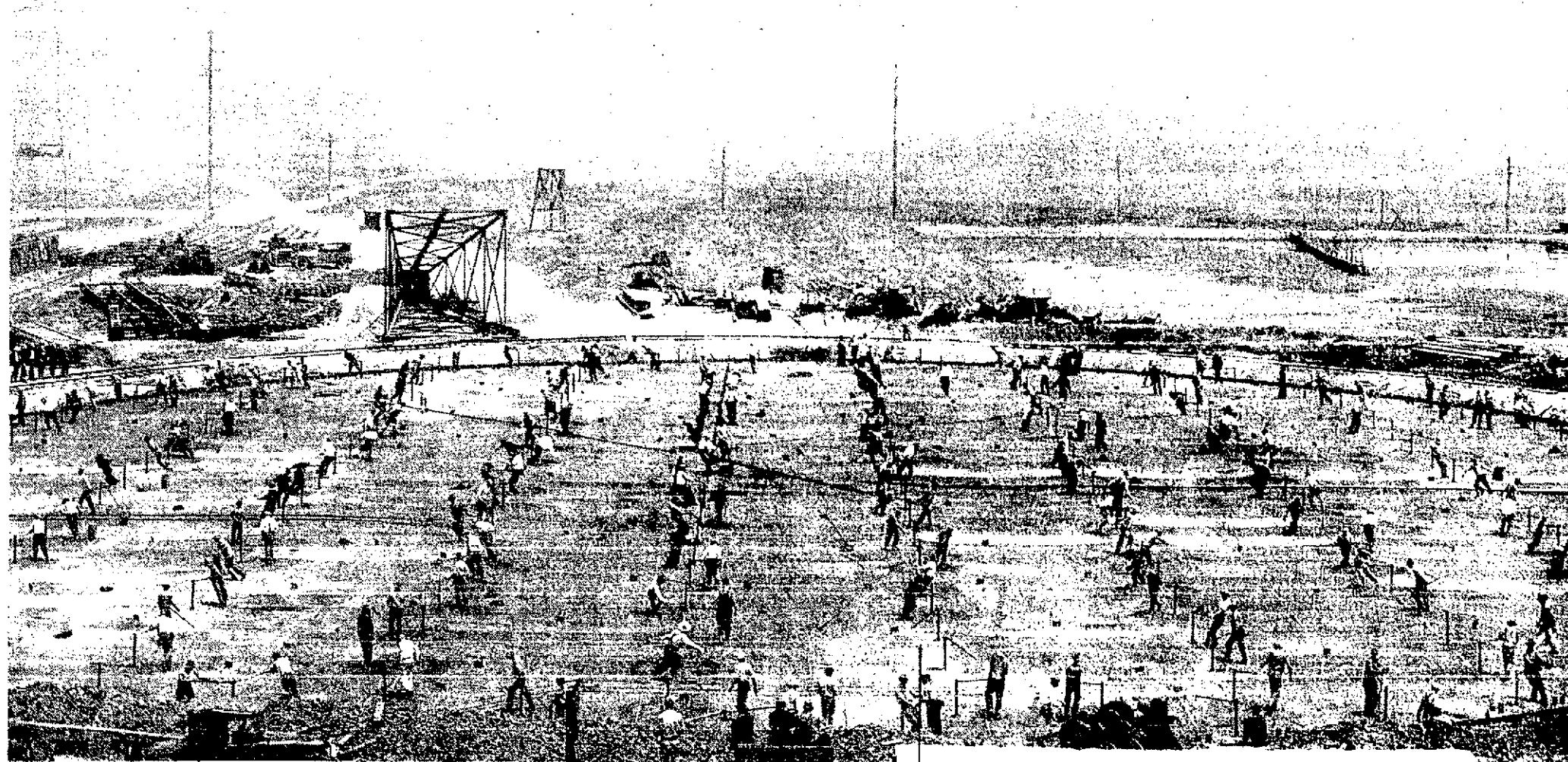
LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

DIAMOND JUBILEE

1888-1963

INDUSTRY

Fire and water have always been the source and sustenance of Man's industrial progress. In the agricultural Long Beach of 1881, artesian wells (like that at left on the Bixby ranch, spurting higher than a man's head) banished the specter of drought. In 1926, as the city's fuel needs grew, throngs of laborers gathered to create the remarkable scene below during construction of the municipal gas holder on Signal Hill. The bottom of the 270-foot-diameter tank was assembled on jacks above ground to permit workers to "buck" rivets from below. Then scores of two-man teams, working in unison, lowered the huge assembly to the ground. Visible at left in background is the site of today's busy Municipal Airport.



Winstead Collection, Courtesy of Long Beach Public Library

'Monster That Shouldn't Work---but Does'

By GEORGE WEEKS

Long Beach's city government is a "hybrid monster that shouldn't work but does."

Such is the opinion of a veteran city official, Brennan S. Thomas, general manager-chief engineer of the Water Department. The quotation is only approximate — Thomas, a former Army colonel, owns a rich, expressive vocabulary. But his meaning is clear.

The city government does not conform to any of the textbook models. It evolved out of painful experience during which Long Beach tried and discarded three forms of organization — board of trustees, mayor-council and commission.

WHAT HAS emerged is a council-manager system, with some unique variations.

In the Harbor Department, a five-member commission with a staff of 380 employees exercises semi-autonomous power from a new eight-story, \$3-million building.

The commission has a budget in excess of \$26 million and is responsible not only for the port but for an oil operation with a combined actual and potential yield approximating \$1 billion.

FIVE MILES to the northeast a similarly-constituted Water Commission, also housed in a handsome new building and with a complement of 240 employees, wields comparable powers in its own field. Its budget is well over \$7 million.

In the new Board of Education Building a Recreation Commission exerts considerable authority over a pioneering Long Beach innovation the coordinated city-school recreation program with a municipal budget of more than \$1.4 million.

And in the downtown civic center sits the City Hall, headquarters for the general city government — the mayor and city council, the city manager and most of the departments.

IT IS the nerve center for direction of the activities of 3,766 employees, for a normal operating budget of \$33 plus \$16.7 for a Gas Department, a tideland oil fund and a projected \$3.5 billion offshore oil development that can't be budgeted.

As a physical symbol, the City Hall is not up to par for a community of 353,634 population. Its exterior walls are cracked and peeling. Two of its eight floors — former city jails — are unused and unusable, its offices are crowded and inefficiently arranged. It lacks even a dedication plaque to commemorate its history.

The building was opened in 1922 after an expenditure of \$600,000 voted in two bond funds. (Even 41 years ago building costs were being constantly underestimated.) Almost wrecked by the 1933 earthquake, it remained vacant for many months while the voters turned down a \$100,000 bond issue for repairing it. Eventually it was fixed out of funds granted by federal and state work-relief agencies.

But the appearances are misleading. The cracks and peelings are merely skin deep, reaching only into a thin coating of ornamental plaster applied after the earthquake.

MORE IMPORTANT, the wide dispersal and seemingly anomalous structure of the city government have proved sound.

For the real power is in the City Hall. The nine elected city councilmen and their principal agent, the city manager, can prevail in a showdown through their control over appointments to the commission. Also, the manager can remove harbor and water commissioners, with approval of the council.

There are added controls in charter amendments adopted in 1954 enabling the council to modify harbor and water budgets, requiring uniformity of salaries and providing for central purchasing. Recreation budgets are under the direct

control of the council and manager.

IN NINE years the city hall's final authority over the harbor and water budgets has been exercised but sparingly. In the whole history of the Harbor Department only two commissioners have been summarily removed. That was in 1939, during the troubled early days of oil development.

In spite of occasional flare-ups, the city's operations are coordinated. City Hall prodding was responsible at least to some degree for the massive water injection operation that saved the waterfront from being flooded by subsidence. More recently, City Hall and harbor have worked effectively together to bring out a form of contract for continued harbor oil development.

The huge income from oil so far and the development of the port itself attest to a successful operation under the commission, in the opinion of most observers.

AS FOR WATER and recreation, they have flowed smoothly.

The absence of textbook conformity is of no significance to the top administrator in the city government, City Manager John R. Mansell.

"No textbook rules can handle the intricate problems of this city," he said. "If our system is unique, so are some of our problems. For instance, no other city has a large and legally complex tideland oil operation combined with port development."

Mansell himself—16th in a line of city managers since 1921—is a good example of unconventional methods.

REFUSING to immerse himself in his office, he often visits other departments instead of calling in their heads.

"It's as easy for me to go to a harbor meeting," he remarked, "as to drag six or eight people to the City Hall."

He delegates more responsibility than has any other manager of recent years.

"Any success an administrator may have depends on surrounding himself with people who are dedicated, capable and loyal," he said.

HIMSELF professionally trained as an accountant and auditor rather than in formal public administration, he relies on a professionally-trained and experienced staff for routine, day-to-day decisions. But he originates the more important managerial policies

and follows their development closely in the critical stages.

Observers who have known Mansell during most of his 17 years in the city government describe him, and not disparagingly, as an intuitive political expert, one who knows what will work with the pressures constantly interplaying at City Hall—from the council, from the public, from the special interests.

His subordinates are generally a different order of technicians, more inclined to follow the established procedures, many of them equipped with specialized university degrees.

ROBERT C. Creighton, assistant city manager, has a master's degree in public administration from USC. Byron W. O'Neil, executive assistant, and Lee Risner, administrative assistant, also have public administration degrees. Both served in municipal internship programs before becoming full-time employees.

Among department heads, professional education and experience are also the rule.

Some examples:

Police Chief William J. Mooney began his career as a patrolman in 1941 and is a graduate of the FBI Police Academy as well as the USC Public Administration College.

HIS COUNTERPART in the Fire Department, Chief Leonard V. Foster, has taken many courses at Purdue University and Long Beach State. Like Mooney, he has risen through the ranks. His first appointment dates back to 1938.

Samuel M. Roberts, who heads the catch-all Administrative Management Department, has a master's degree from Syracuse University. He held important offices in San Diego and Kansas City, Mo., prior to his appointment in 1951 as Long Beach director of finance.

Also the holder of a master's degree (from USC) is Duane George, who directs the city's share of the recreation program. He has been with the department since 1930.

THE HEAD of the Gas Department, L. L. Bendering, was the co-owner of a pipeline construction company and vice president of a lubrication firm before joining the city in 1950.

Some of the most highly trained personnel are to be found in the Health and Library Departments. Dr. I. D. Litwack, health officer, not only has a medical degree from the University of Illinois but has taken pub-

lic health training at Johns Hopkins. He has worked for the city since 1936.

Miss Blanche Collins, librarian, has degrees from Mills College and Carnegie Institute. She began her city career in 1925.

THESE AND other administrators are responsible for running a municipal corporation owning assets valued at \$500 million, exclusive of the vast oil deposits. (The latest figure, as computed by the budget and research division, is \$498,817,445.)

Included are such items as streets, \$170 million; harbor, \$117 million; structures and improvements, \$67 million; sewers, \$47 million; water facilities, \$35 million; land \$22 million; gas facilities, \$21 million.

The city's total authorized annual budget comes to more than \$120 million. This figure, however, is inflated by many millions in oil-financed projects carried over from the previous year. There is also a matter of some \$10 million in tideland oil revenues reserved for forwarding to the state.

Of the \$33 million-plus allotted to what might be considered routine governmental expenses outside of utilities and oil, nearly \$12.5 million goes for public safety, \$7.5 million for construction and operation of community facilities and \$5.3 million for cultural and recreation purposes.

FROM A beginning of less than three square miles, the physical expanse of the city has grown through 193 annexations to a current figure of 46.7 square miles.

This jungle of large statistics, representing a contemporary city, contrasts with nine scattered houses which constituted the community when it was first called a city. That was in 1882, and the unofficial name was Willmore City, honoring W. E. Willmore, who planned the original town site. Contrary to a local legend, there never was an official city with that name.

The name was abandoned, unofficially, in 1884 at a meeting of the early residents. Thereafter the settlement was known as Long Beach, a name said to have been selected after one of the first of the hamlet's civic controversies.

ACCORDING to one account, several proposals were written on slips of paper and the one marked Long Beach was selected by chance.

In any event, that was the official name when the first incorporation elec-

tion took place Jan. 30, 1888, at one polling place—a downtown real estate office.

Of the 106 votes cast, 103 favored incorporation. On Feb. 10, 1888, the Board of Supervisors issued a proclamation establishing the new city of the sixth class.

According to the official papers filed with the bid for incorporation, the population was "more than 500." Boosters of that day claimed 1,000. A few detractors estimated 300.

THE FIRST trustees who went into session at The Tower, at Pacific Avenue and Ocean Boulevard, were John Roberts, president; M. H. La Fetra, George H. Bixby, Thomas Stovell and J. L. Fetterman. Their term lasted only until April of the same year—the shortest for any Long Beach governing body.

The 75th Jubilee ignores, for the most part, the city's brief period of disincorporation. This is just as well, for the early residents soon came to regret their hasty abandonment of local government.

In contrast with the first vote for incorporation, the decision to disincorporate was a close one—132 to 126 at an election July 27, 1896. Because of court actions, it wasn't declared official until June, 1897.

MEANWHILE the original causes of the disenchantment—taxes and liquor—had waned in the public mind. On Dec. 1, 1897, the electors reincorporated by a majority of 237-27.

By some mischance, 1897 is still the year listed in nearly all the city's current records as the date of incorporation. Even the city seal thus ignores earlier history.

But City Manager Mansell says this will be

changed. The files and the seal will be corrected eventually to recognize the 1888 origin.

LONG BEACH was content to be a general-law city until Feb. 26, 1907, when the first charter was approved. When it was ratified early the next year, the mayor-council form of government came into existence.

But the voters were still restless. On Jan. 29, 1915, they changed to the commission form of government, under which each of the five commissioners was a combined policy maker and administrator.

The present charter with its council-manager system became effective April 26, 1921. At first it provided for only seven councilmen.

The number was increased to eight in 1924 and to nine in 1938.

The drift away from the classic form of council-manager government began in 1929 with the creation, by charter amendment, of the Recreation Commission.

IT PROVED a fortunate experiment. The closely-coordinated city-school rec-

(Continued Page 67, Col. 4)

Way back in 1923 A.D....

It was two years after Signal Hill's black gold gush began. The big earthquake was ten years away. That same year the City Commissioners decided to accept the inevitable trend of fashion, and repealed their 1920 ordinance which outlawed bathing suits that did not completely conceal from view among other things, "each leg from the hip joint to a line around the legs one-third of the way to the knee joint."

This was the year the office which was to become E. F. Hutton & Company in Long Beach opened its doors and switchboard to serve investors of the area. Two years later, in 1925, Bill Ferguson, now the manager of the office, joined the firm.

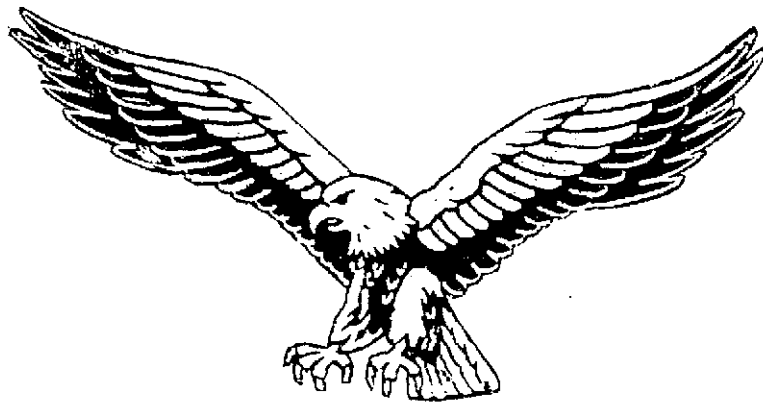
We're naturally proud of our four decades of service to Long Beach investors. But most important, we're looking forward to our continuing role in the growth and prosperity of our home town during the years to come.

E. F. HUTTON & COMPANY INC.



Member New York Stock Exchange • 41 Offices throughout the Nation
219 East Broadway • Telephone 437-2979
William C. Ferguson, Manager

Serving Southern California Arizona & Nevada



AMERICAN Wholesale Hardware Co.

Long Beach, California

P.S. You're a Wonderful City, Long Beach! Congratulations on Your 75th Anniversary—Judge Andersen

ORCHID CLEANERS AND DYERS

Serving Long Beach
since 1942



* QUALITY CLEANING

Orchid Cleaners has always catered to those who demand the very best cleaning and care of their clothes. To accomplish this we have continually modernized our plant to assure prompt service of the finest quality.

* CUSTOMER SERVICE

Many of our customers now use our convenient drive in drop off—pick up window, others rely on our courteous home pick up and delivery service—either way we're at your service.

* OUR SPECIALTY

The bulk of our business is keeping your clothing near as a pin, but our specialty is fine drapery cleaning. We have a completely automatic cleaning and folding machine that treats your draperies tenderly, we are equipped to clean any fabric with scientific precision just give us a call and you'll learn why we're proud to say "drapery cleaning is our specialty."

2706 Broadway

GE 8-7380

The Fleet's In —to Stay!

"The bay is acquiring a naval as well as a commercial repute. A squadron of the Pacific Fleet recently cast anchor before Long Beach. Before his departure Admiral Glass stated that he found the bay in front of Long Beach, with its clear atmosphere and its broad placid expanse so admirably adapted for naval maneuvers . . . that he was certain it would be frequently used for such purposes."

—from a pamphlet written by the Rev. Sidney C. Kencall and published in 1901

By BOB SANDERS

Truer words than those of Adm. Glass were never spoken. His prediction of future use of the waters off Long Beach by the United States Navy needs only the substitution of the word "continually" for the word "frequently" to bring it up to date.

Today 109 ships of the Pacific Fleet ply in and out of the Naval Base on Terminal Island, with some of them arriving or leaving almost every day. Today civilian and Navy personnel at the base spend an estimated \$200 million a year in the Long Beach area, not counting official Navy expenditures of another \$65 million.

No doubt Adm. Glass would be almost as surprised as the average Long Beach citizen is today to learn that all this Navy activity began inauspiciously when a Navy sloop of war, the Cyane, brought the first Navy personnel to the Long Beach harbor way back in January, 1843.

IT SEEMS that the then commander in chief of the United States Pacific Squadron, one Commodore Thomas A. C. Jones, brought the sloop here for an interview with the Mexican governor of California, Manuel Micheltorena, to explain how he had mistakenly captured the city of Monterey in October of the preceding year under the mistaken assumption that the Mexican War had started.

The war had not started so Commodore Jones gave the city back to Mexico but his explanation to the

Mexican governor marked the first official Navy visit to Long Beach waters.

Five years after Adm. Glass' visit another historic landmark in Long Beach's Navy history occurred when 16 ships of the Great White Fleet, on an around-the-world cruise ordered by President Theodore Roosevelt, stopped off here for what citizens of the time called "the most momentous occasion in the history of the city."

THERE IS no doubt that the intermingling of the personnel of 16 great warships on a population of several thousand Long Beach citizens presaged the future times when the cry of "The fleet's in" heralded the arrival of Navy men in force.

These gleeful times began officially in 1919 when the United States Navy was first divided into the Atlantic and Pacific Fleets and Adm. Hugh Rodman brought nine dreadnaughts and supply ships, the first Navy ships to be "homeported" off Long Beach.

In these early days there were no shore facilities to speak of here and it wasn't until 1921 that Adm. E. W. Eberle, commander of the Pacific Fleet, anchored his nine battleships, 20 submarines, three Eagle boats and six Fleet training ships off shore and set up his staff headquarters in the old Hotel Virginia.

THAT YEAR the first Service Men's Club was established in the old Pine Avenue sun parlor under the auspices of the Commu-

nity Services organization and equipped by the town's people.

In 1927 the Battle Fleet, with its 1,500 officers and men, was based here during most of the year and many of the Navy men began buying homes in the area.

In 1928 the first aircraft carriers, the Saratoga and the Lexington, were homeported here and Long Beach achieved fame by leading all cities of its size in Navy enlistments during the seven months the fleet was in.

The year 1932 gave Long Beach the name of the "Navy capital of the United States" when the Scouting Force of 50 vessels brought 800 officers and 7,860 men to add to the Battle Fleet already homeported here with 1,424 officers and 18,727 men.

IT WAS estimated that 900 officers and their families, more than any other city in the country could claim, made their homes here not, to mention uncounted thousands of enlisted men.

The same year the first Navy landing was built at the foot of Pico Avenue at an original cost of \$80,000.

Any inconvenience local citizens might have suffered from the great influx of Navy personnel in those early years was more than offset in March of 1933 when the "big quake" shook the city to its foundations and made most of its citizens temporarily homeless.

Within minutes after the quake subsided Adm. Richard H. Leigh, commander

in chief of the Fleet, notified the city manager, E. S. Dobbin, that the personnel of the entire Navy were at his disposal.

MORE THAN 4,500 sailors and Marines patrolled the city for more than a week, keeping order and arresting would-be looters.

As a result the new Navy Landing was re-christened Leigh Landing in honor of the admiral and later that year the first of a series of "Fleet Welcome Weeks" was celebrated when the fleet returned "home" with 30,000 officers and men after a seven-month cruise.

Another Navy landmark occurred in 1935 when the citizens of Long Beach contributed \$22,735 to add to the Army and Navy Department of the YMCA's \$50,000 to build the first Navy "Y" on a plot of state-owned land near Leigh Landing.

When the clouds of war were growing over the world in 1940, more than a quarter of the Navy's peacetime personnel of 207,000 men were assigned here when the fleet was in. It was estimated more than 90 per cent of the married officers and 60 per cent of the married enlisted men maintained their homes here, making Long Beach truly the "homeport of the Pacific Fleet."

BEFORE THE fleet left for Hawaiian waters on maneuvers, from which many did not return, there were 47 ships assigned here.

Even before World War II exploded on the minds of the American public Long Beach's destiny as a Navy town was already cast. In 1940 the city decided to the Navy 105 acres of land of Briton Beach on Terminal Island—known to the early inhabitants as "Rattlesnake Island" and later, for no reason apparent from early writing, "Mormon Island."

Payment for the acreage was cheap enough—only \$1 —but of course the city

officials did retain all mineral rights to the land.

EARLY IN 1941 the Navy took out a building permit for the then unheard-of sum of \$18,012,000 to start building a base to be known as Roosevelt Base. The original cost estimates of this installation were expected to total more than \$100 million on a plot that was to eventually encompass 395 acres.

"Its (Roosevelt Base) construction certainly indicates that here will live the people of the Navy and their families, that here will ply the greatest warships of the nation," wrote historian Walter Case in his Long Beach Bluebook in 1942.

He, it would seem had taken a page from the early predictions of Adm. Glass.

Navy Department General Order No. 154, dated 25 September, 1941, established the Naval Operating Base for the purpose of combining all fleet installations in the area under one command. These included Roosevelt Base, the

Naval Aid Station on Reeves Field, the Naval Hospital (now the Veterans Administration Hospital), the Navy Landing and nine other harbor area installations.

FIRST COMMANDER of the base was Capt. Richard B. Coffman, who now lives at 3152 Blue Dr., Los Alamitos, then the assistant to the commandant of the 11th Naval District.

Under his able leadership was destined to begin what became at the end of the war and has so remained the biggest single business in the Long Beach area—the Naval Base at Terminal Island known officially by the Navy as the Naval Base, Los Angeles.

This sprawling mass of Naval facilities includes nine major components, all under the command of Rear Adm. Kenneth L. Veth.

PRIMARY job of the base — as with almost all previous Naval installations here — is to serve the fleet. One hundred and nine Navy ships, including three

anti-submarine aircraft carriers, two amphibious assault aircraft carriers, two guided-missile light cruisers, one heavy cruiser and 35 destroyers, are homeported here. They, with their more than 31,000 officers and men, represent 30 percent of the Pacific Fleet.

Figures illustrating the economic impact of the Navy on the Long Beach economy are almost incomprehensible. The base employs over 10,000 military and civilian personnel on its 15,700 acres of land. Its annual payroll exceeds \$54 million. Land and equipment utilized is valued at more than \$280 million.

The total annual payroll of the Navy here is \$200 million and the major portion is spent in the Long Beach area. This does not include the more than \$60 million the Navy spends in the area for stores, fuel, contracted repairs and other services.

Convenient!

TO DESCRIBE in detail the facilities and operations

of the nine major components would entail more space than even this voluminous edition.

Suffice it to say that:

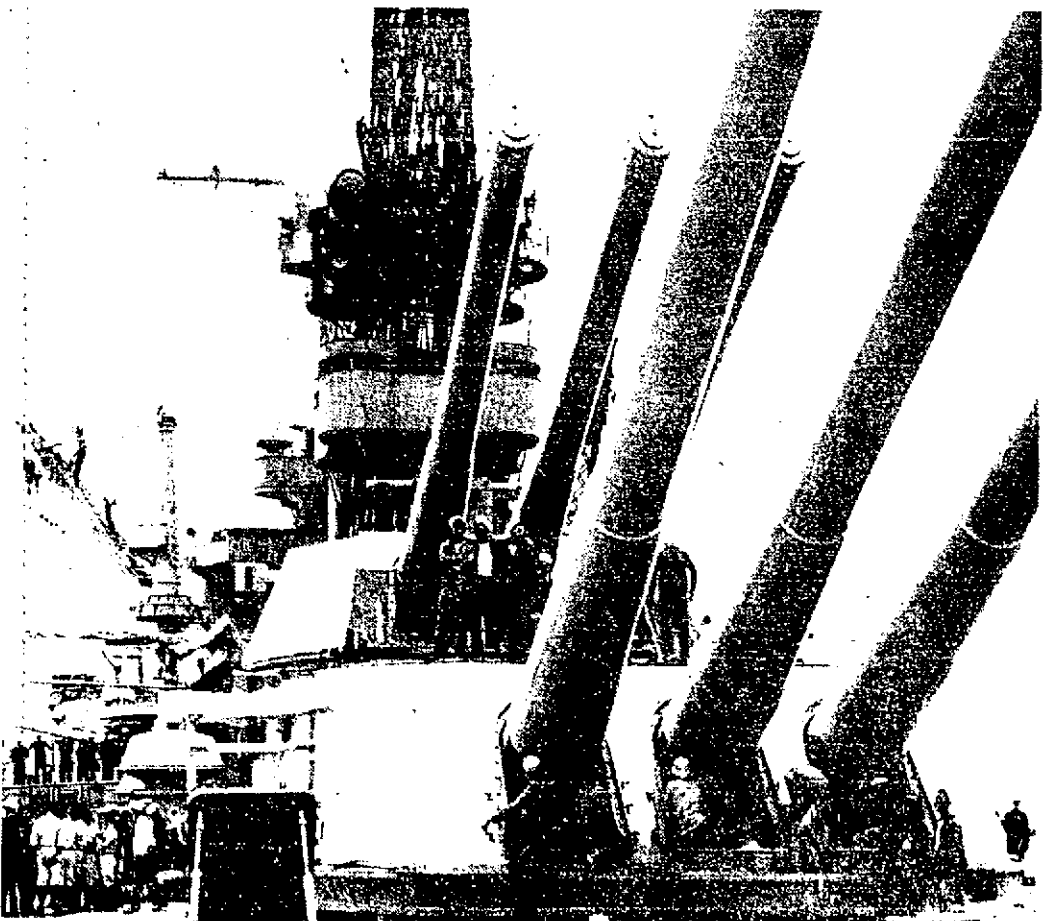
By far the biggest of the base's operation is the Long Beach Naval Shipyard, whose more than 6,000 civilian employees and 87 officers make it by itself the second largest single industry in the city. Located on 160 acres on Terminal Island and another 65 acres at its Torrance Supply Annex, the shipyard has a plant value of \$238 million.

Physical components of the yard include four drydocks, including a 2,800-ton floating drydock and the Moreel Drydock, one of the largest drydocks in the world, capable of handling any ship in the Navy except the USS Enterprise. In addition to its five piers and 10,000 feet of docking space, the yard is the proud possessor of one of the largest sea-going cranes, the 350-ton 374-foot-high German-made crane that

(Continued Page 69, Col. 1)



OLD STYLE hats and new-style sailors showed how the Navy was changing in the mid-20's when this picture was taken during the official visit of a pair of admirals to Long Beach. The lieutenant wears the then-rare aviator's wings, and both his insignia and his steed (mounted on catapault in background) attracted more attention than all the admirals' gold braid put together.



PRIDE OF THE NAVY in the 20's were the huge guns of the battlewagons. Three sailors took time to pose for photographer while their buddies stayed hard at work on lower turret during visit of battleship of the USS Pennsylvania type to Long Beach.

CROWN CAFETERIA

Famous and proud to be a Part of Long Beach during the Diamond Jubilee

For Your Enjoyment

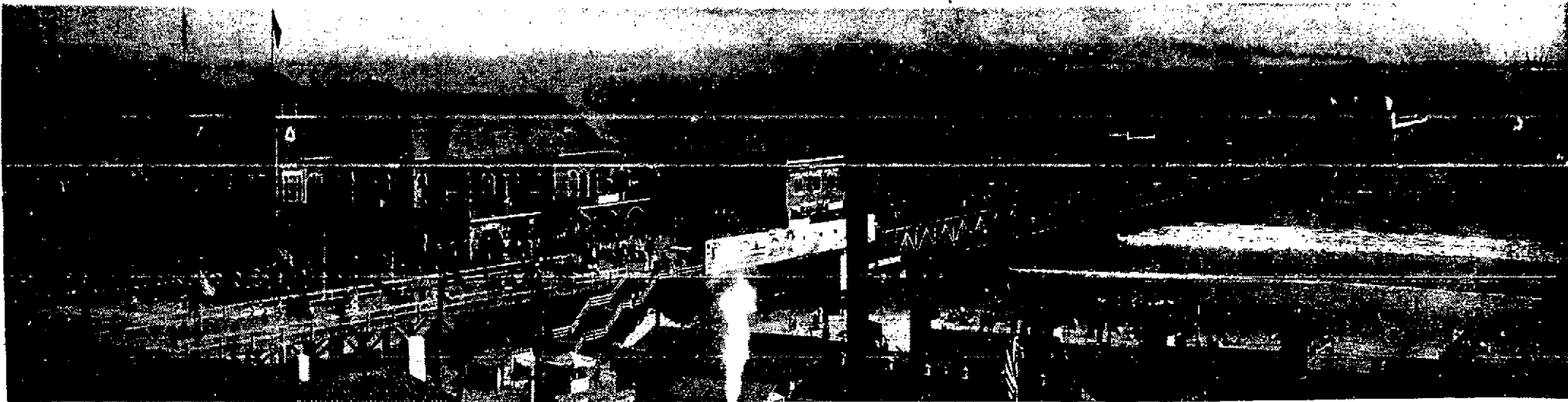
MONDAY
Roast Round of Beef
German Cole Slaw
Mashed or Sweet Potatoes
Roll or Corn Bread
Butter
Coffee or Tea
1.25

TUESDAY - WEDNESDAY
Fried Chicken
Coke Slaw or Carrot Raisin Salad
Sweet or Mashed Potatoes
Corn Bread or Roll
Butter
Coffee or Tea
1.00

PASTRY & BAKE GOODS
We have a reputation in Southern California for baking the finest cookies—large ones, small ones, plain and fancy, also all pastries and desserts, as well as fresh bread and rolls, all are available for purchase at the counter.

BANQUET AND PARTY FACILITIES
we can handle either a large or small party
call for further information at HE 2-5000

101 ALAMITOS AVE., LONG BEACH
Hours: 11:00 to 8:30 p.m. — FREE PARKING



PINE AVENUE PIER WAS JAMMED WITH SPECTATORS ON APRIL 18, 1908, WHEN THE GREAT WHITE FLEET SAILED MAJESTICALLY ALONG THE WATERFRONT

Courtesy Long Beach Public Library

BUILDING BOOM

The Sky's the Limit!

By ROBERT SCHMIDT

Granted, Long Beach had 165,000 citizens living within its boundaries in 1940, so it could hardly be called a sleepy little seaside resort.

But the rate of the city's growth from its founding in 1888 to 1940, compared with the almost incredible speed with which the community's face has been altered in the five years since 1958, do present an astonishing contrast.

The community had grown in fits and starts since its early days, private and public capital being used, generally, to build facilities after a population spurt had created a need for them.

In the 1930s, however, the hordes of desperate migrants fleeing the sun-seared, barren Middle West and Southwest represented more than just a "spurt" on a population chart. People, many people, were coming to Southern California.

THEY WEREN'T coming to Long Beach!

In a decade when Los Angeles County nearly doubled its population, the City of Long Beach added barely 20,000 citizens.

The 1933 earthquake was responsible, in part. Investors were aware, even in the '30s, that high-rise apartments were necessary—and profitable. But Long Beach's uncertain topography discouraged builders of dwellings and of industries, and the city, in comparison to the rest of the county, languished.

EVEN SO, the schools, in time, became crowded. Police and fire-fighting facilities were no longer adequate. Hospital beds were too few. The city had to build.

But then there was a war, and no time for building. And when the war ended there was subsidence, and no foundation for it.

Science had found a way to build structures which

would resist the stress of earthquakes. It found a cure for the subsidence problem, too.

FINALLY, in 1958, technology was ready, the people were ready, and private and public capital were ready.

There was built the Public Safety Building, the County Building, the Edison Company Building, the Water Department Building, the Harbor Administration Building, Memorial Hospital, Community Hospital.

There was constructed the Ocean Boulevard Bridge, the Marina, the Douglas headquarters building, the Richfield Oil Building, the Port's grain elevator, Portofino, the Navy Landing, the Armed Services YMCA, Shoemaker Bridge.

NOT MERE topics of discussion among councilmen or business investors, but visible, completed accomplishments are the Arena, the Van Camp Sea Food building, the Lincoln Park Underground Garage, the bulk of the Long Beach State College complex, the Port's terminal storage sheds, the Big A and Zody's and Los Altos shopping centers.

Plus improvements in schools—a hundred million dollars worth approved by voters; and recreational facilities—including parks, golf courses, and recreational facilities, and the airport—including extending the main runway to accommodate Douglas' huge DC8 and so persuade the company to remain here.

The city abounds in facilities properly labeled "greatest," "largest," etc.

The Long Beach Marina is the largest municipally-

owned small boat harbor in the world.

The Long Beach Port, the world's most modern, has the largest drydock in the world; it is the only port in the world which can accommodate the monstrous new super-tanker "Manhattan" at wharfside.

LONG BEACH still has jobs to do, of course. But it is a city with sufficient classrooms, sufficient courts, sufficient police and fire-fighting facilities, sufficient hospital beds.

There is recreation at the beaches, the Marina, the parks, the fishing waters offshore.

There is culture in the city's lively theaters and at the ever-expanding libraries.

There is education at the city's nearly 60 elementary schools, 14 junior high schools, six high schools, one junior college and the state college.

THERE IS industry in the oil fields, the shipping, the businesses. And the city's investment of public capital has invited the like investment of private capital—as in the Marina, where the city's \$14 million project has spurred the development of restaurants, motels, markets, a fine department store, and other businesses which have helped turn a swampland into a valuable tax base.

There is climate. The city can't take too much credit for that, but it's another point on the "asset" side of the ledger.

And, most exciting of all, there is Future. Capital "F"!

The Shoreline Development Project and the World's Fair will make Long Beach an even more splendid place to visit.

And a more magnificent place to live.

PROUD TO BE PART OF THE GROWTH OF LONG BEACH

For many years United California Bank has been part of the great growth and prosperity of Long Beach—now celebrating its Diamond Jubilee. We are proud of the contributions we have been able to make in the past. We look forward with anticipation to meeting the challenge of even brighter tomorrows.



The bank that does a little more for you

LIKE SCALING EVERY OBSTACLE that stands between you and the solution to your financial problems.

This is only one of the ways UCB does more for every customer. There's more, too, in the extra care and attention with which every transaction is handled. In the comfort and convenience of UCB's modern offices. In the friendliness and personal interest of UCB people.

Most important of the more you get at UCB is the skill and knowledge of our managers and officers. Experienced bankers all—who know your community, study it, are an active part of it, and in most cases, have lived in it for years.

Come in and discover for yourself how much more you get at UCB.

UNITED CALIFORNIA BANK

UCB

LONG BEACH: 129 East Broadway • 4210 Long Beach Blvd. • WILMINGTON: 544 Avalon Blvd. • SAN PEDRO: 407 West Seventh St.
LOMITA: 2173 West Lomita Blvd. • TORRANCE: 1403 Sartori Avenue • BELLFLOWER: 17037 South Bellflower Blvd. • DAIRY VALLEY: 13205 East South St.
BUENA PARK: 7551 Commonwealth Ave. • SEAL BEACH: 13916 Bay Blvd. • HUNTINGTON BEACH: 309 Main Street • COSTA MESA: Harbor and Baker

THE LONG BEACH

BUILDING TRADES COUNCIL

And its membership salute

Long Beach on its 75th Anniversary



We have been representing the highly skilled Craftsmen in this area since 1927 and look forward to the continued growth and prosperity of this great city we live in.

After Darkness, the Dawn

By ROBERT HEARD

The American dream began to come true for the Chinese in Long Beach and other California communities in 1943—the dawn year that finally closed off a century of darkness.

For the Japanese-Americans, the night was not so long, but it was blacker.

To understand the trials and eventual victories of these two peoples, we must go back to 1850, when China's Taiping Rebellion—bloodiest war in history until World War I—spurred thousands of fleeing Chinese to choose California, which they knew as "the land of the golden mountains."

THESE WERE free men, not coolies. More than 3,000 of them came that first year. By 1860, they numbered 30,000; in 1880, 75,000, or nine percent of California's population.

In the early years, they were welcomed as cheap labor that could live on "the smell of a greasy rag." But in the mining towns the honeymoon began to end in 1852, spoiled by the best Chinese qualities—industry, frugality, docility. The other miners resented so much virtue. They forced the Chinese out.

In his "Chinese in American Life," S. W. Kung describes the birth of anti-Chinese feeling:

"CHINESE limidity, unaggressiveness and lack of protest provoked further attacks, simply because such characteristics were interpreted by westerners as signs of weakness . . . (the Chinese) belonged to none of the labor unions. They seldom patronized the rum shops. All these factors prompted the general feeling that the Chinese were weaklings and therefore ripe for a sort of semilegalized robbery . . . by lawless men."

In 1854, the California Supreme Court ruled the

Chinese were included in a law prohibiting court testimony by Negroes and Indians. (They lifted the ban on Negroes in 1862, but kept it on the Chinese and Indians until 1872.)

Politicians inserted anti-Chinese planks in their platforms in 1855. They could do this with impunity because "John Chinaman" couldn't vote. What's more, John didn't want to vote.

MORE THAN 4,000 years earlier—1,000 years before Genesis was written—a Chinese poet whose name has faded in the mists of antiquity voiced his people's philosophy:

From the break of day
Till sunset glow
I toil
I dig my well,
I plow my field,
And earn my food
And drink.
What care I
Who rules the land
If I
Am left in peace?

It took the Chinese immigrant a few years to understand what democracy means. Their principal organization, the Six Companies of San Francisco, protested to the California Senate in 1862 the murders of 88 Chinese that year alone. Chinese houses were destroyed. Chinese were driven away from areas where they had jobs. The few who began to seek redress in court found none, even when the case was decided in their favor.

It was at about this time, the mid-1860s, that the first Chinese came to what is now Long Beach. They were the cooks at Rancho Los Cerritos and Rancho de los Alamitos. Highly regarded for their culinary skill, they still were "only cooks," and few bothered to remember them when writing the history of the area.

Sarah Bixby Smith, daughter of Llewellyn Bixby, mentioned them fleet-

ingly in her "Adobe Days," a reminiscence of her girlhood visits to Rancho Los Cerritos in the late 1860s. She named only one, Ying, whom the children loved for his delicious pastries. And she spoke of a small lacquer box purchased from a Chinese peddler from Los Angeles.

"THE CHINAMAN was an essential part of the house-keeping," she wrote, comparing their indispensability to that of the Mexican laborers for other ranch work.

The 1860s also witnessed two major contributions by the Chinese to the building of California: the beginning of the fabulous Southern California fishing industry and the building of the Central Pacific Railroad.

Only the Indians had fished here before the Chinese. Chinese fishing villages dotted the Southland coastline. Los Angeles buzzed for days with the story of the first sighting of Chinese junks off San Pedro in 1871.

THE CHINESE specialized in abalone, a creature polite society here considered inedible until the Chinese showed the polite whites how. (By 1870, the Chinese were exporting \$1 million worth of abalone a year; by 1880, their annual exports of dried shrimp hit \$3 million. Occidentals didn't like it. Could not tolerate it, in fact.)

The Chinese provided most of the hard muscle for the building of the Central Pacific. By the time of its completion, 1869, only 1,000 of the 10,000 men in the railroad gangs were not Chinese.

Anti-Chinese fervor subsided slightly during the Civil War and remained relatively low during the early years of track-laying for the Central Pacific. Then it began to spread again, and

in more "respectable" circles.

A CALIFORNIA federal court in 1867 declared Chinese ineligible for naturalization.

A year later on the other side of the world, Anson Burlingame, American minister to China—an idealist operating under the orders of pragmatist (he liked the cheap labor) William Seward, secretary of state—negotiated a free-immigration treaty with the Chinese government.

The treaty recognized "the inherent and inalienable right of man to change his home and allegiance." The treaty lasted exactly 12 years.

IN 1871 in Los Angeles, resentment against the Chinese boiled over. Nineteen Chinese died in the Oct. 24 Chinatown riot. Contemporary writers tried to blame the violence on hoodlums, but Carey McWilliams points out in his "Southern California Country" the mob of 1,000 Angelenos was led by policemen and police-appointed deputies, and one of the leading members of the City Council got in a few licks.

Almost all defenders of the Chinese were converted two years later. Business recessions of 1854 and 1862 led to isolated cries the "Chinaman" was stealing the white man's dinner, but the Panic of 1873 produced a crescendo of demands that the government do something about the "Chinese problem."

Even East Coast newspapers got into the act. The New York Nation noted derisively that on the Pacific Coast the Chinese were perpetuating "those disgusting habits of thrift, industry, and self-denial."

A MULTITUDE of discriminatory state laws and city ordinances had been

Continued on Page 62, Col. 1



35 Years

Progress Together

Sears and Long Beach



SEARS
Long Beach
1928

THROUGH THE YEARS



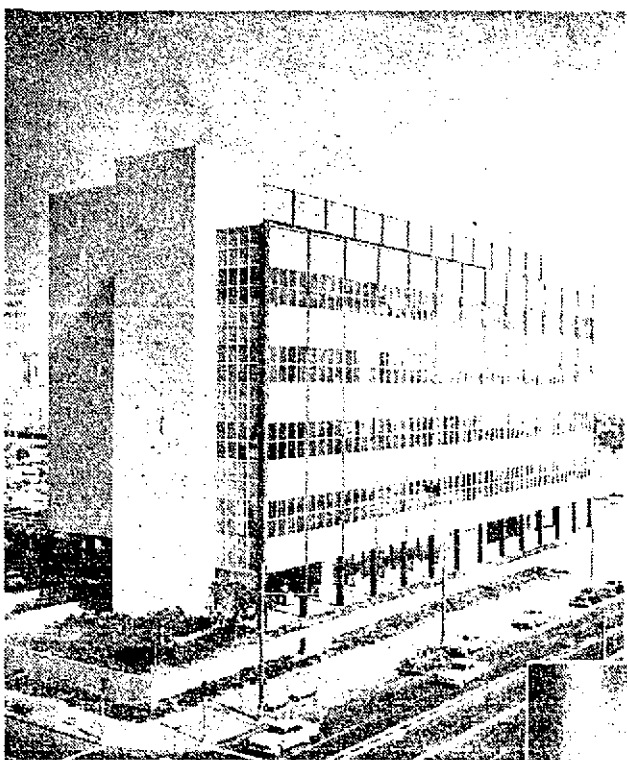
In September 1928 Sears, Roebuck and Company recognizing the growth potential of Long Beach, opened its Long Beach store in the remodeled Long Beach Creamery building. The store was staffed by 78 regular and part-time employees to serve a city population of 150,000. Sears has kept pace with the tremendous growth in the Long Beach area. In 1963, Sears modernized its building and for greater shopping convenience added a new Garden and Building Materials shop, plus the largest and most modern Sears Automotive Service Center in Southern California. This modern shopping center is staffed today by in excess of 600 regular and part-time employees to better serve the expanding Long Beach economy. You can count on us to continue to keep pace with the future growth of our community.



SEARS - LONG BEACH 1963

You Can Count On Us
Quality Costs No More at SEARS

SEARS 450 Long Beach Blvd.



COUNTY BLDG., LONG BEACH

Mrs. Chace and I are happy for this opportunity to express our congratulations to the community upon its 75 years of progress. As your County Supervisor, I am grateful for the privilege of having had a part in the modernization of Los Angeles County's administrative facility in Long Beach.



BURTON W. CHACE
SUPERVISOR, FOURTH DISTRICT
COUNTY OF LOS ANGELES

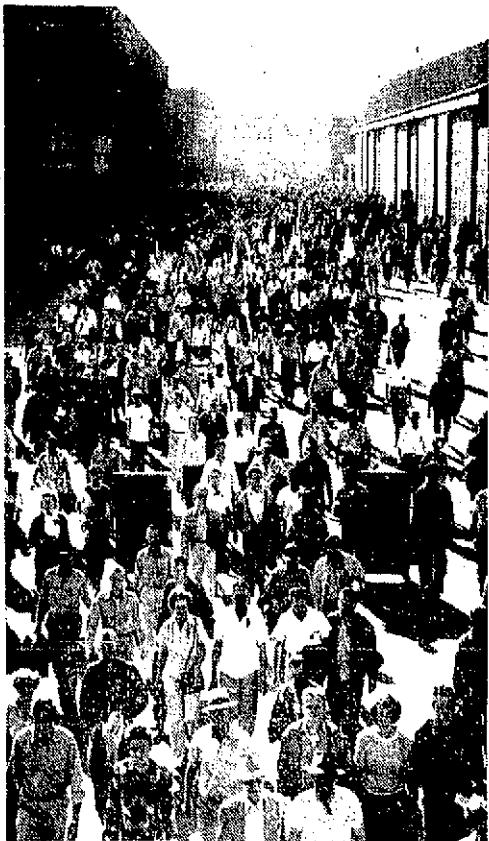
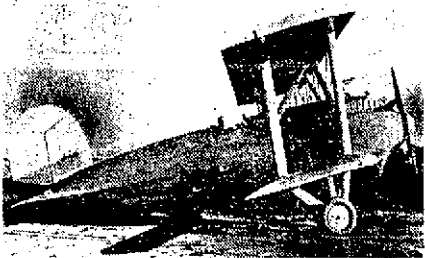


BEST WISHES
TO MY
HOME TOWN
ON ITS
75th
ANNIVERSARY



Air Business Is Zooming

THIRTY-SEVEN years flew by between the launching of the first Douglas plane, the Cloudster (below) in 1921, and the maiden flight of the DC-8 in 1958. The fantastic development of aircraft was matched by the increasing number of workers, until today the city's economic health leans heavily on the success of Douglas airplanes. Today, Douglas is hatching a new bird, the medium range DC-9, and if past indications mean anything, it will be another bird that lays golden eggs for Long Beach.



The New Long Beach Historical Society

By DR. WARD DeWITT

How did Long Beach grow from ranches of Spanish dons to a beautiful city of California? How did it happen?

Few people in this thriving young burgeoning city give much thought to the past or evince much pride in its achievements. In their minds, the city just developed and here it is. Yet, the history of Long Beach is as full of romance and human interest as many cities where statues have been placed on every corner and in every park dedicated to past heroes.

LONG BEACH is a symbol of dreams and heartaches for hundreds of her forefathers. For some unaccountable manner, her citizenry never took time to honor her patriots or boast of the crises surmounted in the past that have made the city one of the best known in the nation.

How did it all happen? Only a few of the loyal really know!

Many of the able leaders of Long Beach knew there was a weakness — there was no Historical Society to dig out the facts and make them known. It was a most unusual situation, when all around this com-

munity, smaller ones were so aware of their heritage that active societies had already engaged in the preservation of records in fine museums. For years, a few people in Long Beach hoped that an enthusiastic society would be organized to work at catching up on the city's history before it became too late. In many respects, it was almost too late, as masses of material have been destroyed, landmarks lost, and pioneers dead.

IN 1955 the City of Long Beach purchased the Los Cerritos Ranch House and thereby acquired by public purchase the first historic property to be owned by this community and kept as such. Heretofore, all such properties remained in private ownership until expansion removed them as historic sites. It was this purchase that awakened a community uneasiness in the public mind.

Mr. Edwin Castagna, city librarian, was one who voiced regret that there was no organization of public spirited citizens willing to work at holding the fast disappearing historical past. Los Cerritos Ranch House was placed under the management of the Library System and the grounds

under the care of the Park Department.

ONE EVENING, Mr. William Evans, curator, invited Dr. and Mrs. Ward DeWitt to the Los Cerritos Ranch House for a discussion of Historical Society possibilities. Mr. Evans had made a thorough search and found no authentic information that such a society had ever been attempted. He and Mrs. Evans convinced the DeWitts that it would be worthwhile to make the effort.

The first real success came when a well known businessman and patriotic citizen, Mr. Marshall Stone, agreed to give his support. From that time on the pace quickened. Mr. Kenneth Hemphill, president of the Chamber of Commerce, and Mr. Harry Krusz, executive manager, also agreed to give the full cooperation of the Chamber.

MR. MALCOLM EPLEY, executive editor of The Independent Press-Telegram, and president-elect of the powerful Downtown Kiwanis Club, made organizing a historical society the major project of the year. Kiwanis became the chief sponsoring body for the

society with the blessings of everyone concerned.

The first meeting of the Kiwanis Public and Business Affairs Committee under the chairmanship of Mr. John Barrett, was held Dec. 21, 1961, in the home of Dr. Ward De Witt, 250 E. San Antonio Drive. Those attending were:

John L. Barrett
Clyde F. Seck
George J. Badenhausen
Blaine Davidson
Ward G. De Witt
Clare D. Hamman
Kenneth L. Hemphill
Sam C. Hill
Jerry S. Jacobs
Francis Laufenberg
Max Livoni
John Mulholland
Jay L. Reed
Leonard A. Roberts
G. Edwin Wilcox
W. G. Wilson
Marshall G. Stone

These men established the committee's program for the coming year, the main one of which was the Historical Society Activity. Minutes of the meeting included: "This project will be a major activity for this committee and the entire club. The scope of the project was enthusiastically described by Ward De Witt

(Continued Page 63, Col. 5)

Look, But Don't Touch

Ever hear about Long Beach's anti-spooning law, passed in 1918?

It forbade "any person to sit or lie with his or her head or any other portion of the person touching a person of the opposite sex."

Dangerous Experiment With X-Ray

A lot of you think science was just an infant at the same time Long Beach was. But that's not true. Only two years after the discovery of X-ray, for example, readers of the Long Beach Press were warned of the danger of the ray:

"Friday, Oct. 22, 1897.

"Danger in the X Ray

"Fine complexions, according to a recent sensational announcement, can be made by an application of the X ray. Prof. Elihu Thomson, the electrician, says this is not true, and that to prevent serious physical injury the ray must be used at some distance from the body, with an exposure of not more than from 15 to 30 minutes. Not long ago he tested the power of the ray on his little finger, held close to the tube for 12 minutes. Redness and irritation quickly followed, the nail fell off later, and the flesh looked like it had been scalded. The scar still remains, at the end of eight weeks. Enough is known of the ray to warrant the rule that it shall be handled only by the expert."

TWELVE MINUTES! It's a wonder his whole arm didn't fall off.

In public, that is.

The law was aimed at public kissing and necking, but literally interpreted it made it unlawful for:

1. A mother to take her small son on her lap.
2. A man to take a woman's arm to assist her from car or buggy or over a mud puddle.

3. A man and woman to shake hands in public.

Penalty for infraction was a jail sentence or fine or both.

The law was repealed. Dance halls came in for

strict regulation in another of Long Beach's famous "blue laws." In 1908 the Council passed an ordinance prohibiting dancing the "hula hula, kan kan, Pedro Bowery dance or any imitation of such dances."

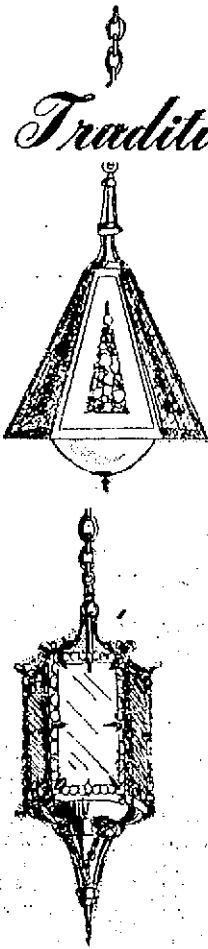
Even the waltz, the one-step and the schottische had to be danced in bright light. A city ordinance provided that electric lights or gas jets "as powerful as 16 candles" had to be provided for every 10 square feet of dancing space.

A law passed in 1907

made it a misdemeanor to "loiter in or be in or upon city parks or Seaside Boulevard without a valid reason," between midnight and 4 a.m. Nobody knows what John Law considered a "valid reason" in 1907.

Early Name

Wilmington's original name was Suangia, "then was named New Town (in rivalry to the "old town" of San Pedro) and finally rechristened after Wilmington, Del.



Traditional Aristocrat

LIGHTING THAT SETS THE MOOD. IT IS THE MAGIC THAT CREATES COLOR, TEXTURE AND SPARKLE WITHIN YOUR HOME. CREATE THIS MAGIC WITH ORNATE BRASS AND COLORED GLASS HANGING LANTERNS.

5264 LONG BEACH BLVD.
GA 3-0401

FOUNTAIN LIGHTING

Quiet City

A brochure published for the Board of Trade here in 1900 stressed the calm and quiet of Long Beach. "There is but one policeman," boasted the board, "and his job is a sinecure."

Someone we think

about a lot...

She's an American homemaker... one of several million who use P & G products daily to help keep their families clean, well-fed and happy.

As you might expect, we give a lot of thought to what she likes and needs in the way of household products. We feel it's our business to please her. That's why we're constantly developing new and better products to make sure she gets the very best.

And that's why today—as for the past 32 years—the people of our Long Beach plant take unceasing care to assure consistently high quality in all the products we make. You might say our business is pleasing people. A nice kind of business? We think so.



PROCTER & GAMBLE
LONG BEACH



Lakewood, the Saucy Offspring

By EARL GRISWOLD

No profile of the city of Long Beach would be complete without recounting the saga of its saucy offspring, the city of Lakewood.

Born completely surrounded by city boundaries of Long Beach, the seven-square-mile Lakewood area rejected the wealth and experience of its mother city to strike out on its own as a spunky new city with radical ideas of municipal government.

While Long Beach celebrates its 75th anniversary, Lakewood is busy making preparations for its 10th anniversary next spring.

Only 15 years ago Lakewood was a wide expanse of bean fields owned by the Montana Land Co. The only buildings in the area that was to become Lakewood city were ranch buildings, Lakewood Country Club and two small wartime housing tracts.

THROUGHOUT its sleepy history — from the time of the Spanish land grant in 1784 — Lakewood had been either grazing or farm land.

In 1950 Lakewood

changed abruptly.

Lakewood Park Corporation bought Montana Land's holdings for \$8,800,000. The corporation was controlled by three Los Angeles businessmen with big ideas. The three, Ben Weingart, Louis Boyar and Mark Taper, laid out plans for a community of 17,500 homes built around a 154-acre shopping center.

BEAN FIELDS were plowed under. Houses, stores and schools began to rise.

In their booming unincorporated community, the new Lakewood citizens had to travel to the County Board of Supervisors — 20 miles away in downtown Los Angeles — to air their problems about police and fire protection, hog farm smells, unfenced ditches, trash collections and property taxes.

By 1954 Lakewood had a population of over 60,000 people clamoring for municipal-type services, Long Beach, which offered a closer-to-home and more responsive governing body, was annexing neighboring housing developments in an

orderly, step-by-step movement.

BUT WITH Lakewood's new homes, new streets and business potential, strong-minded groups arose who wanted even closer home rule under a separate city.

On March 9, 1954, Lakewooders voted by a 2-to-1 margin to create their own city. On that day Lakewood became California's 16th largest city—larger than historic Santa Barbara or Riverside.

Lakewood voters also elected five councilmen to get their new city in working order: Robert W. Baker, William Burns, Angelo M. Iacoboni, Gene Nebeker and George Nye Jr. These five young men, ranging from 31 to 41 years old then, were enthusiastic and confident in their visions of a new type of city.

THEIR NEW type of government was to become widely known as the Lakewood Plan. Under this plan, the city contracts with big county departments to buy municipal-type services on a cash-

and-carry basis.

With its contract system, Lakewood has no worries about running police or fire departments, libraries, dog pounds or many other conventional city departments. Lakewood buys just about everything from the county except its park services and water supply, both of which are served by city departments. One hundred nine employees make up the entire city staff, directed by Administrator Marshall Julian.

The city is not without its problems and complexities.

CONTINUED operation of the Lakewood Plan is vital to the city, which has only homes and businesses to tax, there being no industry. Savings under the Lakewood Plan are substantial. City finance experts have figured Lakewood's \$3 million budget would have to be doubled or tripled under a conventional type of city government with its top-heavy bureaucratic departments that could only duplicate existing government de-

partments whose services are already available.

The city can determine the level of services it buys from the county, but it has no voice in determining the cost. The price is generally pegged at cost plus 15 per cent overhead. Efforts to lure industry have been fruitless, and most land available for industry is held by the original developers.

SOME confusion arises from the fact there are five school districts in the city, and three different telephone exchanges.

Lakewood shares concern with other cities on long-range water problems. In another long-range worry, the city looks to the county to buy the Country Club golf course and save it from eventual subdivision.

Is the Lakewood Plan a success?

MAYOR Robert Baker can cite positive evidence that it is:

Twenty-nine communities in Los Angeles County have incorporated, adopting the Lakewood Plan of government.

City property taxes have been reduced every year.

And, reflecting confidence that carries through the ranks of Lakewooders, the incumbent councilmen have been re-elected in every biennial election.

"We're just preparing for our 10th anniversary now," the mayor said. "But if you can stick around . . . Well, in another 65 years there'll still be a Lakewood here to celebrate its diamond jubilee."

Island Plan for Long Beach in '90

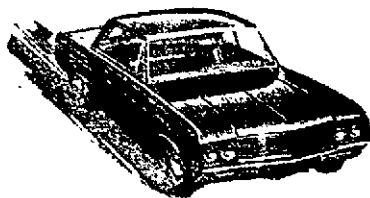
In the 1890s the residents of Long Beach were offered a plan to make this an "island city" by building a canal from the Los Angeles River around Signal Hill to Alamitos Bay. The plan was abandoned as too costly.

Early Industry

One of the first major industries in Long Beach was the San Pedro Lumber Co. It built yards and warehouses in 1882 at Third Street and Pine Avenue, where the Farmers & Merchants Bank now stands.

GO!

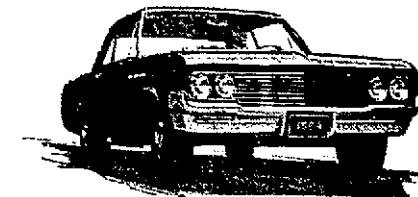
FIRST CLASS



GO!



FIRE

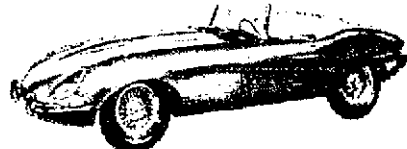


BALL

GO!

BOULEVARD BUICK FOR THE 1964 BUICK

- Special
- Skylark
- Le Sabre
- Wildcat
- Electra 225
- Riviera



AND 1964 JAGUARS

Visit Boulevard's huge
USED CAR LOT
(across the street)

BOULEVARD BUICK
NOW OFFERS

car RENTAL car LEASING

Day-Week-Month or Long Term
All Makes of Cars

BOULEVARD
1881
BUICK
1881 Long Beach Blvd.
SP 5-6156 HE 7-2751
Open Sundays

Long Beach's Exclusive Buick and Jaguar Dealer

THREE GENERATIONS OF F&M BANKING IN LONG BEACH



SECOND GENERATION . . . Gus A. Walker, President

C. J. WALKER founded the Farmers & Merchants Bank on November 21, 1907. It was he who guided the bank through the early twenties and thirties . . . always firm in his belief that the two most important elements of strength in any community are its homes and churches . . . which continue to be an integral part of the bank's lending program. He relinquished the presidency in 1936 to his son Gus, who continues to provide the strong, friendly leadership so important to successful banking.

The post-war migration found the bank ready for the tremendous expansion that prevailed throughout Southern California. Our banks expanded their services to meet these new demands and placed more emphasis on the financing of new industries and businesses to enable the area to meet the ever-growing need of this rapidly expanding, new population.



FIRST GENERATION . . . C. J. Walker
Early photo of original banking room of F&M Bank at 122 Pine Ave., Long Beach. Seated at desk in foreground is founder and first President, C. J. Walker.



THIRD GENERATION . . . Donald P. Walker, Assistant Vice President
Kenneth G. Walker, Vice President

FARMERS & MERCHANTS BANK OF LONG BEACH

MAIN OFFICE
Third and Pine

LONG BEACH BLVD. Drive-in Office
1401 Long Beach Blvd.

EAST LONG BEACH OFFICE
Anaheim and Obispo

GARDEN GROVE OFFICE
Garden Grove and Bowen

NORTH LONG BEACH OFFICE
Artesia and Indiana

A Private Success Story

By CHARLES CRUTCHER

The fabulous business lives of Walter and Cordelia Knott, both 73, are shining examples of what common sense, insight, and perseverance can accomplish, along with their pioneering spirit, our American way of life, and their firm belief in our great private enterprise system.

Every one is familiar with the narrative which could well be entitled "The Knott's Berry Farm Story," starting Mr. and Mrs. Walter Knott: They arrived in Buena Park, Calif., in the '20s from Calico, where they homesteaded, with their small children in a Model T Ford. They rented a farm; planted berries; when the berries were ripe, they built a stand in front of farm to sell their berries from on Grand Avenue to grateful people who passed to and fro.

In 1927 they bought 10 acres of this fertile farm land on time and whipped a depression in the Knott home with the ingenuity of Cordelia's cooking: she made blackberry pies, homemade jams and jellies to spread on her famous hot biscuits, and in 1934, Mrs. Knott with help of Mr. Knott, who took care of the managing and supervising end from the start, and still is in that capacity at farm, hit upon another progressive idea—serving chicken dinners. The rest is history. Knott's Berry Farm became an institution.

WHAT ABOUT the principles Mr. and Mrs. Knott

used, which will prove helpful to ambitious young men and young women starting out in the business world today?

"The prime object for the beginner to be successful," says Walter Knott, "is not to make money, but to serve. If the monetary ranks first, he has one strike against him."

"If he has a sincere belief in the product he is exploiting and believes in himself, and puts forth the necessary effort—the money will take care of itself."

In this day and age when there are so many failures in businesses, says Knott, they should pick the right kind of business. The young often do not select the right kind of work. But when they have picked the right kind, they must be willing to sacrifice, which means going without some necessities. He emphasized two words: hard work. If a business is to grow from a little acorn to a mighty oak it requires that.

WE MUST learn to do things for ourselves,



WALTER KNOTT
Hard Work . . .



CORDELIA KNOTT
and Good Cooking

stresses Knott. If we don't the government will step in and control, which is a great danger to our individual freedom, and right now it is encroaching more and more on our freedoms, hampering our successes.

Mrs. Knott superintends Chicken Dinner Restaurant, which served 1,791,211 dinners in 1961, and 1,808,344 in 1962. She takes special interests in those who prepare and serve as she did with her own children when young.

"I like to show them how to do things. I like to teach them," says Mrs. Knott. "But those that don't know how to work and are unwilling to learn, I don't want them!"

Is Mr. and Mrs. Knott's success based upon the old adage "Behind every successful man there is a woman?"

"Not at all," answers Russell, son of the Knotts, who is in charge of General Administration. "Dad was always the head of the family, he was the aggressor. Dad and Mother worked as a unit, and when the four of us got older and more experienced and schooled about the many fast growing projects on the compound, we joined the unit."

RUSSELL'S three sisters, Virginia Reafsnider, has the Gift Shop, while Elizabeth Oliphant and Marion Anderson supervise Ladies Sport Shop.

Out of 1,500 people working at the Farm, there are about 500 boys and girls working on part-time basis, some under 21. Some are earning money to further their education in all trades and professions, and will be leaving when their schools start. Many will remain at Farm, content and happy with their jobs.

"And they usually stay," says Lorna Lutschig in Public Relations, "on the same jobs they started in. Rarely do they ask to be transferred."

"RIGHT NOW, my son Ken of the third generation of Knotts is working the chicken dinners," says Russell, "and Ken is gradually taking over."

Ken, 26, is married and has three boys. "I married a restaurant inn," Ken smiles. "I graduated at Fullerton High, majoring in Business, and have worked summers at the farm."

"I consider I had an advantage over many boys. I could attend school and work, here on different shifts. My family is amazing, especially Granddad; he is a great American, and I'm sure after he's gone all the family will advocate free enterprise; most of them do now."

Russell's other son, Steve, 22, is deputy sheriff

on lot. He's married and has one daughter. He also majored in Business Administration at High, and has worked summers somewhere on the lot since he was 10.

JANICE SCOTT lives at 7461 Crescent Ave., Buena Park. She has worked at the Berry Stand, located in Ghost Town, next to Candy Parlor and across the street from Farm Market, since 1959, when she was 14. She attended Western High, near Faron. Now she is attending Long Beach State College, specializing in Elementary Education.

"I get a chance to meet many people here," says Janice, "and I have lost my shyness. I work summer, week ends, holidays, anytime I'm out of school, I'm here."

"We all love Mr. and Mrs. Knott, and we see them often when they pass by their old Berry Stand, which I suppose they do for sentimental reasons, and they never forget to say 'hello' to us."

Jeffrey Michael Hengsbach, 18, is shotgun rider and loader of passengers and baggage on Butterfield Stage Coach Line, located near Justice of Peace Office—Law of the Pecos. There are five coaches. He graduated at Mesa, Ariz., outside of Phoenix. He has worked at Knott's Berry for about 19 months. He's now in the second year at College of the Desert at Palm Desert, and is studying to become a physician.

"I'm grateful to work for Mr. Knott," says Jeffrey, "and I find my work broadening and inspirational."

Many people are of the opinion that the day is over for making a fabulous success; others say the fault lies in the individual, regardless how strongly he or she may advocate free enterprise.

Russell Knott is convinced that with the struggle his dad made, it certainly can be made by others.



THIS WAS THE START OF A SWEET SUCCESS

In Long Beach Since 1943



DIXIE STORES

Others claim discount prices . . . here's proof! We guarantee our storewide prices to be the LOWEST IN TOWN on comparable merchandise! Shop DIXIE'S Block-Long Store for all major appliances . . . Stoves, Refrigerators, TV, Hi-Fi, Stereo, Washers, Dryers, Jewelry, Small Appliances, PLUS one of the largest selections of fine furniture.



1830 E. ARTESIA ST.
NEAR CHERRY AVE.
NORTH LONG BEACH

STORE HOURS: DAILY 10-9; SAT. 10-6; SUN. 12-5

Oriental in California

Continued from Page 59.

declared unconstitutional. There was only one solution—stop the immigration. And only one body that could do that—Congress.

With one eye on the flourishing Chinese fishing industry, the California Senate in 1876 sent an inflammatory memorial to the nation's capital, using as one of its sure-fire arguments what it called the inferiority of the intelligence of the Chinese to other races, including the Negro.

And in the 1879 California Constitution an entire section labored to prohibit Chinese immigration, their employment by "corporations or any public works" and state responsibility for "burdens arising from their presence."

THE STATE Supreme Court said this section contravened the U.S. Constitution. Again, the agitation focused on Congress.

During all this time, as the politicians played to the echo of their own dramatic voices in the 1870s, thousands of Chinese were building the Southern Pacific Railroad, sustaining "heavy losses" in the construction of the 7,000-foot San Fernando tunnel.

It also was in this decade that the Chinese began another of the Southland's great industries—citrus. They seldom get credit for it, but it was their doing nonetheless.

CONGRESS resisted the pressure for anti-Chinese legislation until 1879, when it passed a law limiting ships to 15 Chinese. President Rutherford B. Hayes vetoed the bill, citing its violation of the 1868 Burlingame Treaty. In California, Hayes was hanged in effigy, and in 1880 a new treaty was negotiated which gave the U.S. the right to "regulate, limit or suspend" but not to "absolutely prohibit" Chinese immigration. Congress decided in 1882 to "suspend" it for 20 years. President Chester A. Arthur vetoed it as unreasonable. A few weeks later, Congress made it 10 years. Arthur accepted.

For the first time, an entire race was excluded from our shores. In 1875, Congress had prohibited immigration by prostitutes and lunatics. The Chinese were added to this exclusive list of undesirables.

FOUR YEARS later, in 1886, Emma Lazarus wrote an inscription for a large statue of a lady in New York Harbor that included these lines: "Give me your tired, your poor, your huddled masses yearning to breathe free, the wretched

refugee of your teeming shore." But, then, the lady was facing Europe.

The 10-year suspension was to last 61 years. Congress lifted the ban and flung open the doors in 1943 for nationals of our great World War II ally, but the quota set by presidential proclamation was 105 Chinese a year.

The Chinese population in Los Angeles County and elsewhere in the U.S. began to decline after the exclusion. From 75,000 in California in 1880, it hit its nadir of 29,000 in 1920. And with its passing "has come a distinct loss in color, to say nothing of the race of competent and loyal household servants," wrote Sarah Bixby Smith.

In 1885, when white boys were fond of pulling Chinese queues and chanting, "Run, run, Chinaman," a popular ballad opened with this verse:

John Chinaman, John Chinaman.

But five short years ago, I welcomed you from Canton, John—

But I wish I hadn't though.

The Chinese cooks branched out as vegetable peddlers. A decade later, in

1895, 4,000 Chinese were producing and distributing nearly all vegetables consumed in Los Angeles County. They were building their Chinatowns around the old Mexican Sonora-towns in almost every Southland community. They opened laundries, restaurants, small shops and curio stores.

Yet another industry was started by the Chinese in 1891. This time in Orange County. An American thought the marshlands there would be ideal for growing celery, but the first attempt failed miserably. So they called in the Chinese. Within one year, thousands of acres were devoted to celery culture.

LAND SHOT from \$15 an acre to \$400. Twelve-hundred carloads of celery a year were shipped out. But local residents bared their teeth at their benefactors. They burned the buildings of the Earl Fruit Co. and terrorized the Chinese. Armed guards had to be placed at the corners of the fields and in the Chinese camps.

The first Chinese busi-

(Continued Page 67, Col. 1)

Your Granpa 'n Granma

probably bought from us
—in the ole Buggy Days—



"Tibbetts—A good name in paints since 1896"

Tibbetts PAINT-WALLPAPER

10th & PINE • HE 7-2929

"Park Your Buggy" Free Next to the Store



LIFT

ANYTIME YOU NEED A

LET RIGGINS BROTHERS, not Ringling Brothers do the job!

*HYDRAULIC JACK SERVICE FROM 1 TO 100 TONS!

UTILIZE the latest Hydraulic, Electric and Pneumatic Jacks, Tools and Equipment to do that impossible job. Ideal for Contractors, Oil Riggers, Industrial, Automotive, Truckers, etc.

There is ONLY ONE Riggins Brothers Dependable Hydraulic Jack Service, and it offers you 18 years background of Experience . . . actually a total of 40,000 MANWORKING HOURS of Know How that cannot be beat!

Jobbers for BLACKHAWK, HFIN, WERNER & WALKER Hydraulic Jacks.

Remember—We Service What We Sell!



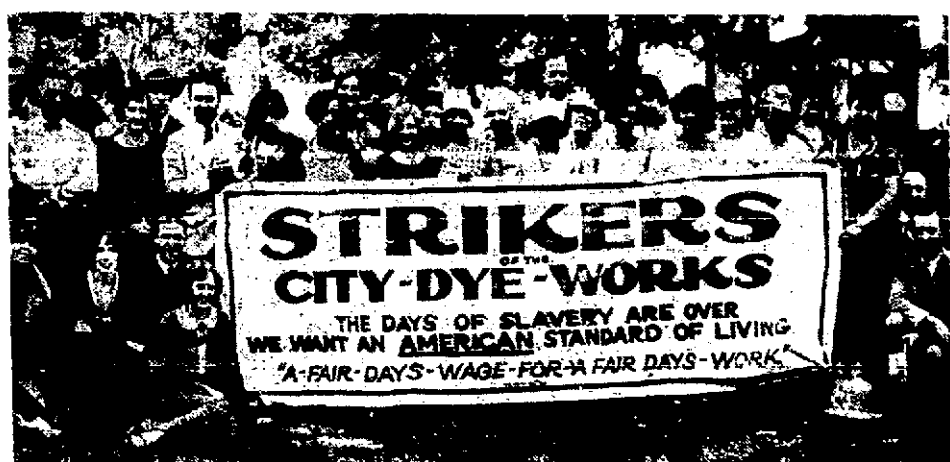
Riggins Brothers

Hydraulic Jack Service
SALES — SERVICE — RENTALS
325 SOUTH STREET
Long Beach 5, California, GARfield 2-7064



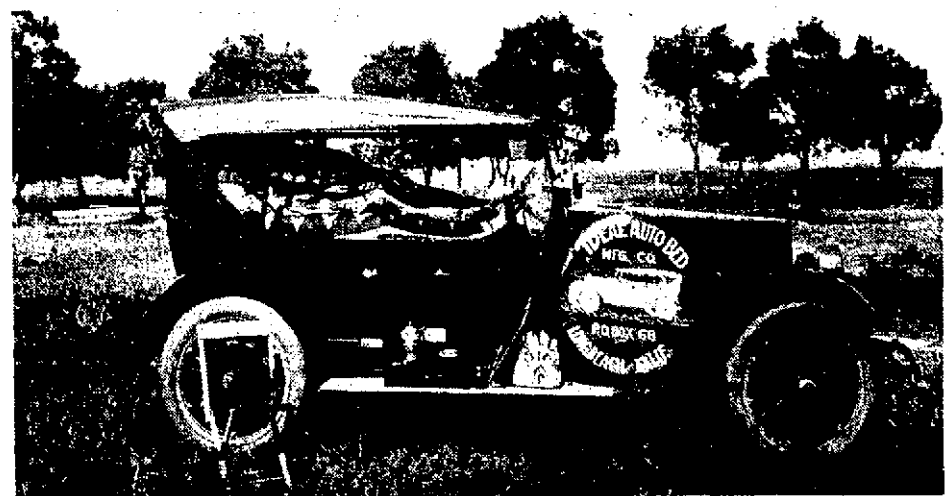
Harry Riggins has become nationally identified in the Hydraulic Jack field

—Congratulations, LONG BEACH on your 75th Anniversary—



Age of Change

INDUSTRY in the 20s was in a turmoil created by new forces and new opportunities. In Long Beach, the labor movement made itself felt with strikes and militant slogans like those on the banner sported by workers above. The oil boom added to the city's already burgeoning population, and at least one entrepreneur was ready for them with Klondike-style living accommodations. And the auto age, coming into its own, prompted the birth of such companies as the Ideal Auto Bed Mfg. Co., which promised to turn the family runabout into a home away from home.



Winstead Collection, Courtesy of Long Beach Public Library

Long Beach Historical Society Plans Future

(Continued From Page 60)

and was received just as enthusiastically by members of the committee. It should also be brought out that our incoming president, Mac Epley, considers this as a major portion of his program."

There being no precedence for this project, it was decided that a subcommittee be established. Those appointed were: Ward De Witt, chairman; Llewellyn Bixby, Jr., Eugene Tinscher; Kenneth Hemphill; Jerry Jacobs; Marshall Stone; John Munholland. Additional members were to be added to this steering committee at the discretion of Ward De Witt, no qualified person to be excluded and membership not to be limited to Kiwanians.

IT WAS with this start that the novice Historical Society met for the first time January 4, 1962, with most of the subcommittee members in attendance. Mr. Charles Boorkman, librarian at Long Beach State College, had been invited but was unable to attend this meeting though he took an active part in the following ones. Frequently, this group met trying to rush the organization. Eugene Tinscher worked on the charter application and constitution and by-laws. George Geiger was secretary, president Board and the first general public meeting. After several such sessions, the first permanent Board of Directors was selected: Mr. Bud Holton, president; Wm. Lockett, vice president; Mrs. Gus Walker, treasurer; George Geiger, secretary.

DR. DE WITT was given an honorary appointment of Past President to fill the executive committee. There remained four positions to fill and very important ones. These were the heads of the four departments that were to be the functional and working units of the society. Dr. Frank Har-

nett agreed to head the Department of Community Life; Mr. Robert Mulvey, the Department of Arts and Architecture; Dr. Eldor Sagehorn, Early History. The Department of Commerce and Industry remained vacant until 1963 when it was accepted by Mr. Robert Metzger of the Harbor Department.

At this writing the Board remains unchanged except that Mr. Lockett took office in June as president; Mr. Raymond Nicholson, vice president and director of the Los Cerritos Rancho Docents; Mrs. Ward De

Witt, secretary; Mrs. Gus Walker, treasurer.

March 6, 1962, the City Council took action to have the newly formed Historical Society take over the leadership of the 75th anniversary of the founding of the City of Long Beach. The Society had not quite attained sufficient strength for this, however, and by mutual consent, the Chamber of Commerce under the leadership of Harry Krus, and the City Council have accomplished miracles in paving the way for the Jubilee. Mr. Bud Holton is serving as a representative

of the Historical Society on the Jubilee Committee.

The Historical Society has presented fine programs regarding the history of this area. Though it is only a year old it has a firm footing under the leadership of capable men who hope that by giving a medium of expression to all those who have been wishing for a facility of this kind, to enlarge the membership. They also hope to work for adequate housing for offices, museums, and a place for preservation of historical documents and materials forever.



...dependable food merchants since 1859

In 1859 A&P began a policy of offering fair and the foods they like best at prices that save folks money. 104 years of doing just this has made and maintained A&P as America's leading and largest group of food Merchants.

This year and next year your biggest cash savings on the items you like best are and still will be at your friendly A & P Store.



Locally at:

4243 Woodruff, Lakewood
3426 E. Seventh, Long Beach
5116 E. Second, Long Beach

Imperial Hardware...Growing with Long Beach Since 1908



"NINETEEN HUNDRED AND EIGHT"

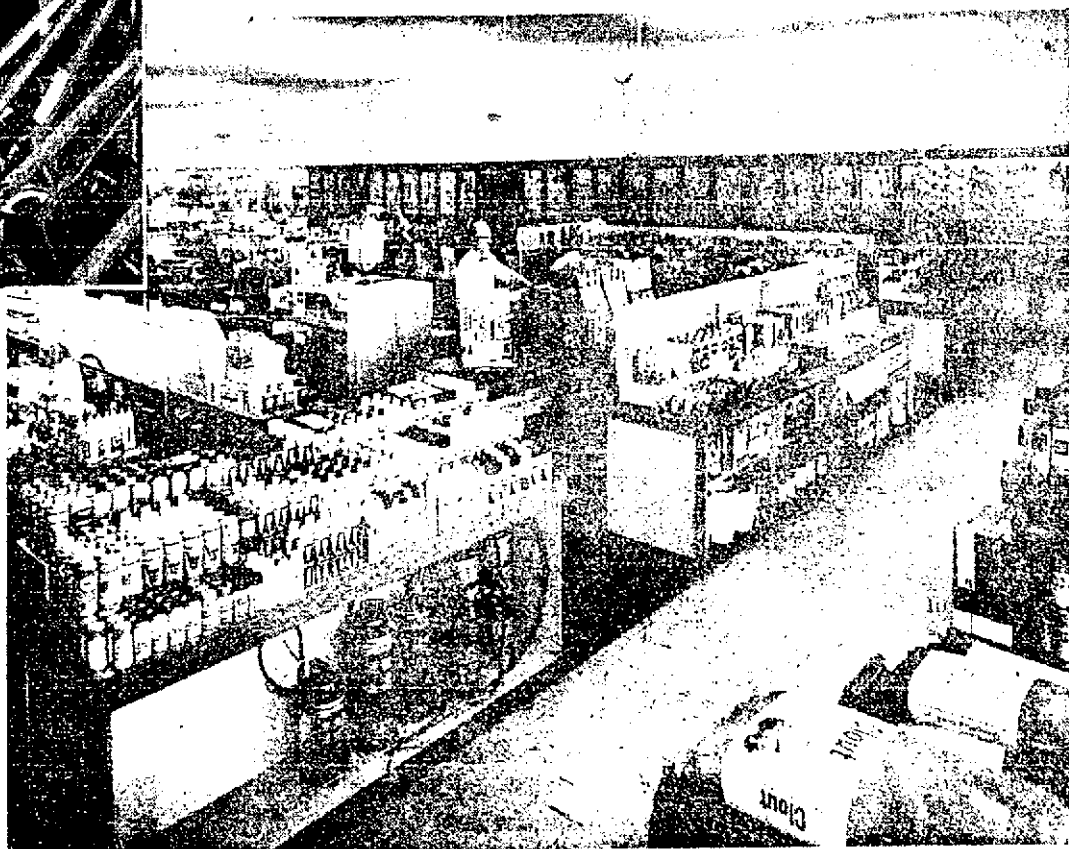
The original Imperial Hardware was opened in 1908 at 133 American Avenue (now Long Beach Blvd.). Even then, it was known as the Home of Famous Brands.

Imperial's BRIDAL REGISTRY insures only WANTED GIFTS from family and friends. All brides are invited to register.

"Serving Long Beach for Over 55 Years"

IMPERIAL HARDWARE CO.
437 Long Beach Blvd. • 240 East 5th • Downtown

Imperial was . . . and still is . . . primarily a Hardware store. It's still the place to come for the best selection in nails . . . the sturdiest garage door hinges . . . the most dependable tools . . . the cuttingest lawn mowers. If it's hardware, we have it . . . in finest quality, greatest selection. But, like Long Beach, Imperial Hardware has grown. We now also sell the best in Housewares . . . Sporting Goods . . . Paints . . . Gifts . . . Appliances, and Builders' Hardware



"NINETEEN HUNDRED AND SIXTY THREE"

The present store is housed in a huge L-shaped storeroom running from 437 Long Beach Blvd. to 240 East 5th Street. Even more Famous Brands are featured.

How Long Beach Became a Medical Center

By **BEN ZINSER**
Medical-Science Editor

The story of Long Beach is also the story of the wonders of medicine.

It's the story of a city that has grown in stature medically.

At the turn of the century you couldn't find a hospital bed in Long Beach. Today, however, handsome medical centers dot the landscape. The city has become an important center for medical research.

People from both near and far take advantage of Long Beach's medical facilities.

Residents no longer have to travel to metropolitan areas for major heart surgery, for instance. Special cancer treatments are available here. Two Long Beach hospitals routinely use heart-lung machines to facilitate repair work on the human heart. Three cobalt "bombs" and a super-voltage X-ray machine are available for the treatment of deep-seated malignancies.

PATIENTS have traveled from as far as Hawaii and Alaska for surgical operations in Long Beach.

Hundreds of medical research projects are in the works at all times in Long Beach. Medical investigators from foreign nations can be found in the city's research labs.

A noted investigator from the famed National Institutes of Health recently forsook the NIH to set up research shop here.

One of the world's major centers for the care of spinal-cord injury patients is here. The new field of geriatric rehabilitation—health care for old folks with chronic illnesses—is being pioneered here.

An alert city health department has helped to prevent major outbreaks of dread communicable diseases.

More than 600 physicians practice in the community. Virtually all medical specialties, from allergy to urology, can be found here. Last year the office of the Long Beach Medical Association received almost 10,000 calls requesting general information about Long Beach physicians.

FROM THE start, Long Beach was destined to become a health center.

Even before 1900 many individuals moved here for their health because of the mild and moderate climate, according to the official history of the Long Beach Medical Association.

But there were no adequate hospital facilities in the early days. As a result, many Long Beach patients started going to Los Angeles for major operations.

Consequently, in 1911, several doctors leased a two-story, 16-room house at Broadway and Junipero Avenue and turned it into a 10-bed hospital. They called it Seaside Hospital.

THE CITY then had 11,000 population and 10 doctors.

But the early Seaside was no medical center. Even the operating room, on the second floor, was improvised.

Dr. Roy A. Terry, who gave the anesthesia for one of the first operations in the new hospital, once recalled:

"When the operation was finished, it took three of us doctors to carry the patient down the winding stairs to her room."

The demand for hospital care increased. One year later a new wing was built onto Seaside, to care for 31 patients.

It was a farsighted move. Within a year Long Beach suffered her first major disaster.

THE MUNICIPAL pier collapsed, killing 36 persons and seriously injuring 174.

Every room at Seaside was made into a ward to accommodate three of four of the injured. Cots were used as beds. The less seriously injured were placed on mattresses on hallway floors.

And all Long Beach doctors worked around the clock.

Seaside grew, and a new location, 14th Street



FIRST HOSPITAL

Patients lived in a homey atmosphere in 1907 when they stayed at the first Seaside Hospital at the corner of Broadway and Junipero Avenues.

and Chestnut Avenue. But Seaside's destiny was a new name and still another location: the Memorial Hospital of Long Beach at 2801 Atlantic Ave.

The \$11 million Memorial Hospital opened in 1960 with 400 beds and immediately became a showplace.

Its rehabilitation center is now widely known. So is its supervoltage X-ray machine—the Maxitron—used to treat cancer.

MEMORIAL'S medical education program, under the guidance of Dr. George X. Trimble, has won worldwide recognition. In a recent medical quiz contest for interns throughout the nation, Memorial Hospital outpointed the famed Mayo Clinic for top honors.

Already, the handsome hospital has proved to be too small. A \$500,000 laboratory building, first major addition, is being completed. In the offing are a new wing, to provide more beds, and expansion of various existing facilities.

Also in the planning stage are a burn center, an orthopedic unit, a research center and a patient-care center catering to teenagers.

SURGERY'S last frontier, the human heart, was first invaded locally in St. Mary's Hospital.

It was at St. Mary's, thanks to the efforts of Dr. Irvin Ungar and Heart Guild, Inc., that the first Long Beach heart-lung machine was installed, to make possible prolonged operative procedures on the heart.

St. Mary's has pioneered other medical fields, too. It

was the first Long Beach hospital to install a cobalt "bomb" for the treatment of cancer. It was the first hospital in the city to acquire an artificial kidney, an amazing device that can sustain life when natural kidneys fail to function.

Now 40 years old, the hospital just last year dedicated a new \$6 million wing.

ST. MARY'S was originally known as Long Beach Hospital, built in 1907 at Tenth Street and Linden Avenue by Dr. Truman Boyd. It was purchased in 1923 by the Sisters of Charity of the Incarnate Word.

Six sisters arrived Aug. 1, 1923, to operate the then 70-bed hospital.

In 1929 plans were made to build a new and larger St. Mary's. But the economic depression stalled matters—a situation the sisters later were to call "providential."

On March 10, 1933, a major earthquake shook the city, and the walls of Old St. Mary's came tumbling down.

Amid falling debris and dust, St. Mary's nurses, sisters and volunteers carried patients to the front lawn. Miraculously not a single patient was hurt.

With lighter quakes continuing every few minutes and the entire structure in danger of crumbling, nurses and sisters cared for emergency patients on the hospital lawn.

Afterward the sisters found themselves without a home. Gone were hospital, chapel and convent. Only one small cottage had been left intact. Using

this as living quarters, the sisters mapped plans to rebuild.

And rebuild they did: first a one-story building, then a larger structure, the present south wing.

Another wing was added in 1949 and still another in 1960, to bring total bed capacity to 349.

Still pioneering, St. Mary's now plans research in computer medicine and coronary artery surgery.

ON THE HILL at Pacific Coast Highway and Terminal Avenue in East Long Beach, another major hospital girds for the future.

Long Beach Community Hospital, born in 1924 as a 100-bed facility, will expand to 300 beds by the end of this year.

In the past year the interior of the original building has been completely remodeled, to provide new emergency rooms and X-ray facilities, a pediatrics department, cafeteria, classrooms, offices and a 12-room isolation unit, only one of its kind in the city to combat contagion.

A \$2.5 million, six-story wing was opened in 1959. A year earlier a modern convalescent wing was put into operation.

By all standards the hospital now is completely new, says Walter M. Oliver, administrator. "Everything was either recently built or rebuilt," he notes.

In the next few years Long Beach Community Hospital will enlarge its laboratory, X-ray facilities and physical therapy department.

This modern hospital is unique in one respect. It's the only hospital where pa-

tients can watch outdoor movies indoors. A drive-in theater next door has allowed its sound system to be piped into the hospital. The large outdoor screen can be viewed easily by patients.

LONG BEACH's largest hospital, a giant in research and in patient care, stands at Seventh Street and Bellflower Boulevard.

The Long Beach Veterans Administration Hospital, now a 1,600-bed facility, is destined to become even larger.

Within the next year construction will start on a high-rise replacement building, a 13-story tower in front of the main building. It and other new permanent structures will give the hospital a bed capacity exceeding 1,700.

More than 100 research projects currently are being conducted in VA labs, making the Long Beach facility one of the key research centers in the VA's chain of 170 hospitals.

But this hospital's research story starts long before the VA's operation of the facility.

Built by the Navy in the record time of 14 months, the hospital was dedicated in December 1942 to care for the war wounded. Unlike conventional hospitals, Long Beach Naval Hospital had master blackout control and pillboxes for air-raid observers.

Shortly afterward Long Beach doctors heard that a new wonder drug was being tested at the Navy Hospital. It was called an antibiotic. Its specific name was penicillin.

The year was 1943 and penicillin then was in such short supply it could not be released for use outside the hospital.

A Navy medical researcher—Cmdr. Edward C. Kenney—kept his experimental penicillin locked in a safe, so precious was the substance.

The researcher, local doc-

tors said, had a future in Navy medicine. The prediction proved accurate.

He went all the way. Dr. Kenney, now Rear Admiral Kenney, is the Navy's surgeon general.

ON JUNE 1, 1950, a new era in Long Beach medicine opened. The Veterans Administration took over the Seventh and Bellflower hospital from the Navy.

Its first civilian patient load came from Birmingham Hospital in the San

Fernando Valley.

The Long Beach VA Hospital inherited the special treatment center for paralyzed veterans, headed by Dr. Ernest Bors. The center, world famous, has been the subject of a motion picture, "The Men."

Early research at the hospital included use of atomic cocktails, medications that emit radiations. The VA was the site of one of the first nuclear medicine labs.

The world-famous neuro-

physiology lab, predecessor to UCLA's impressive Brain Research Institute, started in a tiny room at the VA in 1952.

Dr. John D. French, noted neurosurgeon who now heads the UCLA brain institute, and Horace W. Magoun, Ph.D., an anatomy professor, set up the lab, which is now the largest in the VA research building. Dr. Magoun has since won the Passano Award for his

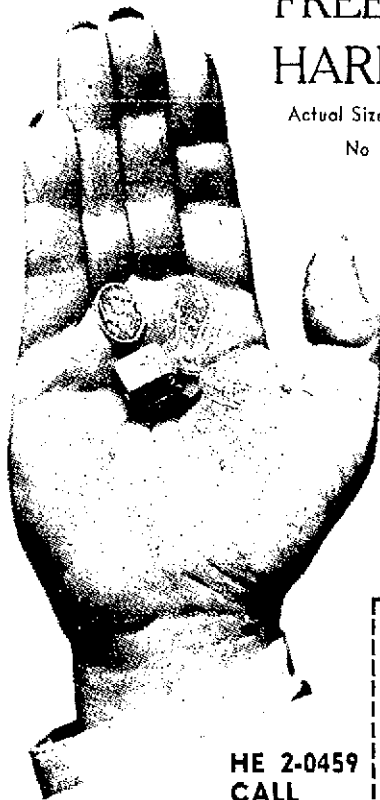
Continued Page 65, Col. 1)

For the 75th Long Beach Diamond Jubilee



FREE TO THE HARD OF HEARING

Actual Size Case of New Midget Hearing Aid
No Electronic Parts—Case Only

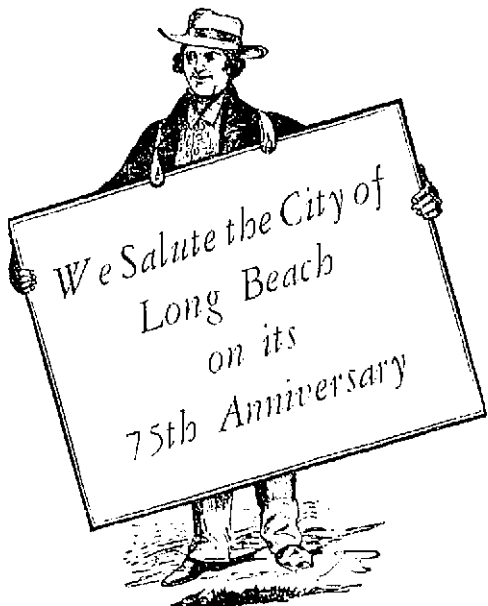


First time offered! If you have (or someone you know) trouble hearing well—if people seem to mumble and you have difficulty understanding words—send for this free actual size case. Unit fits right in your ear. Wear it in your own home and keep it. It's an actual size case of one of the smallest but most effective new hearing aids on the market today. The Dahlberg aid weighs less than 1/4-ounce and has no tubing or external wires.

Sample cases are free of cost or obligation as long as supply lasts. Sent in plain envelope. Come in, call or write for yours today!

MOTOROLA/DAHLBERG HEARING AIDS
Authorized Dealer
ASSOCIATED HEARING AID CENTER
LONG BEACH — 622 Pine — HE 2-0459
Rush me free case of new, miniature hearing aid.
Name _____
Address _____
City _____

HE 2-0459
CALL



WEST COAST WAREHOUSE CORP.

- ★ Domestic & Bonded Storage ★ Radio Dispatched Equipment
- ★ Fast, Reliable Truck Transportation ★ Economical Warehousing
- ★ Attractive Rates
- ★ Serving all Harbor Areas, Los Angeles & Surrounding Areas

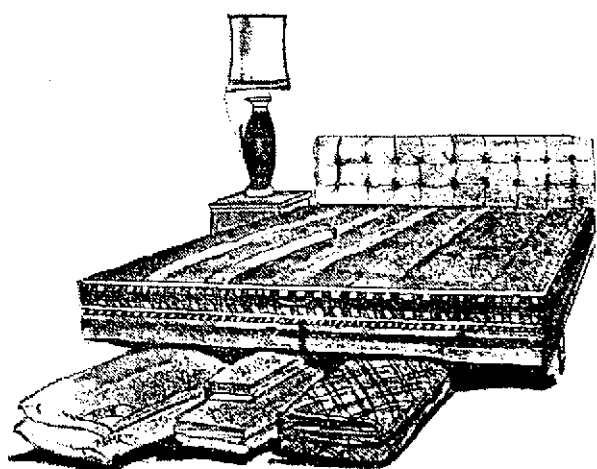
Pier A—Warehouse 7-8-9
Long Beach, California

HEmlock 2-8413

SPruce 5-3541



HOME OF KINGSIZE BEDS BY ACME



ACME
Mattress Factory

3415 E. ANAHEIM ST.
GE 9-4908 — BUDGET TERMS
IN SANTA ANA, TOO!
411 W. FIFTH STREET KI 3-2076
SANTA ANA

Medical Center

(Continued From Page 64)
contributions to medical research.

AT THE OUTSET the hospital had no animal house. Dr. French, who then lived on the hospital grounds, recalls, "I spent half my time watching over the monkeys."

The early research with these monkeys led to an understanding of the role of the brain in wakefulness and sleep.

By 1955 the Long Beach VA Hospital's research program had become so widely known that scientists from 17 foreign countries were working in Long Beach VA labs.

Dr. French says the VA lab is "unquestionably a major medical research center."

He says Dr. E. V. Edwards, the hospital's first director, is to be given the credit for building the hospital's research program.

More than 100 researchers are now at work in the VA lab.

In 1957 the hospital joined in a nationwide crash program to evaluate new anti-cancer drugs.

THAT SAME year VA psychiatrists began a study of the curious drug LSD-25, which produces hallucinations. Psychiatrists themselves took the drug first to check on its effects. Later the agent was used to treat certain neuroses.

A bone-marrow bank, to enable cancer patients to tolerate greater doses of irradiation, was established.

A special surgical technique for the treatment of peptic ulcer has been evaluated on more than 1,000 patients.

"Assistant hearts"—electronic pacemakers to correct abnormal heart beats—have been surgically implanted in VA patients suffering from certain heart disorders.

An \$8 million wing was opened in 1958 as the hospital began to replace temporary wooden structures on its 100-acre grounds. A \$20 million expansion program begins next July, with completion of new permanent structures scheduled for 1967.

A NEW concept in medicine—geriatric rehabilitation—is being pursued in a 400-bed, county-operated hospital at Willow Street and Redondo Avenue.

Long Beach General Hospital, once a tuberculosis facility, now caters exclusively to elderly individuals suffering chronic illnesses.

Average age of Long Beach General patients today is 78.

Built by the Air Force in 1944, the hospital was taken over by the county in 1948 for the treatment of TB patients. But as the need for this type of hospital dwindled, thanks to progress in TB therapy, General's program was gradually changed to care for patients with chronic illnesses. Long Beach General became a full-time geriatric facility in 1961.

Since then, patients have been classified on the basis of their ability to function independently rather than according to their diagnosis. In addition, they have been offered an intensive program of physical rehabilitation.

Results of this new approach have been phenomenal, according to Robert W. White, administrator. In the year before the program got under way, 98 patients were discharged from the hospital. In the first year of the new program, recently completed, 408 patients were able to return to the community.

The experience shows the great potential for rehabilitation of senior citizens who are ill. White says.

White says that research is the key to progress in medical care. Consequently, Long Beach General is setting up an accelerated research program.

The old Seaside Hospital, renamed Long Beach El Cerrito Hospital, is slated to re-open soon as a geriatrics facility.

"The future of geriatric rehabilitation looks most encouraging," White says.

EXPANSION planning continues at Pacific Hos-

pital of Long Beach, which has grown steadily since it was first occupied in 1956.

Pacific doubled its size in 1961, to become a 188-bed facility. And now new offices and lobby facilities are being completed.

Originally called Long Beach Osteopathic Hospital, the facility, located at 2776 Pacific Ave., changed its name when the osteopathic and medical profession merged in California.

Pacific Hospital has expanded its widely-known glaucoma clinic in an effort to find victims of the eye ailment that can become blind if not detected and treated in time.

Its intensive care unit was one of the first of its kind in this area.

All newborn babies are tested routinely at Pacific in an effort to discover a disease which can lead to mental retardation if not treated early.

Additions to the X-ray department are planned.

PREVENTION of illness, promotion of health.

That, in short, is the aim of the Long Beach Department of Public Health.

At the outset, at the turn of the century, the job of city health officer was a part-time affair, first held by Dr. W. L. Cuthbert. Dr. Cuthbert also organized the town's first band, which consisted of members of his family.

A well-known name in Long Beach medicine—Dr. W. Harriman Jones—was the town's second health officer. He located in Long Beach in 1901, and 29 years later realized a dream when he established a clinic and private hospital at Broadway and Cherry Avenue. Dr. Jones started his part-time health department stint in 1906.

The city got its first board of health in 1907, but it wasn't till 1914 that the health department became a full-time project, with a staff of four persons at Fifth Street and Pacific Avenue.

Today the health department has a staff of 84 persons in a modern (1951) building at 2655 Pine Ave. The department's duties are varied: communicable disease control, public health nursing, environmental health, health education, laboratory, vital statistics, alcoholic rehabilitation and civil defense and disaster preparedness.

Curiously, the accomplishments of a health department are primarily measured in terms of what has not happened, says Dr. I. D. Litwack, Long Beach's health officer.

For example, there has not been a case of smallpox in the city since 1939 nor one of diphtheria since 1949.

Polio has dwindled, thanks to immunization programs sponsored by the health department and the Long Beach Medical Association.

THE HISTORY of medicine in Long Beach is also written with these names:

The USS Haven, only hospital ship still in use, to be replaced eventually by a land-based Navy Hospital in Long Beach.

Adelaide Tichenor Clinic for Crippled Children, Psychiatric Clinic for Children, Red Cross Blood Bank, Children's Clinic, Community Rehabilitation Industries, Epilepsy Clinic, Alcoholic Rehabilitation Center—to name a few.

Still untold—and most dramatic of all—are the many stories of sacrifice by individual physicians as they care for their patients, as they fight disease and death.

The real story of progress in medicine is a personal story: the final diagnosis in the examining room, the decision beside the operating table, the recognition of truth in the research laboratory.

Although this story ends here, Long Beach's role in medical history does not. It has only begun.

L. B. Billed as Paradise for Housewives

Back in the days when man wore the pants and his crinolined wife dried her own Dresden china, Long Beach land agents were busy promoting Long Beach as the female paradise.

Come West, young ladies, they wrote. Here the living is easy.

While less fortunate housewives of eastern and midwestern civiliza-

tions were up to their elbows in soapsuds and housecleaning, California women, according to the promoters, were enjoying all manner of domestic tranquility.

In this land of sun and surf, there was no need to scrub clothes, slave over a hot stove or beat the living room rug, they noted.

ONE LAND SHARK, circa 1906, had this to say about the feminine advantages of Long Beach living:

"Where there are no furnaces in the winter and people live out of doors as much as they do in Long Beach, it is no great task to keep a house clean, while

the cooking may be made as simple as desired."

Besides, if Mrs. Long Beach housewife didn't want to do it herself, there were plenty of western-style bridgers who could be had for a pittance.

"Domestic help averages \$5 a week," continued the

The Army at Sea

The United States Army, although it maintains no ships, conducts a seagoing business in Long Beach. At berths 48, 49 and 50, is located the U. S. Army Transportation Terminal Center, to guide shipments of supplies to Asiatic installations.

ad. "Japanese schoolboys assist well during vacations at small cost. By the day, women domestics and Japanese boys ask \$1.50 to \$2, but, as if to apologize for the by-day prices, they accomplish a great deal in one day."

There were no washday blues, either. Because: "Chinese laundries and steam plants run by white help easily relieve the household of washing and ironing duties."

AND HERE'S the clincher, truer than the promoter ever dreamed:

"To the Easterner it's a revelation, both surprising

and pleasurable, that a Long Beach housewife can run her house economically and still have time for rest and recreation."

"And once tried, she'll never wish to return to the hard work and long hours of work and toil in other more complex and trying civilizations."

MARY ELLIS

First Phones

Louis Bailey operated the first telephone service in Long Beach, in 1894, and his sister, Bess, was the first operator. The first "long distance" call was made to Los Angeles by Mrs. Bailey.

WELDING SUPPLIES
Since 1933

H. I. TULLIS CO., INC.
353 W. Pacific Cst. Hwy.
Long Beach
Phone 435-8378 — SPruce 5-6601
Compton—801 E. Rosecrans or Call
Newmark 8-5167; NEVada 6-0045

Linde
Oxygen — Acetylene
Inert Gases — Purox
Heliarc — Oxxweld
Prestolite — Sigma
Oxxweld Wire

LINCOLN WELDERS
AC & DC Welders
Inert Arc Welders
Fleetweld Rods
Complete Line of
Accessories
Rentals on
Heliarc & Sigma

PROMPT DELIVERY SERVICE

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

LONG BEACH BRANCHES

LONG BEACH MAIN OFFICE, 350 Pine Avenue
LONG BEACH MAIN OFFICE ANNEX, 120 East Fourth Street
BELMONT SHORE BRANCH, 5120 East Second Street
BIXBY KNOLLS BRANCH, 3804 Atlantic Avenue
CHERRY-ANAHEIM BRANCH, 2000 East Anaheim Street
FIRST & PINE BRANCH, 101 Pine Avenue
LAKEWOOD PLAZA BRANCH, 6437 East Spring Street
LAKEWOOD VILLAGE BRANCH, 4140 Norse Way
LOS ALTOS CENTER BRANCH, 2240 Bellflower Boulevard
NORTH LONG BEACH BRANCH, 5401 Long Beach Boulevard
THIRD AND LONG BEACH BOULEVARD BRANCH, 301 Long Beach Boulevard
VIKING WAY BRANCH, 4145 Viking Way
WILLOW-DAISY BRANCH, 680 West Willow Street

Prosperity...and Growing Pains

By WILLIAM JONES

Richard Waugh sips from his hot cup of black coffee thoughtfully in the early morning light at 6081 Vane Circle, Huntington Beach.

With a wry grin, he notes how one of his roses has climbed to a healthy size since he moved into his new home while the other plants sag in dwarf-size. And he muses, in a half-serious way, how this growth about him in this county of Orange can be compared to his garden.

New shrubs — or, new residents, new industries — fighting for survival in strange soil under the relatively inexperienced hands of the new homeowners. Or new city planner with the confusing new herds of homes, traffic, industrial plants on his long sheets of statistics.

Some — like the rose — are thriving. Others are having difficulty rooting themselves into the new dirt.

NEARBY, Waugh has seen these new industrial gardeners. At Bolsa Chico and Bolsa Avenues, Douglas is planting its new \$79 million space research center on 250 acres. North American is constructing a \$7 million missile assembly plant at Seal Beach.

Like the rose, the Ford Co.'s Aeronutronic plant at Newport Beach has been thriving since the more than \$22 million research and development center was constructed in 1957. So has North American's Autonetics Division which now has 24,000 workers in Anaheim and Fullerton, largest employer in the county.

The graduation to the top plateau as one of the Free World's missile Centers has been as jumpy for Orange County as Waugh's career history. A graduate of Ohio State University with a major in international relations, he served for nine years as a civilian counter-intelligence agent for the Army and Navy before joining Equity Securities Corp. in sale of stocks and insurance.

THE GERMAN settlers of Orange County's first city, Anaheim (founded in 1857), transformed and wasteland into one of the nation's largest vineyard, the wine said to surpass even the fine Continental varieties. After Orange County was formed in 1857, the settlers planted the more hardy oranges, limes and lemons as a malignancy similar to cancer in human being laid waste the vineyards.

The third transformation — that of the axe-poled groves becoming the sleeping communities for Long Beach and Los Angeles workers — came with the postwar discoveries of speedier construction methods when "pre-fab" became a new word.

The present trend to space industries stemmed from the growing manpower pool and the relatively open land nearby.

FOR WAUGH and the 187 new residents who move into Orange County each day, the boisterous new growth has imbedded deep socio-economic standards.

Where once he and his blonde wife, Charlene, spent their leisure hours away from a rented house southeast of Los Angeles watching sporting events, they now devote most this time to the perpetual chore of lawn-garden-house upkeep.

"As a home owner, my life has changed," Waugh said, "and I think it's for the best. You take pride in your home and you can use your ingenuity in improving it. This is the era of do-it-yourself."

"Frankly, the garden work is relaxing because it's a contrast to my regular job."

"WHY DID we buy in Orange County? Because we found a house that we liked — and where else can you buy a new home for a reasonable price except primarily in Orange County? We are paying just as

much now as we were paying for rent, \$135, a month. But this money doesn't go down the drain, it's an investment."

His wife has found a new community spirit because "when you go outside, you see and meet your new neighbors and you find a lot in common — a new home, a new lawn, a new plant."

"WHEN WE rented, our neighbors were strangers."

Whether he likes it or not, Waugh now throws a more interested glance at newspaper reports of property taxes, real estate values, school district bonds and city and county planning.

He knows that the County Population Research Committee reported that the one millionth resident of Orange County was a baby born sometime during the last week in September — and this addition spotlights the future problem of school construction.

WAUGH and Charlene have one prospective student: Richard S. Waugh Jr. (Richey), now 14 months old.

Ten years ago, there were 53,000 students enrolled in public schools. Today: More than 240,000 from kindergarten to junior college.

Last February, the California Taxpayers Association reported that Los Angeles and Orange County headed this state's counties in the largest increases in school district taxes. LA had a \$29.6 million hike while Orange County went up \$8.1 million.

PINPOINTING the dismay at the future, Waugh notes that a nearby elementary school, Circle View, was completed only this summer and was filled on the first day of the semester.

Driving to his office in Long Beach, Waugh also is familiar with the growing traffic problem as he surveys the carpet of autos during the rush hours on the arterial link between Orange County and Long Beach called Seventh Street-Garden Grove Boulevard.

Waugh is tender about the situation because, like other new residents, there are two cars in his family.

TEN YEARS ago there were 129,700 vehicles registered in the county. Today: More than 430,000 honking, road-jamming, speeding vehicles.

Only daring and heroic measures such as double-deck freeways and a rapid-transit system can cure the auto ailment according to

County Supervisor Chairman C. M. Featherly, Waugh notes.

All this imposing growth has been actually in one of the state's smallest counties in size with 780 square mile. And one-third of that is mountainous.

This bulging of the territorial belt is becoming more evidenced each day. Some developers are leasing the land to homebuyers. Others are erecting own-your-own apartments to conserve space. One realtor recently offered a parcel of land along Harbor Boulevard at \$60,000 an acre.

The El Toro Marine Air Station and the Navy's Air Station at Los Alamitos and Weapons Station at Seal Beach are feeling the growing land pressure on their borders.

And though the county is the site of the internationally famous Disneyland and Knott's Berry Farm, planners say the need for recreational land is urgent.

THE REGIONAL Park Advisory Committee estimates that the county will need 15,000 acres of more land for public parks and recreation by 1985. That is double the present recreational acreage.

Recently, 63 acres were purchased from the Weapons Station in Seal Beach for development of an aquatic park.

The \$43 million master plan for the future playground stresses the need for additional camping, picnicking and wilderness areas accessible all year. It also recommends a countywide system of greenbelts and open space areas for hiking and riding trails.

PLANNERS say that if the county could attract two dozen more tourists a day throughout the year "it would be economically comparable to acquiring a new manufacturing industry with an annual payroll of \$100,000."

This need for public land in the mushrooming radius of tract developments is seen by Waugh. There are no parks in his subdivision or neighboring ones.

Master plan developments in Orange County are localized in the 24 cities and numerous subdivisions, resulting in a hodge-podge instead of an overall county scheme. The old concept of a downtown area is gone as tract is separated from tract by the "shopping center" with its asphalt apron of parking space out in front. In between are row after row of homes with virtually similar floor plans and slightly altered exteriors.

WAUGH, like most others, recognizes the boredom of sameness, the downfall of the tract home. As he says, the chief weapon is ingenuity in landscaping, painting and furnishing the house differently.

But this too has its drawback, mainly because garden nurseries and the big stores in the shopping center stock their inventory with products in vogue. The "original" painting — \$2 down, \$2 a month — can be found in many homes. Tropical plants abound in every home. Danish furniture? Huh, everybody has it. The built-in stove, the swimming pool, the patio are no longer conversation pieces.

And, as if by some freak of nature, there is always the huge, colored rock or bleached drift wood that seems just to have popped up in this area once planted to green beans.

WAUGH and his wife are cognizant and tolerantly amused at this retreat from sameness toward sameness, but what can you do if Joe Blow next door builds a water-fall? Retaliate.

This status seeking between home owners has been a boom to merchants.

The State Chamber of Commerce said Orange County led all other counties in growth of retail sales from 1950 through 1961 with a whopping 505.3 per cent rise. Merchandise sales in 1961 were \$122.4 million.

And the workers themselves are making more money to pump into home improvements.

LAST YEAR, a new record industrial payroll of \$284 million was paid — \$59 million over 1961. Eighteen thousand new workers were added to the company payrolls, according to the California Department of Employment.

But the barrier to such future of the fastest growing county in the most populated state may well rest with water.

Featherly calls it "the determining factor of our growth."

"If you don't have water," he said, "you have a desert and you have to hold your concepts of community growth to just how many people can come into the community."

THE ORANGE County Water and Sanitation District is spending a quarter of a million dollars every month to buy surplus water from the Metropolitan Water District.

The Orange County Water and Sanitation District is buying surplus water from the Metropolitan Water District for the under-

ground Santa Ana River strata.

The purchases, started in 1949 for \$8 an acre foot, have jumped in price to \$15 an acre foot. This year's purchase is expected to cost \$3.1 million.

BUT WHAT worries county planners is that Metropolitan expects demand from its member cities to absorb all its available flow from the Colorado River by 1972.

Community leaders hope by that date to solve the problem with Feather River supplies from Northern California — though it appears northern waters will not be piped here until 1975.

The real solution, however, is reclamation of water sewage effluence and desalting of sea water, coupled with conservation, officials believe.

A STATE Senate fact-finding Committee on Water Resources, which met last month in Anaheim, said possibilities of reclamation of sewage now going into the ocean and desalting of sea water are virtually unlimited.

In a county where the average annual rainfall is only 10 to 15 inches, county communities and citizens last May, Huntington Beach like Waugh are acutely aware of the problem. Only voters approved a \$5.7 million water revenue bond issue for new lines, reservoirs and general improvements in the present system.

This preparation for the continued influx of people into Orange County is costing staggering amounts of money in the desperate drive to head off future problems.

COUNTY Supervisors in August approved a record \$77 million budget — \$11.6

million higher than the 1962-63 budget.

The tax rate is \$1.66 per \$100 assessed valuation — topped only by Los Angeles and San Diego counties.

Such a budget is necessary for a county which has jumped from 216,224 residents to more than a million in 13 years. The population is expected to soar to

2.5 million by 1980.

Present worth of the county is \$1.8 billion — up 12 per cent or \$175.1 million over total assessed valuation last year.

Future blight will be eliminated because conscientious homeowners are unlike the renters of high-rise apartment buildings in the

large urban centers, he says. The taxpayers will vote the necessary funds to improve their county and raise their property values.

As he finishes his cup of coffee, Waugh takes one more look at the flourishing rose in his front yard. Then, he goes outside to see what he can do about the other plants.

In Business Since 1936

WELDING INDUSTRIAL
FOR THE BEST
LBWS
EQUIPMENT SUPPLIES

MAL TEETER, President

Formerly
LONG BEACH WELDER SUPPLY

1629 W. ANAHEIM • LONG BEACH
HEmlock 7-2218

- Victor Welding Equipment
- Oxygen — Acetylene
- Miller Arc Machines
- Portable Powered Hand Tools
- Precision Hand Tools
- Industrial Supplies



WE'VE GROWN from a modest beginning to be NOW . . .

Metropolitan
LONG BEACH'S HOME APPLIANCE Headquarters

- LOWEST DISCOUNT PRICES
- FACTORY CARLOAD DEALER
- ALL MODELS & COLORS
- A COMPLETE SHOWROOM OF NEWEST ELECTRIC & GAS BUILT-INS

- ✓ FRIGIDAIRE
- ✓ CALORIC
- ✓ WEDGEWOOD
- ✓ MAGIC CHEF

- ✓ MAYTAG
- ✓ ADMIRAL
- ✓ KITCHEN AID
- ✓ THERMADOR
- ✓ WASTE KING
- ✓ O'KEEFE & MERRITT
- ✓ GAFFERS & SATTLER
- ✓ WESTINGHOUSE

HEADQUARTERS FOR FRIGIDAIRE

Flair
by FRIGIDAIRE

- Double oven, bake or broil in either oven
- The range that looks built-in but isn't
- Five level oven with slide-up glass door
- Cook-Master automatic oven control
- Pull-out cooking units slide back when not in use

100% Frost-Proof REFRIGERATOR

100% Frost-Proof — no defrosting ever. Huge separate door freezer and deep-shelf storage door.

FRIGIDAIRE WASHERS

with "ACTION-ZONE" WASHING

All clothes circulate under water . . . where detergent, water and the famous 3-ring agitator combine to get every piece clean. 7-speed, 7-cycle FABRIC SELECTION WASH. Parcelain inside and out. Rins-conditioner dispenser.

SAVE NOW!
CLOSE-OUT PRICES ON ALL '63 MODEL FRIGIDAIRE!

HEADQUARTERS FOR WASTE KING UNIVERSAL

ELECTRIC BUILT-INS all models all colors

OVENS COOKING TOPS DISHWASHERS

GAS BUILT-INS all models all colors

OVENS COOKING TOPS COMPACTS

WASTE-KING UNIVERSAL DISPOSER

The world's finest disposer. Quiet . . . just above a whisper. Gets rid of all food waste with 10" faster liquefying action. Years and years of trouble-free service.

Distributor prices on all Waste King Universal products. Complete showroom.

HEADQUARTERS FOR WEDGEWOOD BUILT-IN APPLIANCES

With the "Edge of Excellence"

The ultimate expression of contemporary design in models to meet every built-in need. Available in white and decorator colors.

OVENS COOKING TOPS DISHWASHERS

DISTRIBUTOR PRICES ON ALL WEDGEWOOD BUILT-INS — COMPLETE SHOWROOM

LAKEWOOD HOME APPLIANCES

17127 LAKEWOOD BLVD. North of Artesia Blvd. TO 6-3766
Mon., Thurs., Fri. 11:30 a.m. — 6:30 p.m. "Call Kenny" ME 6-3967

HEADQUARTERS FOR MAYTAG
the dependable automatics

We'll Wheel • We'll Deal • We'll Trade

Why Pay \$100 more to get these features:

FAMOUS MAYTAG

- 2 Wash Speeds
- 3 Water Temp.
- Selective Water Level Control
- Liner Filter
- 2 Spin Speeds
- Metered Fill

CHEAPER BY THE PAIR

BUILDERS APPLIANCES

WHOLESALE DIVISION OF LAKEWOOD HOME APPLIANCES
Complete Showroom of Major Electric & Gas Appliances & Accessories
17127 LAKEWOOD BLVD. — TO 6-3766

FOR 3/4 OF A CENTURY

Since 1883

CRAGER IRON WORKS INC.

Founded in Ogden, Utah, moved to Salt Lake 1885. Looking for more opportunity, we moved a second and last time in 1921 to Long Beach.

- Steel Stairs
- Structural Steel
- Wrought Iron Rails
- Miscellaneous Iron
- Ornamental Iron
- Aluminum & Bronze
- Stainless Steel

Le Roy H. Crager
3rd Generation Pres.

James H. Stellar
4th Generation Vice Pres.

2315 EAST ANAHEIM STREET
LONG BEACH SP 5-2661

Long Tribulation Ending for Orientals

(Continued From Page 62)

nessman in Long Beach is believed to have been Lew Fong, who established the Quan Lee Laundry (now at 630 W. Pacific Coast Highway) in 1893, only five years after the city was founded.

Chinese had a good reputation in the business world, but they were quickly reminded of their place when they tried to go into a white man's restaurant or barber shop.

THEY WERE further embarrassed in 1904 when several merchants from China who had been invited to the Louisiana Purchase Exposition by our government were detained hopelessly in the sheds at San Francisco. Humiliated, they sailed for home.

There were only 461 Japanese in all of Southern California in 1900. Twelve Japanese immigrants visited San Pedro in 1901, and one of them accidentally kicked over a boulder near the beach and found an abalone.

From such a beginning came the amazingly prosperous Japanese fishing industry and the cannery industry that centered on Terminal Island. By 1920, there were 25,000 Japanese in the Southland. But as early as 1905, anti-Japanese sentiment cropped up in the organization of the Japanese and Korean Exclusion League.

THE JAPANESE took over the fishing industry from the Chinese. And those among them who went into farming didn't make the mistake of leasing the land as the Chinese had done. They bought it. In the first decade of the new century, a Los Angeles Chinese, Homer Lea, launched the movement that was to elevate Dr. Sun Yat-sen to the head of China's government with the October 1911 revolution. Lea trained more than

2,000 officers for the revolution. They regularly passed through Long Beach on their way to Laguna Beach for rifle practice.

THE SECOND Chinese business in Long Beach was established in 1912, Lung Koon Lew's Pekin Cafe, long since defunct. His wife, Nge Shee Lew, is believed to have been the first Chinese woman here.

And in 1918, Ho Wing opened Wing's Art Goods Store on East Seaside Boulevard.

"Yellow Peril" was appearing frequently in newspaper editorials, and the 1924 federal Quota Act closed the "land of the free" to Japanese and all other Orientals. The Chinese, of course, had been shut out for 42 years.

TWO YEARS later, the Japanese Presbyterian Church was founded at 1333 Locust Ave. Church activities in the building were to be suspended 16 years later.

Hostility toward the Chinese began to die with the opening of the Sino-Japanese War in 1937. It was the same year 850 graves in a Los Angeles Chinese cemetery were opened and the bones shipped to Hong Kong. That was the last shipment in a generations-old practice of sending remains of deceased Chinese to the land of their ancestors, and was symbolic of the obliteration of the early Chinese influence in the Southland. Today, there is not one Chinese place-name in the region.

In 1940, there were 4,736 Chinese in the county, and approximately 200 in Long Beach, including several dentists and doctors. The Japanese numbered 36,666 in the county, and around 1,200 in Long Beach. There were no professional men among the Long Beach Nisei (second-generation Japanese), and fewer than 10 owned their own homes.

The Japanese community on Terminal Island comprised 500 fishermen, 150 merchants and 450 women and children. Japanese farmers cultivated 26,045 acres in the county and controlled 90 per cent of the truck crops. And others were outstanding contributors to the floral, nursery and landscaping industries.

Pearl Harbor changed all that. The Army evacuated the Terminal Island Japanese in 48 hours.

Long Beach Japanese were herded into the relocation center at Santa Anita, and from there to one of the 10 camps set up as far east as Arkansas to guard against their "treachery." Those who got anything for their property had to sell for peanuts.

WHAT ABOUT the loyal Japanese? "A Jap's a Jap," said Lt. Gen. John DrWitt, commander of the West Defense Command.

Excluded from the West Coast were 103,000 Japanese. Their property loss was conservatively estimated at \$400 million.

Nine months later, the first Boys' Club in Long Beach was ensconced in the Japanese Presbyterian Church. Local feeling toward the Japanese was expressed in the Press-Telegram headline on the story: "Church Once Used by Japs Serves New Boys' Club." From desecration, nobility.

THE JAPANESE-American Citizens League did all it could to cooperate with the government and ease relocation problems, but so severe was the blow of Pearl Harbor, even their cooperation was resented.

The U. S. Supreme Court upheld the evacuation, 6 to 3, in 1944, but in the same year, it freed one Japanese woman from internment, and the Army rescinded its Japanese) like Mrs. Mune-

West Coast. The constitutionality of the detention of 72,000 Japanese in the camps was never determined.

A 1945 Yale Law Review article challenging the constitutional basis of the evacuation program is credited with inspiring several compensatory laws by Congress following the war. But few Japanese recovered as much as 20 percent of their loss.

SOME OF the anti-Japanese prejudice was dispelled by the outstanding war record of the Japanese-American 442nd Central Postal Directory in Europe. The mother of Pvt. Sadeo S. Munemori—he was posthumously awarded the Congressional Medal of Honor—asked the Long Beach City Council in 1948 to support a law permitting her and other Japanese to become citizens. The councilmen declined to do it officially, but expressed willingness to do it individually as private citizens.

The prejudice was slow to die for some. On April 6, 1945, the commander-elect of the Veterans of Foreign Wars post in Lomita, Leslie Lahr, expressed this view:

"Veterans of Foreign Wars will exert every effort to keep them out of this community now and forever. Japanese have no business on the West Coast while the war still is in progress, nor do residents of this community ever desire their return."

SEN. THOMAS Kuchel later called the evacuation of "some Americans a cruel thing, and the American people ever since have hung their heads in shame as they recall it."

The Japanese began to come back. By 1957, 80 percent had returned.

The Walter McCarran Immigration and Naturalization Act of 1952 permitted Issei (first-generation Japanese) like Mrs. Munemori to become citizens.

Rev. Kosai Osada founded a Buddhist mission here in 1951, and the congregation, "about 125 families," built the Long Beach Buddhist Church at 2360 Santa Fe Ave. in 1957. And the Japanese Presbyterians, about 200, got back their church.

MAS SATOW, national director of JACL, in 1957 told how the Japanese had bounced back and even gone beyond their pre-war progress:

"Our people are joining in, and being accepted by P.T.A. and other civic organizations. And with the

shortage of workers, new fields are open. For instance, we can't fill the demand for stenographers. They're very efficient and can almost name their own job. There is a diversity of jobs which we didn't have before. We have lawyers, doctors, dentists, engineers and school teachers. Our merchants no longer cater to a solely Japanese clientele."

The Japanese Community Center, 1766 Seabright Ave., holds a carnival every year with street dancing that has become a top attraction in Long Beach. And just last month, Long Beach became the sister city of Yokkaichi, Japan.

Of all the immigrants in this country—everyone but the Indians—none has a greater claim to call himself an American or boast of helping build this country than the Chinese and Japanese.

shortage of workers, new fields are open. For instance, we can't fill the demand for stenographers. They're very efficient and can almost name their own job. There is a diversity of jobs which we didn't have before. We have lawyers, doctors, dentists, engineers and school teachers. Our merchants no longer cater to a solely Japanese clientele."

The Japanese Community Center, 1766 Seabright Ave., holds a carnival every year with street dancing that has become a top attraction in Long Beach. And just last month, Long Beach became the sister city of Yokkaichi, Japan.

Of all the immigrants in this country—everyone but the Indians—none has a greater claim to call himself an American or boast of helping build this country than the Chinese and Japanese.

Thompson Westcoast Company

Project Development — Planning & Designing — Construction — Investment
Suite 224 Edison Building, 100 Long Beach Boulevard,
Long Beach 2, California • Telephone 436-1871



CONSTRUCTION AT 1301-15 EAST SEVENTH STREET, LONG BEACH

The above rendering is one of "Thompson Westcoast Company's" latest custom deluxe apartment house projects in the Long Beach area. This 36 unit apartment house (22 two bedroom & 14 one bedroom) will feature many outstanding items. It is three (3) stories with subterranean parking, individual balconies off from bed rooms, "Gold Medallion", elevator, subterranean swimming pool, roof garden sun deck, "Finnish Sauna Baths", G.E. all-electric built-ins in kitchens, radiant ceiling electric heating with thermostat controlled in each room, individual electric water heaters and many other desired features.

Construction Will Be Starting Soon.
For Additional Information Telephone 436-1871.
E. F. WOOD THOMPSON, President
Specializing in: Condominium Hi-Rise Apartment Buildings — Apartment Houses — Hotel-Motel — Shopping Centers — Office Buildings — Medical and Dental Offices — Industrial — Specialty Restaurants — Mobile Home Parks — Commercial Buildings — Project Financing Arranged
REPRESENTATION ALSO IN THE FOLLOWING CITIES: SAN FRANCISCO, SAN DIEGO, PHOENIX, TUCSON

City Government

(Continued From Page 56)

recreation program has been highly praised both by theorists and by practical administrators. Some cities have copied it and others are preparing to vote on only slightly different variations.

The more powerful Harbor and Water Boards were created in 1931. These two bodies have literally survived floods, depressions and droughts to expand their departments into fields—oil production and leadership in the campaign for equitable allotment of ground water—not dreamed of at the time.

Prior to 1899 the main seat of city government was in rented quarters on Ocean Park Avenue (Ocean Boulevard) near First Street. Then the council appropriated

\$9,000 for a site at Second Street (Broadway) and Pacific Avenue, along with the construction of a two-story frame building.

MOVED ACROSS THE street in 1921 to make way for the new City Hall, the first municipal center remained in service for several more years. At least one current city employee, Vi Dovey, administrative assistant to the mayor, recalls working in that building.

Long Beach's method of nominating councilmen by districts, then electing them by a city-wide vote from the two leading candidates in each district, often puzzles newcomers from the East. Actually, it is far from unique in western cities. San Diego, for example, has exactly the same system.

RETAIL SALES (IN MILLIONS)

Year	Retail Sales (Millions)
1955	1400
1956	1450
1957	1500
1958	1550
1959	1600
1960	1650
1961	1700
1962	1750
1963	1800

EMPLOYMENT 1950-1963 (IN THOUSANDS)

Year	Employment (Thousands)
1950	120
1951	125
1952	130
1953	135
1954	140
1955	145
1956	150
1957	155
1958	160
1959	165
1960	170
1961	175
1962	180
1963	185

POPULATION (IN THOUSANDS)

Year	Population (Thousands)
1955	270
1956	275
1957	280
1958	285
1959	290
1960	295
1961	300
1962	305
1963	310

BUILDING CONSTRUCTION (IN MILLIONS)

Year	Building Construction (Millions)
1955	40
1956	45
1957	50
1958	55
1959	60
1960	65
1961	70
1962	75
1963	80

As Long Beach celebrates its 75th birthday, the economy of the city not only is on the upswing but has gained momentum which will carry it forward in the future.

The estimated buying power of Long Beach residents has risen from \$905,000,000 in 1960 to nearly one billion dollars in 1963—an increase of 10 per cent. Total employment in Long Beach is at an all-time high—125,000.

Retail sales, now approximately \$525,000,000 annually, are increasing steadily.

The value of building construction, \$48,000,000 for the first half of this year, consistently is on the rise. The future? Studies conducted by the city foresee a population of more than 400,000 for Long Beach by 1970. Without considering the potentially tremendous impact from the California World's Fair, the 1970 projection sets total employment at a minimum of 134,000, retail sales in excess of \$645,000,000 and estimated buying power at upwards of \$1,200,000,000 annually.

Every economic indicator points to a sound, healthy future for Long Beach. The trend for Long Beach very definitely is up.

The Trend Is UP!

Southland Prospers in Space-Age Gold Rush

By LEE CRAIG

In the California gold rush of the 1960s, Long Beach and its surrounding trade areas are cashing in on the mother lode of federal defense and space budgets.

Douglas Aircraft Company's Long Beach division, the bulwark of the city's economy for over 20 years, pours an annual total of \$90 million into its financial bloodstream in the form of paychecks for more than 12,000 employees.

North American Aviation's burgeoning Downey plant, with its \$934.4 million contract for development of the Apollo spacecraft to carry three men to the moon, has expanded at an almost unbelievable rate. The Apollo work force of scientists, engineers and technicians has swelled to 22,000, some of them on a 60-hour, six-day week.

NAA's AUTONETICS Division in Anaheim employs more than 33,000 workers for its defense-oriented activities, which last year produced sales of \$572,810,000. The division's purchases in Los Angeles County alone for components, supplies and services totaled \$112,111,036 in fiscal 1962.

Northrop Corporation's Norair Division and Space Laboratories, Hawthorne, and Nortronics Division, with branches in Anaheim, Hawthorne and Palos Verdes Estates, have similar—if less spectacular—records. The Aeronautic Division of Philco Corporation, a Ford Motor Company subsidiary, has moved rapidly into the space field.

Others which might be listed include Air Products and Chemical Corporation of Long Beach, the nation's largest liquid hydrogen plant, Arrowhead Products Co. of Los Alamitos, Astropower, Inc., of Costa Mesa, a Douglas subsidiary, and Space Technology Laboratories of Redondo Beach.

SINCE IT IS estimated that for each direct defense job there are about two other supporting jobs in industry in this area, total employment based on federal expenditures can be measured in the hundreds of thousands in metropolitan Long Beach.

And this, some economists feel, represents a potential threat to continued prosperity.

The heavy reliance on space and defense spending—not only here, but throughout the state—is the cause of increasing concern.

WHAT IF THE FLOW of federal contracts dwindles to a trickle, perhaps because of growing competition from other areas of the nation or perhaps because aerospace firms here cannot easily remain geared to the changing demands of the space age?

This region has come to possess an industrial economy that has been the envy of the rest of the nation. The natural attractions of the Southland, its climate, play areas, labor force, space, power, water and other resources all formed an environment friendly and conducive to industrial growth.

Times, however, have changed. Location of industry is no longer so dependent on the presence of a large labor force for the fulfillment of gov-

ernment "bread and butter" contracts. There are few assembly lines and production, more and more, is of "one of a kind" items, involving lengthy research and development by a comparatively few scientists and technicians.

THIS LATTER FACTOR also reduces the significance of proximity to markets and transportation costs. Automation, too, has had its effect on the industry.

Most of the Long Beach area aerospace firms are alert to these shifting trends.

Douglas, the cornerstone of the industry here, appears comparatively secure, with its diversification-of-product interests.

While continuing as a major aircraft producer, Doug-

las still is investing more and more of its corporate chips in space-oriented projects.

Proof of the company's solidity came following cancellation of the Skybolt contract when the firm bounced back with an \$18.5 million contract for Delta rocket boosters and plunged into a ten-year building program that will create an entire space systems center in Huntington Beach at a total estimated cost of \$78 million.

NORTH AMERICAN AVIATION, a few short years ago the nation's largest producer of jet fighter planes, has all but left the aircraft manufacturing business and now is a formidable competitor for contracts in nearly every phase of defense and space projects.

The Fantastic Record of Douglas Aircraft

Amid the turbulent and booming years of World War II, Long Beach achieved a fantastic production record.

The Douglas plant, at Lakewood Blvd. and Carson Street, built 4,285 military versions of the DC3 transport plane, 3,000 B17 Flying Fortresses and 999 A20 Havocs.

Long Beach Douglas led the nation in war-time production. It turned out 170,985,000 pounds of air frames; it was the first single assembly plant to manufacture more than \$1 billion worth of planes; and it also produced 3,400 more planes than any other Douglas plant.

The vast aircraft manufacturing center delivered its first DC3 to the Army in March of 1941. Its phenomenal success and growth was one of the biggest factors in the boom that hit Long Beach about 1942 and has continued more or less steadily ever since. Over 16,000 people are currently employed at the plant.

DESPITE all the war-time jokes about defense plant workers, the Douglas plant here achieved a remarkable performance record for its product, which was basically the reliable old DC3.

The Civil Aeronautics Board, concerned about air tragedies, began studying planes in 1947 and finally finished its observations seven years later with the report that the DC3, the Long Beach war-time "baby," had achieved the greatest safety record of that period. During those years, the CAB found, the wartime-built workhorses had lugged passengers and cargo 7,244,000 revenue hours—more than twice that of any other airplane, and with the highest safety factor.

The Douglas buildings here, with nearly 40,000 names on their payrolls, caused a monumental change in the economy of the Long Beach area.

WHEN THEY were built, they were literally surrounded by bean fields. The village of Lakewood was a tiny suburb. When the new Donald W. Douglas Engineering and Product Development Center was unveiled in October of 1962, there were houses as far as the eye could see—in all directions.

Giant shopping centers rose up to serve these homes. The faces of Long Beach and its neighboring communities had changed.

The face of Long Beach keeps changing with Douglas. One of the keys to a bright future is the Engineering and Product Development Center, newest the Douglas complex. More than 360,000 square feet of floor space is provided in the laboratory building for five major sections of operations.

THESE INCLUDE the mechanical section, testing and research; model shop, wind tunnel and display; model fabrication; records and stockroom; material procurement and followup.

In these sections, Douglas plans for the future and implements the plans. In designing the building, architects made it possible for engineers to walk only a few feet from their visionary drawing boards to the practical site of tests.

The Douglas plant is the direct result of the engi-

neering genius—and practical ability—of Donald Wills Douglas, who saw the Wright brothers fly when he was only 17 years old. He worked briefly for Glenn Martin in 1915, but soon branched out on his own and headed for the West Coast.

OPERATING from an office in a barber shop in Los Angeles—and hoeing potatoes to feed his family—he dreamed, designed and talked airplanes.

Finally he accumulated some backers and built a revolutionary airplane he named the Cloudster. It was clean in appearance—Douglas sheared off all the clumsy superstructure typical to the airplanes of its time—and was the first flying machine able to lift its own weight in payload.

Built in a rented loft, it was completed in 1921 and began a cross-country flight that ended with engine trouble in Texas.

But the Cloudster, however much a failure on its first trip, impressed the Navy. In 1924 three Douglas-designed and built variations of the Cloudster were flown by Navy pilots all the way around the world.

FROM THEN on Douglas planes were demanded. First by the government air mail lines, then by the commercial airlines.

When war loomed for the United States, Donald Douglas was prepared. In October of 1941, to the accompaniment of brass bands and heroic speeches, the Long Beach Douglas plant was dedicated. Actually, it had been in partial operation for some time.

There was no limit to its orders. The demands for Douglas transport planes leaped with World War II. It was almost a question of "how many can we make?" rather than "how many orders can we get?"

ON V-J DAY (the day of the Japanese surrender and the end of World War II) Douglas received a telegram. It cancelled all of his contracts with the government. Within a week he was forced to lay off 90,000 men and women in all of his plants.

That was also a week of decision. The age of the non-competitive market was gone. So was the age of the trusty DC3. By now Douglas was producing the DC6 (it's moving in on 9 now) and he decided that the future was secure enough to continue operations.

The DC6 was a success. By 1953 there were 400 of them in use by private airlines. The DC8, which brought Douglas into the jet age, was slower in coming, and the first one cost the company an estimated \$200 million before it took its first test flight. That flight took place May 30, 1958, and resulted in certification for the plane. It went into operation Sept. 18, 1959, for United and Delta Airlines.

CREATION of such a plane was the result of a tremendous investment of men, time and money. A new plant was built in Long Beach, on the east side of Lakewood Boulevard, at a cost of \$20 million. Long Beach was so aware, however, of the importance of the DC8 to its economy that 50,000 people—at the time about one out of every six people in

the city—turned out to watch the test flight.

On the eve of his 70th birthday in 1962, Douglas offered some of his comments on his fruitful life:

"It was difficult to be original. There was so damn little money, we couldn't afford to make one mistake."

"We knew about retractable landing gears for years, but we didn't want to take chances with a new design that wouldn't be popular. Then one day we did it, and everybody did it."

Of the DC3's, obviously his favorite airplane, Douglas says:

"I like best the stories about the accidental over-loadings—the times a plane was loaded twice for one trip, and hauled it all the way anyway."

Well aware of the importance of his plant to the present and future Long Beach, Douglas says quietly and firmly:

"We like Long Beach. We are here to stay."

The millions of dollars worth of new buildings, and the drawing boards full of future plans, back up what he says.



Since 1922

MARINE GLASS has been serving the people of the Long Beach area with ...



Mobile Radio Service for Quick Dependable Service

MARINE GLASS Co.

SCOTT—WOODARD—SCOTT SR.

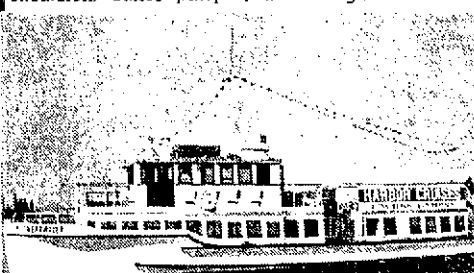
Corner 14th & Magnolia
LONG BEACH

Phone HE 7-7471
San Pedro: 760 Miraflores, TE 3-2481

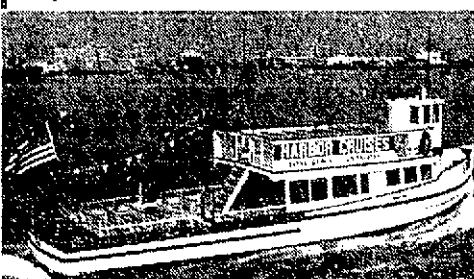
HARBOR CRUISES

Through Long Beach Harbor-Alamitos Bay and Long Beach Marina
SEE THE WORLD'S MOST MODERN PORT. HUGE NAVAL CRAFT, CARGO SHIPS FROM ALL POINTS OF THE COMPASS, LUXURY YACHTS AND SCORES OF MEMORABLE MARINE THRILLS.

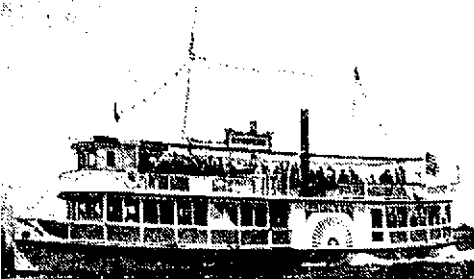
You can charter a sightseeing boat for a group excursion, dance party or a moonlight cruise.



M.V. "SHEARWATER"—This famed harbor sightseeing boat is 65 feet long and provides comfortable seating for 140. Food and refreshment bars are provided.



M.V. "STAR"—A recent addition to the fleet, this attractive boat is 65 feet long and seats 160. She also provides food and refreshment bars.



"S.S. PRINCESS"—Southern California's spectacular party boat. Day or Night the "PRINCESS" offers an unforgettable setting for your party. If you like FUN, FOOD and FESTIVITY ... you'll love the "PRINCESS!"

Southland Harbor Cruise, Inc.
For Information & Reservations Call **HEmlock 2-1116**

MARINE RECREATION CENTER of the WEST PIERPOINT LANDING

There's always something doing at Pierpoint ... For the Entire Family
• KIDDIE RIDES • LIVE SEALS

UNUSUAL GIFTS From the Sea ... Sea Shells, Jewelry, Shell Lamps
SEACOMBER SHOP

PIERPOINT SPANISH KITCHEN Specializing in Delicious Tacos, Chili, Enchiladas, Combination Plate

WING LIM CHOP SUEY Combination Dinners, Noodles, Fried Shrimp, Chow Mein
Orders to Take Out

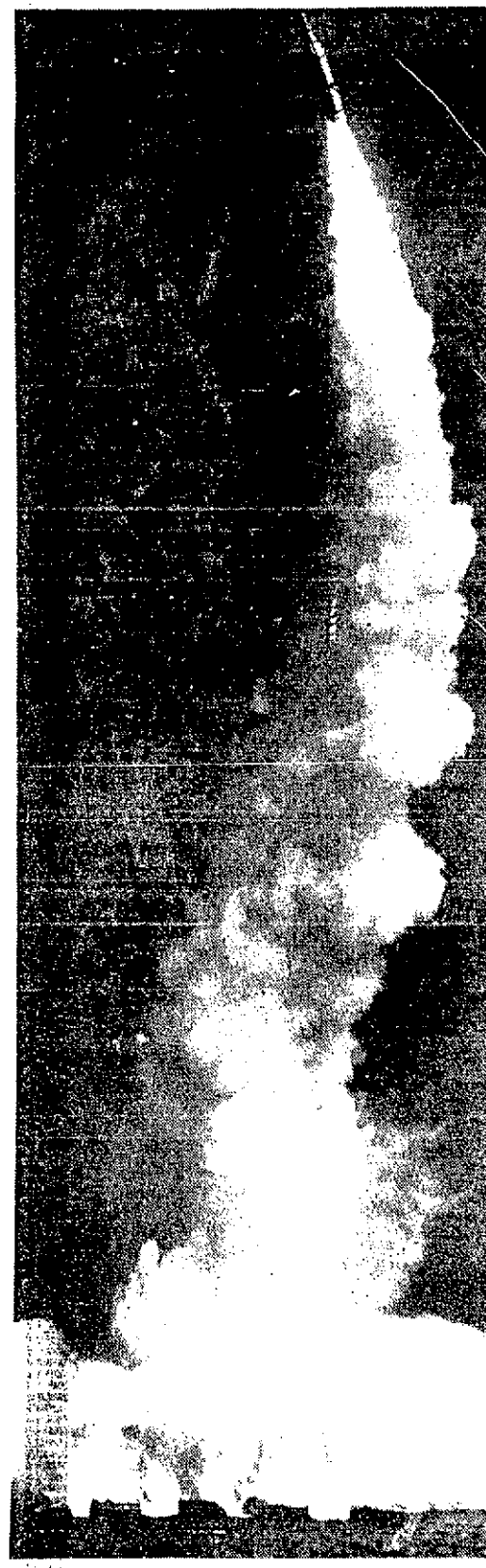
DELICIOUS PERKIN'S That's the Word for Hamburgers and Hot Dogs

PIERPOINT RESTAURANT The Finest in Seafood BREAKFAST • LUNCH DINNER
HE 6-9393

BOAT HOIST 4 Electric Hoists Complete
MARINE SERVICE STATION

DEEP-SEA FISHING Pierpoint is ... "the home of the world's first 85-ft. luxury Sportfishers."

VISIT PIERPOINT IN THE PORT OF LONG BEACH (At the Very End of the Long Beach Freeway) **FREE PARKING**
HE 2-0408, SP 5-2381



THE NAVY'S STAKE in the future was brilliantly demonstrated in April 1960, when the first underwater launching of the Polaris missile was staged at San Clemente Island. The test was successful, and today the Polaris is the main armament of the Navy's fleet of nuclear subs.

The Fleet's In--to Stay!

(Continued From Page 57)

dominates the harbor skyline.

UNDER THE command of Capt. Jamie Adair, who is also industrial manager for the 11th Naval District and supervisor of shipbuilding at Long Beach, the shipyard is the only Naval shipyard with direct access to the sea (Remember what Adm. Glass said?)

Although smaller in size, the U.S. Naval Station, Long Beach, with its 1,172 military and 357 civilian personnel, does a job comparable to that of the shipyard.

Its primary function is to provide support services not only to the 109 homeported ships but also to various land-based facilities. This includes providing berthing, fuel and water to the ships, as well as recreational facilities for their men.

Major portions of the station's services are accomplished by the Port Services office which, with its six tugs, four yard oilers, three water barges, three garbage lighters, three small cargo craft, two gasoline barges and numerous other small craft, services an average of 10 arrivals and departures every day.

ONE OF THE most vital functions the station performs for Navy personnel is the administration of four Navy housing units in area where Navy men, and their dependents can live at greatly reduced rentals. In a major effort to modernize and improve the facilities available, Naval Station officers, most notably former commanding officer Capt. Francis Silk, managed earlier this year to push Congress into appropriating \$3.5 million for construction of a new 250-unit housing project, a \$950,000 enlisted men's barracks and a \$1,020,000 mess hall which will accommodate 2,000 men.

Plans for the immediate future include construction of a WAVE barracks, three more enlisted men's barracks and an officers' mess.

Presently in command of the station is Capt. R. E. Dornin, a 28-year Navy veteran who won two Navy Crosses while serving aboard submarines in the Pacific during World War II.

The greatest area of Navy land in the area is under the command of the United States Naval Weapons Station at Seal Beach. More than 14,000 acres is administered by the station with two-thirds of it located at the Fallbrook Annex.

ALL LONG Beach and San Diego based ships receive and unload their ammunition at the Seal Beach ammunition dock. This means that about 15 ships load or unload about 92

tons of ammunition, including some guided missiles, every month.

At present the National Aeronautics and Space Administration is building a \$5 million plant on 35 acres of the station where Saturn II moon rocket boosters will be assembled. This plant, to be operated by North American Aviation Co. will add from 400 to 600 employees to the station's 329 military and 650 civilian employees.

The largest "filling station" in the area is the Naval Base's Fuel Depot at San Pedro. Here more than 2 million barrels of fuel is dispensed to about 40 ships and various shore activities every month.

More than \$5 million worth of fuel is stored in the depot's 1,753,000-barrel storage tanks and 75 miles of pipeline on its 180 acres of land. In addition the depot had a pipeline extending all the way to the Marine Air Station at El Toru through which all the station's JP4 jet fuel is pumped.

THE NAVAL Dental Clinic at Long Beach provides dental treatment for 25,000 ship's crewmen, in addition to 3,000 shore-based personnel and 9,000 Fleet Reserve and retired navy people. Staffed by 56 military and civilian personnel including 20 dental officers, dental clinic has an annual payroll of more than \$385,000.

The Marine Barracks, of the Naval Base is responsible for security for the base as well as brig guards and military police. Five officers and 179 Marines perform the same function at the Seal Beach Weapons Station.

Least known, probably because they are the smallest of the base's components are the Branch Oceanographic Office and the Navy Finance Office although both of the functions of these offices are vital to the Navy here.

THE OCEANOGRAPHIC with a total of four personnel stores 20,000 charts and 2,500 nautical publications for all the navigable waters of the world for issue to ships of the fleet and sale to private ship operators and the general public. The office also provides navigational technical assistance and reference data on hydrography, oceanography and meteorology to military activities of all the services in the 11th Naval District.

The Finance Office, with 65 employees, pays out the wages of personnel of 80 different shore activities, 45 ships without disbursing officers and about 70 Naval Reserve units in the Los Angeles area. It also pays travel claims and similar vouchers. All this involves paying out about \$1.5 million a month.

So much for statistics.

For a city like Long Beach, which from early history appears to have been a good Navy town even before it was a town, the future of the Navy here appears bright and rosy.

Although the physical installation is as large as it probably will ever get short of war, the Navy is in Long Beach to stay.

A new \$5 million Navy Landing at the foot of Magnolia Avenue was dedicated in 1961 to replace the old Pico Street Landing; a million \$1 Armed Services YMCA was built in 1960 to replace the sinking old one at the foot of Pico; the old signs, "No Dogs or Sailors" some of the early-day Navy men complained about have been replaced, if they ever existed, by welcome smiles; police and shore patrol cooperation is as high as anywhere in the nation; the mutual respect and warm friendships between ranking naval officers and city officials is rivaled only by that of the rank and file civilian and Navy people.

In short Long Beach, not only has always been, but apparently will become even more so in the future "A good town for leave or living."

Port Spends \$1 Million Per Month

America's Most Modern Port, the official motto of Long Beach Harbor, is spending about \$1 million a month to stay that way.

Between 1935 and 1960 the municipal harbor spent \$39 million for new facilities, more than any other U.S. port except New York.

Currently there is more than \$50 million in new facilities either under construction or in various stages of planning.

THE LONG range port expansion and improvement plan will cost more than \$150 million.

To keep up with this unprecedented growth and the additional problems of subsidence correction work the port has a 90-man engineering staff headed by Bob Hoffmaster.

The staff also has a "watchdog" role in the planning for the 1967-68 California World's Fair, scheduled to be held on Pier J.

Target date of a 20-year expansion program which will bring the total number of deep water berths in the harbor to 71 is 1977.

Early Name

Lincoln Park, site of the library and underground parking center, was originally known as Pacific Park.



ONCE UPON A TIME . . .

This was the view in 1916 from 10th Street and Termino Avenue looking toward Reservoir Hill before the oil boom replaced trees and meadows with stark derricks. The hill may look something like this again one day as view lots grow scarcer and more expensive, and oil operators are encouraged to put pumping equipment underground to make way for a new type of boom on the hillside.

Long Beach...a Cadillac City

RIDINGS... YOUR Cadillac DEALER

1501-25 LONG BEACH BLVD. LONG BEACH



PICTURES
TELL
... AND SELL



COMPLETE
PHOTO ENGRAVING
SERVICE . . . FROM
LONG BEACH'S OLDEST
ESTABLISHED
PHOTO ENGRAVING
PLANT

Independent Press-Telegram

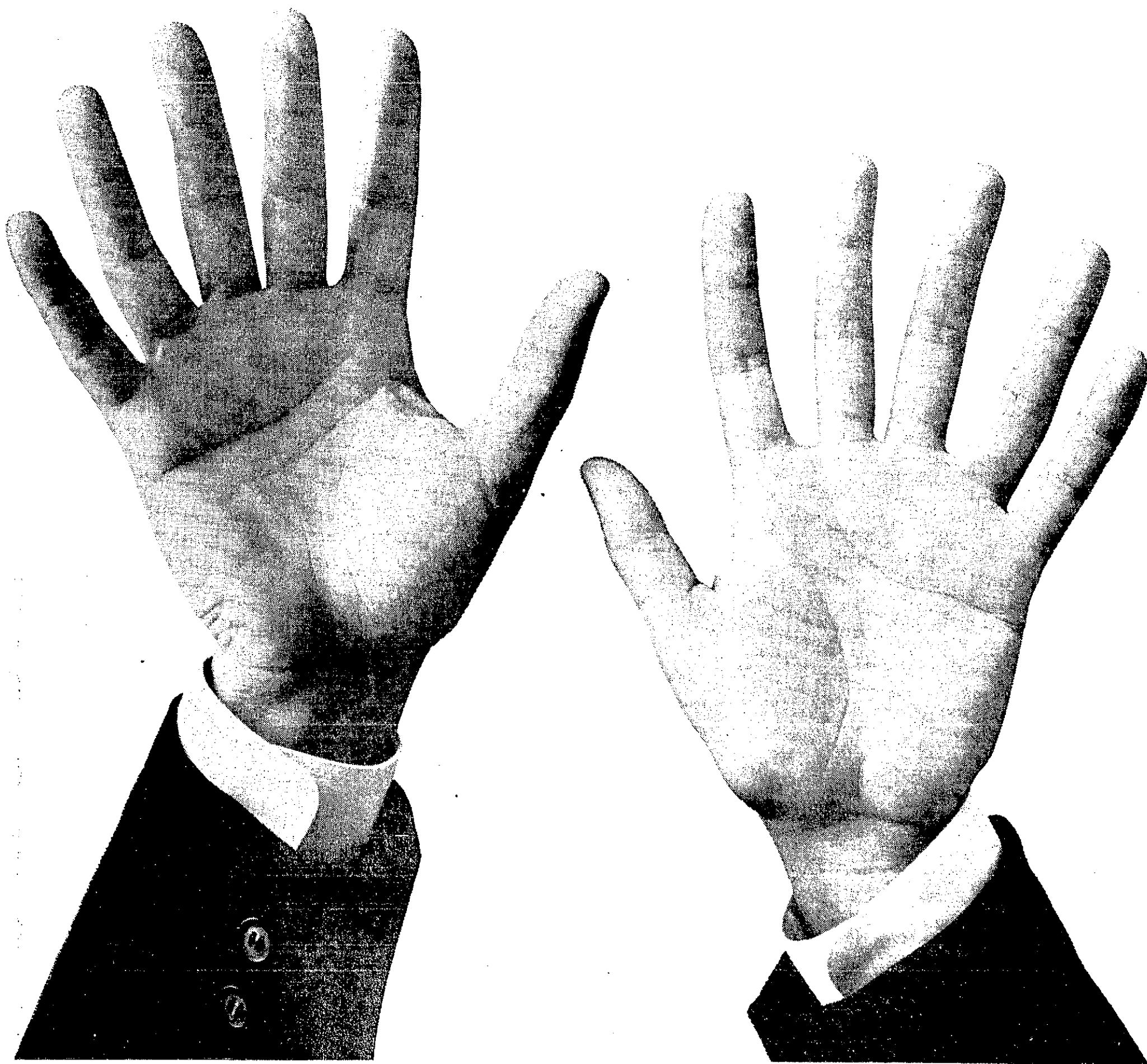
Engravers

604 PINE AVE., ROOM 410
Call HEMlock 5-1161, ext. 267

FREE PICK-UP AND DELIVERY

Helen Perkins, Manager





Twelve Times a Year, your earnings are compounded

Go ahead, count 'em. Count *on* 'em, too, because twelve times a year you earn interest on your interest at Belmont Savings. What happens when your earnings are compounded monthly this way? *Money* happens, that's what. Say you start out with \$100 and just leave it here; at the end of 12 months of compounding, you're ahead by \$4.96. Your earnings are paid into your account at the end of each quarter, giving you a regular and substantial increase in your balance.

Besides monthly compounding of earnings, Belmont Savings adds other advantages that make money happen: Funds post-marked by the 10th of any month earn from the 1st of that

month, giving you up to ten days' Bonus Earnings. To this, Belmont adds daily interest—funds received after the 10th of the month earn from the day they're received when held to the end of the quarter. And Belmont's current rate of 4.85% a year makes your savings account here an exceptionally good and profitable investment.

Open your account now. Call us if you need further information...come in to our nearby office...or send us your check or money order to start your account. To transfer your savings to Belmont, just send us your present passbook; we'll collect all of the earnings due you, and open your account immediately.

For higher earnings, visit the Belmont office nearest you:

MAIN OFFICE:
5200 East Second Street • Long Beach 3, California • Tel. 434-3451
PLAZA BRANCH:
6300 East Spring Street • Long Beach 15, California • Tel. 421-8931
WILSHIRE BRANCH:
2406 Wilshire Blvd. at Parkview • Los Angeles 57, Calif. • Tel. 385-4116



BELMONT SAVINGS

Historic Headlines

Independent-Press-Telegram

LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

DIAMOND JUBILEE

1888-1963

ARCHLY CITY

BEACH BUILDS A
new church frequently, at-
to splendid, high ideals.

ESTABLISHED
IN YEAR 1913

LONG BEACH PRESS

LONG BEACH, CALIFORNIA, SATURDAY EVENING, MAY 24, 1913.

FIFTY CENTS
THE MONTH

RESULTS SURE!

ADVERTISING IN THE PRESS
effectuates profitable returns to
the advertiser. Prove it! Do it now!

HEART-BREAKING CATASTROPHE ENGULFS WHOLE CITY IN WOE

MUNICIPAL AUDITORIUM COLLAPSES KILLING OR INJURING MERRYMAKERS

Overloading Causes West Threshold to
Collapse and Crash Through Lower Deck
to Veritable Shambles on Surfline Sand

WHAT must go down in history as the most terrible disaster in the annals of Southern California, made gruesome history at 11:33 o'clock this morning when a 40-foot-square section of the upper deck of the municipally-owned Auditorium, chief assembly and play-place of Long Beach, just at the threshold of the main entrance, at the west end of the big building, of a capacity of 4000, fell to the sand below.

What caused the disaster is mere conjecture. Side doors had not been opened and the immense throng as advance guard of the ten thousand visitors in the city to attend the British Empire Day celebration had jammed to the west entrance, a solid mass.

This section of the upper deck's flooring crashed through to the lower deck, also crowded with visitors and merrymakers, getting ready for the noonday picnic. Snapping the timbers of the lower deck as matches, the awful tragic homogeneity of splintering planking and shrieking humanity went down to the sand, just a few feet distant from the surf, at low ebb.

From every direction out of town wife lay on the beach with her life people in gala attire and townsfolk out upon the street for the lunch hour, gaily sauntering to the place of amusement, where Mayor Hatch would within ten minutes have opened with address of welcome the chief program of the day, as preliminary to the afternoon's schedule of sports on The Strand, were hurried by swift-passing word of the tragedy.

Then began the work of rescue, out from the debris, moving the dying and cruelly injured to physicians' offices and the two hospitals and tenderly carrying the dead to the four undertaking establishments only three and four blocks away. Will! Because of the inconceivable confusion and the horror of it all it has been impossible to secure at this hour a full list of the dead and injured. Many were too badly hurt to give names and addresses, and some of the dead have as yet been unrecognized by any who have called at the morgues and hospitals.

The tragedy is international. Great Britain, with the blow falling possibly most heavily upon the Dominion of Canada, is most grievously bereft, numerically. Nearly every city of Southern California is counting her dead and injured. Of all these, Los Angeles, because of its greater size and its preponderance as most sorely afflicted. Though the majority of the victims are of British birth or ancestry, several of other nationalities, participating in the spirit of the day in which Long Beach and all the southland had joyfully lent themselves, were hurt, fatally or not so.

Panic Shambles. Nearly two score lives were snuffed out and a hundred people by conservative estimate, were injured when the upper deck of the Auditorium collapsed, precipitating its mass of wreckage humanity upon the beach, forty feet below, amid a tangle of wreckage.

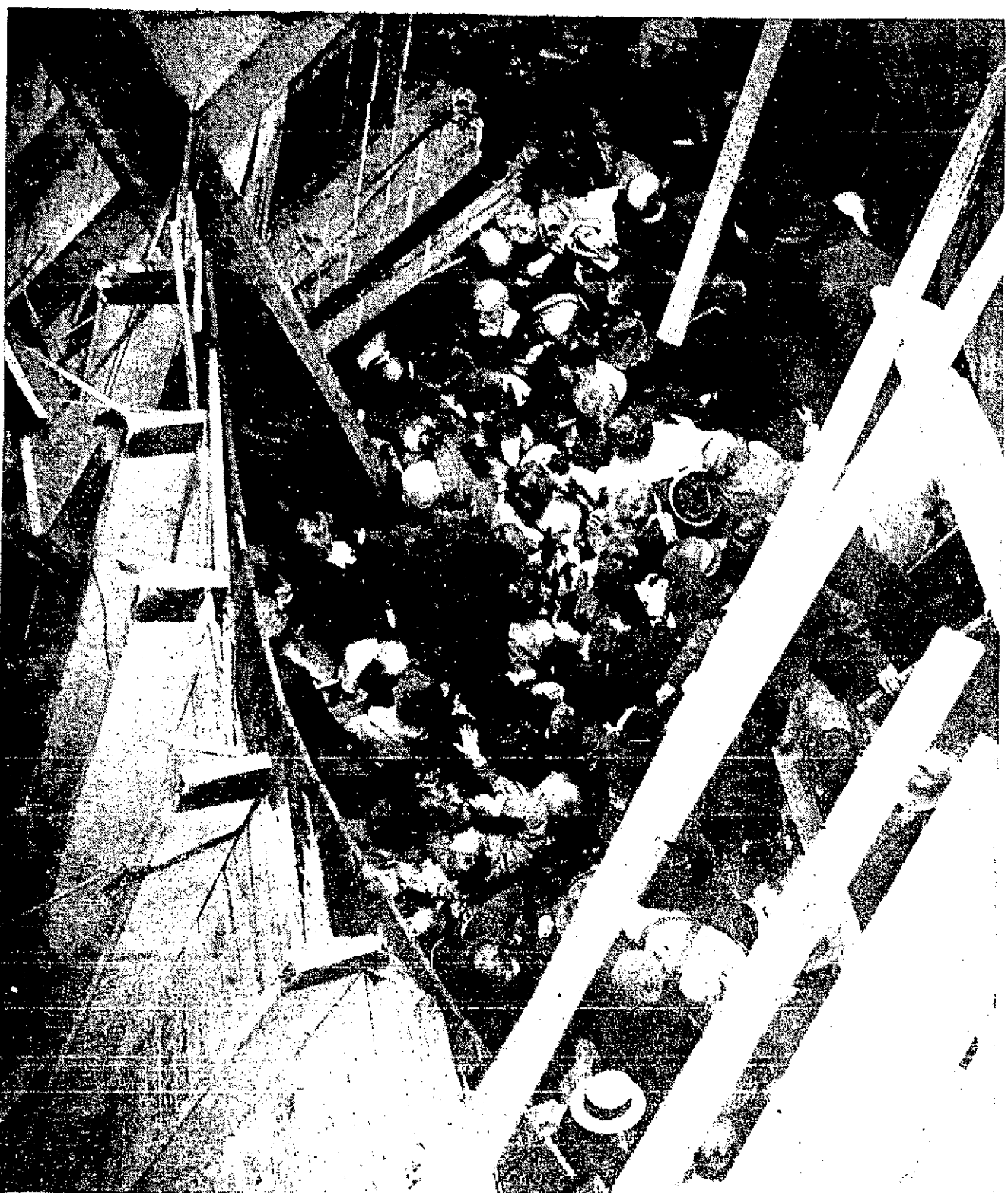
For more than half an hour, as the rescuers labored, the victims of the catastrophe sought and tramped upon each other in their efforts to get their heads above the death trap where they could catch a breath of air.

Beating pitifully to die, those who were most seriously injured were first taken out and laid upon the sand. When they were removed as soon as possible to the hospitals by auto, established by the police had pressed into service.

Scenes Unparalleled. Heart-rending scenes, never before recorded in the history of Long Beach, were enacted on the beach as the dead and living were carried out and tenderly laid on the beach.

Many begged pitifully to die. A lad of ten years was seen to pass away in his mother's arms, as she was raising a glass of brandy to his lips.

A brokenhearted father carried the limp and almost lifeless form of his fourteen-month-old baby up the steps, to hunt a doctor. His of the catastrophe of the morning.



Of all the major news stories that marched across the front pages of Long Beach newspapers, none so horrified the city as the Empire Day disaster on May 24, 1913, when the top deck of the municipal pier collapsed and plunged 350 persons through the lower deck to the beach, killing 50 and injuring 174. The remarkable photo above, taken moments after the disaster, shows survivors trampling on those below in effort to escape. At left is collapsed deck. Reporter John Meteer's eyewitness story is reproduced at left.

How War Came to Long Beach

By NED FRENCH

At 3:16 a.m., Feb. 25, 1942, a friendly gathering of the Sunrise Social Club, an informal group of morning newspaper employees, was interrupted with crashing violence.

Club members laid down their cards, looked at each other and dashed for the roof, where they could view searchlights sweeping the sky and see shellbursts of the Army's anti-aircraft batteries "repelling" what the Army called "the first air raid on the U.S. mainland."

Then they dashed for the stairway when they realized that the stuff raining down was metal and smoking hot. Searchlight beams, which had been hunting across the sky, soon formed a many-poled wigwag of light with its peak several miles northwest of the downtown district. The slam and muzzle flash of artillery continued from scores of emplacements, some apparently as far away as Inglewood and Huntington Beach. Machine guns red-lined the sky with tracer bullets although the "target" on which the lights were focused was far out of their range.

THE TELEGRAPH editor, only newsroom man present, with the help of the head makeup man from the printshop, tried to get through by telephone to the police station and failed. He ran downstairs to his old "rag-top" car and drove to the city hall, where a detective consented to open a line to the newspaper office and give what information he could.

The report was taken over the phone by the printer. It was combined with what had been seen first-hand and with information from the teletypes. At 3:36 firing stopped until 4:06, when it broke out again for nine minutes. Thanks to the club meeting and the cooperation of all hands, when the Army sounded the "all clear" at 7:24 a.m., the paper went on the street with the only morning edition in the west that carried an account of the "raid."

The next day, Secretary of War Henry Stimson and Secretary of the Navy Frank Knox issued conflicting statements. Stimson said there had been "enemy aircraft" over the Southland and it was at them that the Army AA batteries fired. Knox said flatly that it had been a "false alarm; there were no enemy planes."

LOCAL observers' reports were in conflict also. Some who watched throughout the night were not able to see any aircraft. Others "saw" as many as 200. At this, even the Army scoffed. Gunners at Fort MacArthur fired only four rounds.

Fragments of shells, some of them weighing more than a pound, penetrated car hoods, tops and rear decks. One inflicted a cut on a man's head that required eight stitches but it did not break his skull.

A three-inch shell exploding in the street damaged the pavement and broke a plate-glass window in a bank. Another, luckily a dud, fell through the roof and into the pantry in the home of a physician. No one there was hurt.

The only human fatality from the "air raid" was a Long Beach police sergeant killed in a head-on collision as he drove through the blacked-out streets to report for duty.

BUT THE "raid" dealt a fatal blow to apathy. Although war had not been declared until the day after Pearl Harbor, eleven weeks earlier, Long Beach had been in the undeclared war for more than a year before the "raid". When ground was broken, Nov. 22, 1940, for the giant Douglas plant, Long Beach became an important part of the "arsenal of Democracy." When the plant was opened in October, 1941, an addition that was to double its size was begun the same day. Before VJ Day it would

have 170,000 persons on its payroll at one time or another, but Long Beach did not realize it was in the war.

April 1, 1941, Daugherty Field, the municipal airport, became a military airbase and headquarters of the Sixth Ferrying Group of the Army Air Transport Command. Most of Long Beach paid no heed to this sign that the city was taking part in an undeclared war.

Service-connected families expected, even after Pearl Harbor, even after Japanese submarines sank half a dozen tankers within sight of the California coast; even after, on Feb. 23, a Japanese submarine shelled an oil field and refinery at Elwood, near Goleta, much of Long Beach failed to take the war seriously . . . or so it seemed to some observers.

IT HAS BEEN suggested that the Army saw it that way. Soon after Pearl Harbor, Lt. Gen. John L. DeWitt, heading the Western Defense Command, began preparing the public, through publicity releases, for removal of Japanese and Japanese-Americans from the coast.

Numerous civilian leaders and groups supported the general's suspicion that the Nisei were not loyal to the United States. The League of California Cities and the Los Angeles City Council asked that all Japanese and persons of Japanese ancestry be removed from coastal areas.

Atty. Gen. Earl Warren announced, Jan. 30, 1942, that "hundreds" of illegal Japanese secret societies existed in California and should be abolished at once. General DeWitt's "amen" to this statement was his famous dictum, "A Jap is a Jap is a Jap," followed by his order for removal of aliens and citizens alike to relocation camps.

MEMBERS of the Sunrise Social Club worked in the afternoon and until past midnight. Once a week, sometime before dark, they received a business visit from bright-eyed, monofaced, 8-year-old magazine salesman Takashi Masuoka. Takashi was just learning to take a kidding and to make new friends each time he called.

Then, 170 FBI agents and city police arrested 500 alien fishermen in the Terminal Island Japanese colony. Gov. Culbert Olson publicly promised that loyal Nisei could stay. But it was a promise the Army did not allow him to keep. Takashi was seen no more in the newspaper office.

There were unsubstantiated charges, even after the Terminal Island colony had been wiped out, that "Japs" had signaled with lights to the "air raiders." One Japanese was arrested for driving with his lights on in the blackout. He was taking a load of cauliflower to market and was unaware then an alert had been ordered.

AT THE Long Beach public market bordering Lincoln Park, where farmers brought their produce three mornings a week, 79 booths operated by Japanese and four by alien Italians were closed. An effort to abolish the market entirely was defeated and it continued to be a tourist attraction and a prime source of fresh fruit, vegetables, poultry and other superior items of food for residents of central Long Beach until recently.

Today the farmers' market, relocated while construction of the garage under the park went forward, still barred from its old site, is dying. Although it recovered from the decimation of 83 booths in wartime, it appears that improvement of the park soon will do to the market what misguided patriotism failed to accomplish.

Although Long Beach at the beginning of the war was the home port of the U.S. Fleet (not just the Pacific Fleet) the Navy

seemed much less jittery over the Japanese on this coast than the Army did. On Dec. 7, 1941, as soon as the news of Pearl Harbor was received the port was locked. Antisubmarine nets were closed, mines were laid, surface and air patrols were activated, the Army raised barrage balloons over vital installations, police and fire departments went on emergency alert, the Council of Defense put air-raid wardens on stand-by status and the medical society put into effect its plan by which members would be available on short notice in case of disaster.

RADAR scanners and artillery pieces overlooking the beach were installed in Bluff Park and anti-aircraft batteries took up positions in some other city parks. A \$3,500,000 addition to Pier A was built to serve as the principal unit in the Port of Embarkation for supplies shipped to the China-Burma-India theater of war and to the Western Pacific.

The Fourth Interceptor Command stationed volunteer watchers in the towers of the Ocean Center Building and the Villa Riviera, as well as at other points of vantage. From these observation posts they scanned the skies day and night for enemy aircraft, which, happily, never appeared.

Meal, sugar, coffee, tires, gasoline and even retread rubber were rationed. Drivers were conducted to collect scrap metal. Air-raid sirens were tested and, even as in recent times, were found to be inaudible in many parts of the area they were intended to warn.

MANY OF these steps were taken in January, 1942, but civilian life was not too different until after the "raid." New Year's Day brought the same old headline, "California Leads in Highway Slaughter" and the newspapers reported the usual demands from school and city staffs for higher pay. Except for those families who had been directly touched, there was little excitement or fear.

After the "raid," busybody patriots became really voluble. They wrote letters to the editors inveighing against waste, crying out for efficiency, denouncing hoarders. When the OPA issued an order requiring the surrender of all tires in excess of five per car, the most vigorous flag-wavers



LONG BEACH'S FIRST DRAFTEES

In November, 1940, 25 Long Beach men packed their bags, said goodbye to their loved ones, and got a rousing sendoff from citizens who watched them march off to become the first draftees in the records of the local induction board. They were to be followed by many thousands before the citizens were once again to celebrate in the streets on VJ Day in 1945.

cried the loudest. Their spiritual support of the war effort was great but when it came to giving up a physical advantage, their moans were pitiful to hear.

One inveterate patriotic letter writer surrendered nine brand-new tires from his clothes closet. He saw no inconsistency, however, in continuing to urge his fellow citizens to sacrifice, and kept on operating a rhetorical "arsenal" right through VJ Day.

DAYTIME office workers took night-shift jobs in the shipyards and at the Douglas plant. Some of these who were not qualified for military service looked upon their daytime coworkers who did not take on extra jobs as "slackers" and did not hesitate to say so.

March 18, 1942, the first draft numbers were drawn and 5,300 of the 14,854 men registered in Long Beach were tapped for military service. Soon after that, the late Ruskin L. Dunfee, city editor-managing editor of the now defunct Long Beach Sun established the four-page, tabloid-size Service Men's Sun, which was mailed monthly to the 400-odd employees of the Press-Telegram and Sun in the armed forces around the world. Editorially it was a one-man effort, full of lively humor and morale-building pin-up pictures. The same printshop makeup man who had served as a reporter in the "air raid," made up the paper, various volunteers in the shop set the type, did the stereotyping and the

presswork on their own time, and the publisher of the P-T and Sun furnished the newsprint and paid the postage.

The Service Men's Sun was published monthly, with the last edition appearing soon after VJ Day, even though the Sun, itself, ceased publication Dec. 30, 1944.

In 1940, Long Beach population was 164,000 and in 1945 it was 266,000, according to the Long Beach Community Book, edited by the late Walter H. Case, who for years was editor of the Long Beach Sun and the city's leading historian. Twenty thousand Long Beach men went to war and 675 were killed in action. The city gained greatly in wealth, population, industry and culture as a result of the war, but it lost the Sunrise Social Club. Death, old age, the withholding tax and the general tendency of members to take on more and more installment payments spelled finis for that carefree group. Of the surviving members, some wonder now and then what Long Beach learned from the war and what ever happened to Takashi Masuoka.

Television Heroine

An unlisted heroine of the Preston Foster "Waterfront" television series is the Milton S. Patrick, a tugboat that serves the Port of Long Beach. For her role in the video series, she carries a canvas sign, over her true name, bearing the words "Cheryl Ann."

LONG BEACH WE SALUTE YOU



*Congratulations
on your
75th
Anniversary*

We are proud to share in the exceptional expansion and development of your community.

THE SPRAGUE METER COMPANY

Manufacturers of Gas Meters and Pressure Regulators

Greetings, Long Beach, on your 75th birthday!

... we've been here a long time, too



Long Beach was just an ambitious teen-age city when we delivered our first bottle of milk here in the early 1900's. That was a long time ago.

Old timers will recall those nostalgic names: Long Beach Dairy Co., Gold Medal Dairy, and Golden State. Now under the Foremost banner we are serving milk and ice cream to thousands of fourth generation customers in Long Beach. We at Foremost are proud to have been a part of the fantastic growth of this great city. And we shall continue to serve the highest quality dairy foods, which consistently over the years have earned for us the reputation of "Long Beach's favorite milkman."

FOREMOST DAIRIES, INC.

Where everything is fastidiously fresh.

2707 E. ANAHEIM • LONG BEACH

3/10/33
5:55 p.m.

Terror-Stricken City Emerging From Frightful Experience

LONG BEACH SUN

53 DIE, 1000 HURT AS EARTHQUAKE SPREADS DESTRUCTION IN LONG BEACH

Downtown Long Beach, Calif., Sunday, March 10, 1933. Shattered Spanish tile, crumbling brick and twisted steel beams are the only remains of a once beautiful city.



Scores Perish In Other Southland Communities As Buildings Crumble

By DICK EMERY

Seismologists are not at all flattering about the only earthquake that ever got named for Long Beach. They rate it, by magnitude, among run-of-the-mill quakes, not even worth listing in tables of major quakes—to say nothing of what they call the Great Quakes.

Even so, Long Beach treasures in memory that frightful event of 5:55 p.m., March 10, 1933. It wasn't a test by fire, because city firemen quickly put out the fires. But it was a test of spunk and Long Beach proudly came out of the test to build a bigger, better, stronger city.

From the test, Long Beach learned—Oh, so bitterly—that shoddy, jippo, mis-designed buildings won't do.

Gratefully, also the city learned that good, solid, well-designed and honestly constructed buildings and homes can take a hard shaking with little damage.

For all its low rating on the seismology tables, the 1933 quake was a killer, a destroyer of weak buildings. It caused violent shaking in a 450-square-mile area which, in the 30 years since the quake, has seen a fantastic population growth—cities stand now where bean fields spread under the 1933 sunshine.

But the old-timers who lived here in '33, who tell the quake and saw what it did, remember what killed and injured: certainly, not the shaking of the ground.

No, not the trembling, jerking, crazy movements, but the falling junk from roofs and parapets, junk

that should never have been there. The deadly debris was loose bricks, unsecured Spanish tile, chunks of masonry from useless false fronts of old buildings, heavy stone ornaments which had been propped up there years earlier with a slap of cheap mortar to glue them in place.

For newcomers who might question that recollection, here's a terse quote from County Coroner Frank A. Nance's sworn annual report for 1933, a 62-page document, under "summary of earthquake fatalities" on page 32:

"Struck by falling debris, 86; falls due to earthquake, 4; motorcycle collided with pile of debris, 1." Those were the 91 quake deaths in Los Angeles County. Orange County had four.

IF EVER a lesson was taught, and taught hard, there it was: Get rid of the junk and build well!

Of what its men saw in 25 cities hurt by that '33 quake, the U. S. Coast and Geodetic Survey reported in its annual "United States Earthquakes" for 1933:

"The nature and amount of the structural damage were out of proportion to the energy and violence of the shock." Then the report gave as reasons the weakness of many buildings on alluvial or filled land which turned bedrock shaking into wall-cracking jolts.

BECAUSE Long Beach, with 40 square miles and 142,000 residents, suffered about half the casualties and damage, the quake was named the Long Beach Earthquake. But she shared the disaster with 14 hard-hit cities in Los Angeles County and 11 in Orange County. The Orange County area hardest shaken was at that time sparsely populated.

Quake deaths for the whole zone totaled 93. Los Angeles County had 91 dead and 4,883 injured; Orange County 4 dead and 28 injured.

(In the quake year of 1933, traffic accidents took 474 lives in Los Angeles County; drowning, 49.)

BY CITIES, the death toll was reported by Los Angeles County Coroner Frank Nance as follows:

Long Beach, 51; Compton, 10; Los Angeles, 7; Huntington Park, 6; Artesia, Bellflower and Watts, 3 each; Walnut Park and Lynwood, 2 each; Norwalk, San Pedro, Dominguez, 1 each. There were other deaths in unincorporated areas and in Orange County between Laguna Beach and Long Beach.

Cost of the quake, in dollars, first was guessed at \$40,000,000. Year by year, the figure grew. To the present day, the Long Beach city building department issues permits for quake repair work.

quake, Los Angeles city newspapers still were speaking, plaintively, of "the \$25,000,000 damage suffered by the Los Angeles city schools in the Long Beach Earthquake of 1933."

Some idea of the damage visible after the quake can be had from the American Red Cross 1933 annual report of its relief operations:

In 25 cities, 1,893 homes destroyed, 31,485 damaged, 207 buildings destroyed, 1,550 damaged.

In the weeks and months after the 1933 quake, Long Beach and her sister cities bent to a back-breaking cleanup. Shattered buildings had to be torn down. Streets and lots had to be cleared of rubble. Pipelines and power lines had to be inspected and repaired. It was a year tabbed—years later as the pit year of the Great Depression; money came hard. Still, homes had to be made liveable again. Damaged buildings had to be made safe.

MEN LONG out of work found work aplenty. As the mess got cleared, and as aftershocks dwindled, an optimism came over the whole quake-hurt community.

There was one horror, however, which lingered. Long Beach, and other cities, too, stared at their public schools. No other class of buildings had taken such a smashing. Only the timing of the earthquake—5:54 p.m.—had spared the cities an appalling catastrophe—the crushing of perhaps thousands of school-children in their classrooms.

Grim men stalked among the school ruins and, picking up samples, crushed mortar between their fingers like dry toast. Chemists analyzed the mortar; the worst of it was little better than dried sand.

THE DAMAGED schools were closed, and the inspectors and engineers, the quake men and the architects, met with lawmakers.

Out of the horror of those days came such a toughening of building codes as California never before had seen. By 1934, the Riley Act required quake-resistant design and materials in public buildings.

Buildings would cost more—not much more, at that—but they'd withstand a shaking if such a shaking came.

Repairing and rebuilding gained pace from year to year as the Depression eased. Some Long Beach Building Department figures for total building—new and repair:

1932, \$2,716,760; 1933, \$6,452,960; 1934, \$2,629,570; 1935, \$6,864,188; 1936, \$5,147,680; 1937, \$8,278,505.

THOSE WERE Depression years. In 1962, with a more than doubled population, Long Beach construction totaled \$79,454,939. And only her old-timers remem-

YEARS AFTER the

(Continued Page 7 Col. 1)



COLLAPSED FRONT OF APARTMENT BUILDING TYPIFIES FORCE OF 1933 EARTHQUAKE



CHURCHES and schools were among buildings hardest hit by quake. One result was a radical revision of building codes for public buildings.



THE CITY wasted no time in digging out from under the rubble and starting afresh. Signs like these were nailed up to keep morale high.

NELSON MCCOOK JR.
Vice President

PERRY CARTER
Cashier

ROBERT P. JOHNSTON
Auditor

JAMES E. BROADY
Asst. Cashier

GLEN L. CLARK
Director

L. DEAN GARDINER
Director

FONDA MCCOOK
President—
Chairman of the Board

FRANK E. PLUMMER
Vice President

R. N. MCCOOK
Asst. Vice President
and Secretary

WALTER NISEMANN
Asst. Cashier

LOUISE LEINENWEBER
Escrow Officer

BEULAH R. HARSH
Escrow Officer

PAUL D. McLAUGHRAY
Director

MAIN OFFICE
THIRD AT LOCUST

DOWNTOWN AUTO BRANCH
235 LOCUST

*A Circle of Friends
and Neighbors to Serve You*

*Long Beach's Only Locally
Owned National Bank . . .*

*Operated By Long Beach
People to Serve
Greater Long Beach*

**Some of Our
Special Features . . .**

- Bank-Without-Leaving-Your-Car at 235 Locust Ave. Downtown Auto Branch
- Bank-By-Mail We pay the postage both ways
- Bank-In-Person Third at Locust Ave.
- Free Parking 735 Locust Ave.
- All Types of Loan Services Available

*Member Federal Reserve System
Equal Housing Lender*

First National City Bank
OF LONG BEACH

LONG BEACH, CALIFORNIA

Modern L.B. Created by War

By VERA WILLIAMS

Long Beach started out as a sleepy seaside village, and it stayed a sleepy seaside village for a lot of years.

It was a small town for some more years, then it became a fairly good-sized town.

World War II changed it to a city.

Things boomed during the war. Douglas, with 42-

000 employees, turned out C-47s, B-17s, A-20s, A-26s and a C-74 transport. California Shipbuilding Corp. (Calship), with 40,000 employees, launched an unending succession of Liberty ships which were 10,000-ton cargo vessels, and later in the war built attack transports. Consolidated Steel Corp (Consteel) at Wilmington built cargo carriers and transports. Bethlehem shipyard at Terminal Island turned out Navy fighting craft.

WAR WORKERS came here from all over the world. They crowded into houses, apartments, rooms. There were rooms, it was said, with 12 pallets on the floors. Dead-tired war workers, at the end of a shift, flopped onto the pallets, and at the end of the next

shift, they got up and other dead-tired war workers took their places. The blankets never got cold.

Trailer parks sprouted, with sometimes two and three families living in a trailer.

Navy ships came in and went out in tight secrecy. Military planes roared overhead. Military trucks lumbered through the town.

Suddenly, there was lots of money—a golden stream of money (after years of the depression. Remember the depression?)

MILITARY men got steady pay with family allotments. War work paid fabulous money, with as much overtime as one was willing to put in. Families, who a few dark years before had got along on beans, suddenly had the money for strawberries and steak—if they could dig up the red meat ration.

"Ladies in pants" took over. Able-bodied men had gone to war or had taken over the dangerous defense jobs. Women were pressed into service on "Rosie the Riveter" jobs. Women who had jobs moved to better-paying jobs, which meant jobs in which they wore coveralls and hard hats. Women who never had worked before went on assembly lines, and decided they liked it. Anyway, they liked helping their country and they liked the money.

Persons who lived in Long Beach during the war never will forget the blackouts when the town was pitch black, the dimouts when it was pretty black, the tightly-shuttered windows, the periodic alarms. Neither will they forget the army of women in coveralls and hard hats who thronged the busses and the streets, carrying tin dinner buckets. (Sometimes a woman was sighted in coveralls, hammer-proof hat, mink coat AND orchid corsage.)

have jumped, in round numbers, from 35,000 to 85,000. The figures: 34,993 in 1940; 56,212 in 1950; 81,296 in 1960; 85,000 now. The story of gas meters is similar: 54,926 in 1940; 83,645 in 1950; 108,842 in 1960; 117,000 now.

And electric meters—they've jumped from 69,316 in 1940 to 141,368 now in Long Beach proper and 176,333 in the Long Beach district.

LONG BEACH has the largest protected harbor in North America. Nearly 2,000 ships arrive annually, bringing 10 million tons of cargo. In 1940 that figure was 2,918,573 tons; in 1950 it was 5,698,379.

Ideally situated for conventions, the Municipal Auditorium includes a convention hall which seats 4,500; a concert hall which seats 1,400, an exhibit hall which seats 2,200, and a brand-new Long Beach arena which seats 15,000 for sports, convention and show events.

About 2½ times as many babies are born in Long Beach nowadays as were born in 1940. Here are the figures in case the stork hovers near your home: 3,381 births in 1940; 7,325 in 1950; 10,129 in 1955; 9,003 in 1960, and look for close to 10,000 in 1963.

NO FIGURES can be more revealing than those that pertain to the schools. Average daily attendance, kindergarten through City College was 25,362 in 1938; 26,111 in 1940; 32,738 in 1945; 43,591 in 1950; 67,919 in 1955; 79,340 in 1960; 82,270 in 1962; 83,168 now. The Long Beach Unified School district, 127.87 square miles, is made up of Long Beach, Avalon, Signal Hill and two-thirds of Lakewood. It includes 55 elementary, 15 junior high and seven high schools, with three divi-

sions of City College. It has 3,100 teachers and 1,709 classified employees. Take Long Beach State College enrollment figures: 1,002 in 1950; 5,361 in 1955; 10,365 in 1960; 12,568 in 1962; 15,137 now.

In 1950, a total of 40,467 persons flew in or out of the Long Beach Municipal Airport. In 1950 the total was 86,643; in 1960 it was 263,075; last year it was 264,733. Add 5,000 and you'll come near the 1963 total.

INCIDENTALLY, Long Beach has one local bus company, five interurban bus companies, three trans-

continental railways (freight only), 15 local steamship offices including resident offices for 25 steamship lines, daily flights to Santa Catalina Island, San Diego, San Francisco and other western points. Seven freeways connect the city with all parts of the metropolitan area and provide direct connection with downtown Los Angeles. Travel time, if you are a fearless driver, is 30 minutes.

Long Beach has 227 churches, representing 46 denominations; 98 hotels with 3,218 rooms; 108 motels with 1,966 rooms; 16 hospitals with 3,729

beds; eight miles of beach; 22 city parks. The city has 40.65 square miles—29,813.79 acres. Elevation ranges from sea level to 46 feet above. It has a Mediterranean climate. A 30-year average shows only 15 degrees variation between the mean average temperature of 55 degrees in winter and 70 degrees in summer. Average annual rainfall is 12.36 inches. Taking the year as a whole, you can expect 181 clear days, 124 partly cloudy and 60 cloudy days. Aren't you glad you live here? Aren't you glad that when you came here, you decided to stay?



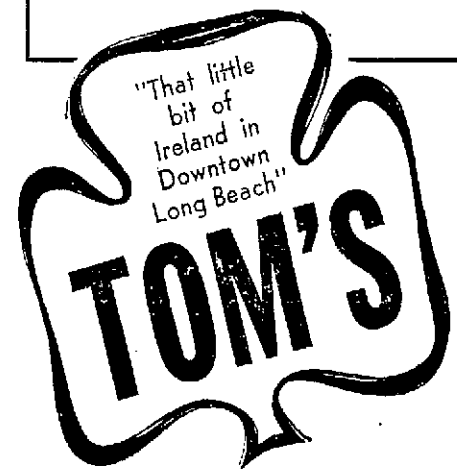
HEROES ON PARADE
Generals Jimmy Doolittle and George Patton salute during ceremonies at conclusion of War Bond drive at Municipal Airport in later years of war.

HELEN & TOM CREHAN SALUTE THE CITY OF LONG BEACH

... and the citizens of Long Beach who have become our friends over the years.

FAMOUS FOR CORNED BEEF

We also feature Hot Beef Dip on French Bun —
Hot Pastrami Dip on French Bun — Draft Beer



250
E. 4TH ST.
LONG BEACH
9 A.M. to 6 P.M.
(Closed Sundays)
HE 2-9522

Established over 25 years in Long Beach

With the 75th Birthday of Long Beach, we are proud to be part of the Diamond Jubilee. It is our sincere desire now, and in the future, to bring benefits by Natural Herbal Treatments.



DR. CHAN, D.C.

Why continue to suffer distressing symptoms of HEARTBURN, BLOATING, BELCHING GAS, SOUR STOMACH, when Dr. Chan's Famous Herbs may help you back to Health and Happiness? They are created to benefit the entire system, smoothing the affected parts, thus you get quick relief with the natural Herbal Treatment. DR. CHAN'S natural Chinese Herbs purify, cleanse and restore the stomach, liver and spleen to normal function, preventing gas and lower the blood pressure. No matter what your ailment may be there is an herb remedy for it.

Help for Sufferers of These Ailments:

- | | | |
|-------------------|------------------|-------------------|
| • Anemia | • Chronic Cough | • Lumbago |
| • Arthritis | • Constipation | • Nervousness |
| • Asthma | • Dizziness | • Neuritis |
| • Bladder Trouble | • Eye Trouble | • Piles |
| • Boils | • Gall Bladder | • Rheumatism |
| • Calarrh | • Headaches | • Skin Trouble |
| • Colds | • Kidney Trouble | • Stomach Trouble |
| • Colitis | • Liver Trouble | • Urinary Disease |
| • Constipation | | • Vomiting |
| • Cramps or | | |
| • Milk Leo | | |



Dr. Chan
D. C.
Chinese Herb Specialist
928 Long Beach Bl.
Long Beach
Phone HE 7-2076

Office Hours: Daily 10 A.M. to 12 Noon
Tues. & Fri., 10 A.M. to 12 Noon
Closed Sundays & Holidays

SILK HATS EMBARRASS CITIZENRY

The question of whether to wear a hat even bothered local males back in 1904.

After grand opening of the Pine Avenue pier in 1904, pioneer druggist R. S. Oakford, head of the drug store which bore his name from 1901, is reported to have remarked:

"All of the city trustees decided that since the governor of the state was to be present, we would wear silk hats to lend dignity to the occasion.

"When Governor Pardee arrived, he was modestly attired in a business suit. We felt decidedly uncomfortable in our stovepipe hats and long-tailed coats."

9th Street Span a Major Project

Construction of the Ninth Street bridge, over the Los Angeles River, which was undertaken in 1957, was one of the city's major projects of recent years.

The job required 55,600 cubic yards of excavation; 211,000 lineal feet of piling; 11,070 feet of handrail; 7,870 feet of concrete pipe; 5,922 tons of structural steel; 2,157 tons of reinforcing steel; 318.5 tons of miscellaneous steel and iron; 31,700 tons of structure concrete; 45,500 tons of crushed rock base; 21,400 tons of asphaltic concrete; and 412,600 tons of embankment material.

Navy Ships Open

United States Navy ships stationed in Long Beach maintain a regular schedule of "open house" events for visitors Saturdays and Sundays. Phone HE mlock 5-5377 for detailed information.

Historic Museum

Rancho Los Cerritos, at 4600 Virginia Drive, is an original Long Beach Rancho now conducted as an historical museum open Wednesday through Sunday from 1 to 5 p. m. without charge.

CAME THE end of the war, at last, in 1945. The men came home. They liked Long Beach. Their families liked it. The men had gone through Long Beach on their way to war. Their families had come here, to be near their men, and work in the war plants. They all went back East to say "Hello" to relatives and friends and let them know they still were alive, then they returned to Long Beach to look for jobs.

They had money. Some of them had shoeboxes filled with greenbacks and government bonds. They had money for down payments on houses as soon as they could be built, new cars as soon as the post-war "bugs" could be worked out of them.

They could buy rugs and draperies, furniture, washers, driers, new stoves, refrigerators, the first freezers on the market.

LONG BEACH'S population skyrocketed. Look at the figures: 164,271 in 1940; 250,767 in 1950; 298,158 in 1955; 344,168 in 1960; 352,385 in 1962; 360,000 now. Close to a half-million people live in the Greater Long Beach area.

Bulldozers cleared whole areas and houses went up fast, many built on an assembly line basis. Blocks which had been mustard fields and truck gardens suddenly become subdivisions. Look at these figures: Long Beach had 65,137 dwellings in 1940; 97,037 in 1950; 116,138 in 1955; 134,056 in 1960; 140,000 now.

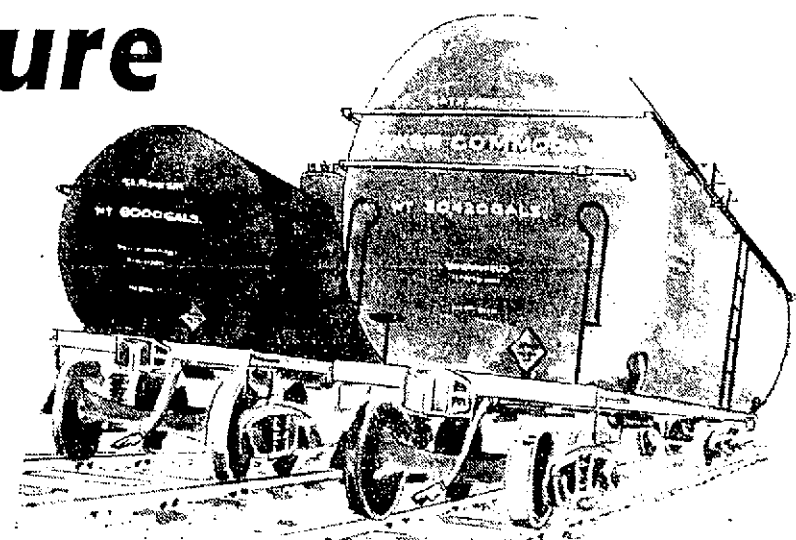
Long Beach's buying income jumped from \$523,590 in 1950 to \$905,285 in 1960 to \$1 million now.

Real property assessment was \$232,849,045 in 1940; \$716,550,940 in 1960.

BANK CLEARINGS were \$196,986,091 in 1940; \$809,200,186 in 1950; \$1,497,628,299 in 1960. Incidentally, Long Beach has 24 banks with deposits totaling \$403,900,091. (How much of it is yours?)

Remember how hard it was to get a telephone during the war? The city had 46,550 telephone connections in 1940; 111,169 in 1950; 194,757 in 1960; 211,712 in 1962; 219,528 now. In 23 years water meters

Fast Tracks to the Future



Comparison between the average tank car and the new JUMBO TANK CAR used by Baker which carries more than twice the payload of the standard regular capacity.

Another FIRST for Baker Commodities, Inc. —and Long Beach!

THE LARGEST RAIL TANK CARS EVER BUILT are now serving Long Beach Harbor where Baker imports on Pier D await shipment to the midwest.

Producers and exporters of high grade tallow—importers of crude coconut oil that comes from the Philippines, Baker Commodities, Inc., unloads thousands of tons of import shipments each month. Here 35 Jumbo Tank cars are in constant readiness, operating between Long Beach and the Mississippi, on a never ending day and night schedule. This is our special work — our own way of bringing the Orient to America and returning to shipside with liquid domestic goods to south Pacific countries where the Port of Long Beach plays a most significant role in our oceanic and roadbed transportation.

It is only appropriate on a Diamond Jubilee observance to mention that a First for Baker's Commodities, Inc. is obviously a first for Long Beach as well. **FAST TRACKS** to the future is further assured by this history making Community so well on its way!



Baker Commodities, Inc.

Producers and Exporters of Tallow

Pier D, Berth 30,
Long Beach, Calif.
HEmlock 6-1137

4020 Bandini Blvd.
Los Angeles 23
ANgelus 8-7106



Parade warmly shares your celebration. America's best-read Sunday magazine is proud to be a part of a great city's great newspaper—the Long Beach Independent, Press-Telegram.

PARADE

*The Sunday magazine section of 73 leading
newspapers from coast to coast*

PARADE PUBLICATIONS, INC., 733 THIRD AVENUE, NEW YORK, N. Y. 10017

City-County Marriage Is Happy One

By DONALD BRACKENBURY

The relationship between the county and the city is much like that of a husband and wife. Sometimes they fight; sometimes they get along fine. But always, they are two individuals, made differently and oft-times with diverse approaches to life.

In the case of Long Beach and Los Angeles County, there have been some drastic differences of opinion, but both sides agree that the "marriage" is, on the whole, a good one.

Where there are "spats," just as in marriage, money usually is at the heart of the dispute.

By their very nature, governments of city and county are bound to run into conflicts.

COUNTIES, as creatures of the state, are dependent upon direction or authorization from the state for their activities. Cities are separate, legal entities, established by the people in a certain area to perform specific tasks.

Whereas a city can do anything which is not restricted by the state codes, a county can do only those things provided for in the state codes.

"We do about 90 per cent of our activity on requirements laid down by the state, and we act as agents for the state," explained Mori Golden, city-county coordinator in the office of Linton S. Hollinger, chief administrative officer for Los Angeles County.

GOLDEN CALLS county government "people-oriented."

"All our responsibility has to do with people and their problems, their health, their welfare," Golden said. "County hospitals, courts, probation services, public assistance—these reach into every community."

Although its functions concern the people of Long Beach, county government does not deal extensively with city government—at least, not nearly so much as it does with contract cities.

The contract cities incorporate to get home rule, then sign agreements with the county for such things as fire protection and law enforcement so they need not establish similar departments of their own.

NEVERTHELESS, Long Beach is vitally concerned with county administration, for example, it is important to city officials and residents where courts, jails, welfare offices or adoption offices are to be located. Not to mention the fact that Long Beach taxpayers contribute in no small part to financing county government.

It is no "shoestring" operation. The county's general fund budget for the 1963-64 fiscal year is \$682 million. On top of this is included some \$110 million in special districts' budgets plus about \$55 million in special county funds—principally the \$51 million road fund.

Not all of this nearly \$850 million must come from county taxes. The special county funds come from other sources of revenue, notably gasoline taxes for road construction.

THE ALL-TIME high \$682 million general budget derives most of its size from the \$380 million welfare program. Almost all of this money, however, comes from state and federal subventions.

As agent for the state, the county must administer these welfare programs—and must include their total expenditures in the county budget, even though most of the cost immediately is

offset by payments from the state.

There still is a large enough amount left to require the raising of about \$300 million from county taxes, however.

Long Beach property owners share in this cost through the various county tax rates levied against the valuation on their property by the county assessor.

THIS TOTAL assessed valuation for Long Beach for 1963-64 is \$664,973,980 or about 5 per cent of the total assessed valuation of the whole county.

Because some parts of the city are in one special district and some are in another, there is no single total tax rate which applies everywhere in Long Beach. All property owners, however, pay the general county rate of \$2.21 per \$100 of assessed valuation. All pay also the County Flood Control District rate of 33 cents per \$100 of assessed valuation.

Taking only these two rates, this would mean that Long Beach property owners will pay nearly \$17 million in county taxes this fiscal year.

Such programs as the county-administered, but state-financed welfare system, of course, are based on state taxes.

OF THE \$682 million county budget, according to Hollinger, about 92 per cent, or \$628 million, will be devoted to providing services of a county-wide nature.

It is estimated that Long Beach's share of county expenditures, including the state-financed welfare program, will run about \$26 million for 1963-64.

No one contends that each city gets back as much as it puts in, however.

Under what Golden calls the "basic philosophy of community services," depressed areas of the county, where expenditures are highest for such things as welfare, law enforcement, courts and similar programs, must be at least partly financed by comparatively wealthy communities.

"WE HAVE some communities which are very wealthy, pay high taxes, but you won't find one resident who ever will use the county hospital, or be on relief," Golden explained. "But year after year, they contribute to the property tax and this goes, to a great degree, into this kind of service."

In Long Beach, during 1963-64, an estimated \$17,216,000 will be paid out in various aid and welfare programs.

The county also will spend about \$1,139,000 to operate El Cerrito Hospital (the former Seaside Hospital) and another \$934,000 in running Long Beach General Hospital, on Redondo Avenue at Willow Street.

Two of the county's largest operations in Long Beach are those of the County Flood Control District and the Road Department.

IN THE PAST 10 years, the Flood Control District has supervised the building of 15 storm drains and flood control projects at a total cost of \$18,698,000. These were financed from the \$179 million bond issue approved by county voters in 1952 and the \$225 million issue voted in 1958.

One of the most significant projects was improvement of Los Cerritos Channel and Los Cerritos storm drain. Combined, they form an extensive drainage system for the eastern portion of Long Beach and also intercept flood water from Lakewood and Bellflower.

Two other major projects were the "pump district" drains to carry storm waters from North Long Beach to outlets in Los Angeles River and a drainage system for the south central portion of the city.

CURRENTLY under construction in Long Beach are storm drain projects totaling \$1,312,919, while an-

other \$2,093,850 worth of work is scheduled to be started this fiscal year.

Cooperation between city and county has been at its best in the matter of road development, and improvement of such through streets as Wardlow Road, Spring Street and Willow Street testify to this fact.

Currently under way, with state and federal financial assistance, is the extension of Westminster Avenue from the Orange County line westerly to Pacific Coast Highway to link up with Second Street.

During the 1963-64 fiscal year, the county's Road Department will take part in three road improvements in Long Beach at a cost of \$278,686 as well as \$639,000 immediately adjacent to and benefiting the city.

HUB OF county activity in Long Beach is the modern, concrete-and-glass Long Beach County Building at 415 W. Ocean Blvd.

Supervisor Burton W. Chace, who represents the major part of Long Beach on the county's governing board, said at the time he was named a supervisor in March, 1953, that construction of a county building in Long Beach would be his "No. 1 objective." The new building officially was opened in December, 1960.

It houses branch offices of the assessor, Bureau of Adoptions, county clerk, district attorney, medical examiner-coroner, Medical Social Service, probation department and public defender.

SALARIES PAID to employees of these offices alone run about \$1,273,000 annually. Most of the employees live in Long Beach.

The building also houses the courts, whose operation and maintenance is a county function. Total cost for Long Beach Municipal Courts in 1963-64 will run about \$569,300. Salaries and wages for Superior Courts here will be about \$201,000.

Two county offices rent additional space in the city. The recently expanded Bureau of Public Assistance Office here will be paying \$43,130 this fiscal year for space at 1917-31 Long Beach Boulevard and another \$54,540 for space at 1945 Long Beach Boulevard.

The District Attorney maintains a failure-to-provide unit office at 100 E. Ocean Blvd., paying \$5,172 annual rent.

AS SUPERVISOR Chace points out, Long Beach has a big financial stake in county government.

Supervisor Frank G. Bonelli, who represents the eastern and northeast parts of the city, also pointed out that Long Beach and the county have "cooperated in the fields of recreation, welfare, law enforcement, fire protection." He noted that the county annually contributes \$100,000 to help defray the cost of maintaining lifeguard service on local beaches because of use of the beaches by residents of other parts of the county.

"It is certainly my desire and my belief that this spirit of harmony and cooperation must continue to prevail in the future if we are to keep pace with the growing demands for public service required by the ever-increasing number of citizens in the city and county," Bonelli said.

CITY MANAGER John R. Mansell agrees that relationships with the county "by far, are more on the amiable side" than otherwise.

Supervisors Chace and Bonelli have been "splendid to work with over the years," said Mansell, and the city "enjoys a fine feeling of cooperation" with Chief Administrative Officer Hollinger.

All is not perfect, however, as probably is true in any "marriage."

The continuing city-county dispute over health services was called by a high-placed city official "the most open wound" between Long Beach and the coun-

ty. It is "a definite point of contention" and one that Long Beach officials feel very strongly about, he said.

By state law, the county is obligated to provide certain basic health services to all cities that ask for them. By contract, it also will provide any additional services requested.

FOUR CITIES in Los Angeles County—Long Beach, Los Angeles, Pasadena and Vernon—operate their own city health departments. Because the county health department is financed by the general county tax rate, these four cities contend they are paying for health services they don't get.

Efforts to get legislative relief from the state have been unavailing to date. State legislators, in effect, say "if you don't want to pay for two health departments, close yours down and use the county service." The City of Los Angeles has proposed to do just that. Its city council has voted to terminate city health services at the end of this fiscal year.

Long Beach officials, saying they speak for a majority of city residents, want to keep the local health department. But they don't want to keep paying to support the county health department.

MANSSELL estimated it costs Long Beach taxpayers \$300,000 annually to maintain county health services—which they don't receive. If the county takes over health services for the City of Los Angeles, this figure will jump to about \$600,000, he said.

"Cities that are willing and able to run a fine health department should be exempt from taxation for the county's health department," Mansell said. "If other cities want the

county to furnish these services, we feel they should contract for such services and not have Long Beach picking up the bill."

A similar situation exists with Long Beach's honor farm. The city assumes the cost of operating the farm and pays the cost of custody of prisoners—principally drunks—when it could have them

arrested under state laws on intoxication and thus sentenced to county jail.

BECAUSE the honor farm exists and because it is convenient for families of prisoners and for rehabilitation efforts, the city wants to keep operating the facility. It feels, however, that the county should reimburse the city for the cost of

keeping such prisoners in custody because they would otherwise be charges of the county.

County officials, however, quoting a county counsel opinion that they cannot legally reimburse the city for the honor farm operation have suggested that the city's only alterna-

(Continued on Page 78)

THE MARK OF QUALITY



FINE ARCHITECTURAL
and
INDUSTRIAL FINISHES

Plants Varnishes Lacquers
Specification Coatings

WALLPAPER and WALLCOVERINGS

Dunn-Edwards CORPORATION

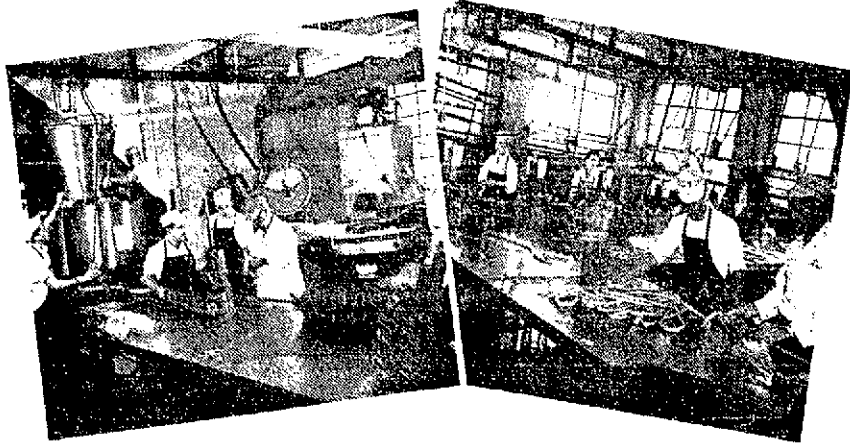
Our Long Beach Store is located at

805 W. WILLOW

Phone GA 6-1385 or NE 6-2339

VALUES PLUS • AMPLE FREE PARKING

STANDARDS OF QUALITY NEVER CHANGE, —unless to improve!



When Morris Blumer started as a restaurant jobber on West Ocean Avenue 31 years ago, he had only three employees. Yet by giving exceptional service plus a special liking for people, his business expanded in the finest tradition of success. Today MANHATTAN BRAND FOOD PRODUCTS, INC., operates its own processing plant on East Anaheim Street, employs 110 men and women and utilizes 10 refrigerated trucks. Specializing in the processing and packaging of frankfurters, bologna and luncheon meats, the labels identifying the Manhattan Brand are known to a hundred thousand consumers covering the entire Southern California region from Fresno to San Diego.

Only the finest of modernization and cleanliness permeates each step of the Manhattan Brand Food operation. With gleaming stainless steel and the latest in processing and packaging equipment, Manhattan must maintain its own "House of Quality" to be equal to itself, and to uphold the brilliant record started by its founder.

We salute LONG BEACH for its wonderful progress in its 77 years of history and praise it for the part it has played in our own advancement.

MANHATTAN BRAND
FOOD PRODUCTS, INC.



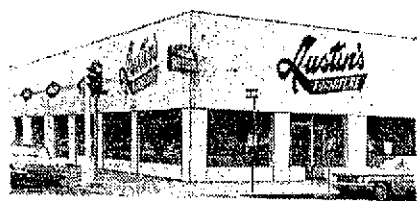
1211 EAST ANAHEIM, LONG BEACH 13, CALIFORNIA

HEmlock 2-2901



Long Beach has been
growing for 75 years

What's been going on at
the Southwest corner of
5th and Locust?



HERES THE RECORD...

- 1924 - Repp & Mott opens auction Sales Room at this location...
- 1933 - Delivery box named Jack Austin Hired...
- 1936 - Store policy changed... new high-quality furniture featured...
- 1937 - Jack Austin became new manager of store...
- 1940 - Store next door added to Repp & Mott Furniture Store, doubling it in size...
- 1949 - Store purchased by Jack Austin... name changed to Austin's Furniture...
- 1963 - Still selling the finest Provincial and Colonial-style furniture.

Contemporary styles come and go, but Provincial and Colonial never change. That's why we at Austin's prefer to handle the established styles... we like to think that our store is as solid and secure as the furniture we sell. Mahogany is our specialty.

A whole new generation has grown up around Austin's... and we still offer the same courtesy and service that made our store popular in the (twenties) thirties, forties and fifties.

NOTHING PLEASES US SO MUCH
AS PLEASING OUR CUSTOMERS



Downtown Long Beach Ph. HE 6-1721

Disaster on Empire Day

Long Beach has known two major disasters which occurred without warning. One was the earthquake, the other the Empire Day disaster.

Long Beach was playing host to some 10,000 visitors for a big celebration of British Empire Day on May 24, 1943. Crowds had gathered on the double-deck approach to the big wooden auditorium. The entrance doors were jammed.

When the parade approached, the crowd, estimated at 15,000, began to sway to the music.

★ ★ ★
 "I WOULDN'T GO UP THERE," said George Donahugh, a Los Angeles policeman on special duty. "That roof is going to break through some day." At that moment, 11:33 a.m., the upper deck gave way, crashing through the lower deck, to the beach 30 feet below. Twenty were killed outright and 174 injured. Ten more died later.

After the first stunned moment, the reaction of Long Beach was admirable. Rescue and first aid work began immediately. Police and doctors functioned smoothly. Physicians and nurses rushed to Long Beach from Los Angeles. Everything was done that could be done.

A Citizens Relief Committee was set up. A half-page ad in The Press said:

"A terrible tragedy has befallen our city. A calamity dealing death to happy and innocent merry-makers. Invited guests of ours, as well as our own loved ones. The reputation and good name of Long Beach has been grievously hurt.

★ ★ ★
 "THE CITIZENS' RELIEF Committee, C. J. Walker, President, A. L. Parmley, Secretary, organized last night doing valiant work. It proposes to bury the dead, care for the injured free of expense, and to do everything that is humane and demanded by the exigency of the hour. Let us fall in line and aid them."

"Let it be known to the world that the people of Long Beach are humane and propose to care for the dead and injured.

W. F. RIDDER, President Long Beach Chamber of Commerce
 HENRY P. BARBOUR, President Long Beach Realty Board."

★ ★ ★
 THERE COULD BE NO doubt of civic guilt. The big barn of an auditorium had been built in 1905 at a cost of \$32,000. Inspection by the grand jury and by various groups showed that the approaches had been improperly built and that a beam was rotten. It was recommended the entire auditorium be razed.

At first, sentiment seemed to be in favor of getting rid of the auditorium. It was, however, repaired and served through most of the 1920s.

A relief tax of 20 cents per \$100 was imposed. There were 175 damage suits. They were finally settled in 1918 at about 11 per cent of the \$3,507,004 originally asked.

The remodeled auditorium was dedicated in 1915. Three days later someone unsuccessfully tried to burn it to the ground.

KISSES FOR THE GIRLS

End of the War

August 14, 1945, was the day the girls got kissed. It was V-J Day — Victory over Japan — the end of the war.

An estimated 200,000 persons jammed downtown Long Beach. Confetti and scraps of paper rained down from office buildings. Sailors, their faces smeared with lipstick, claimed kisses from girls and even little old ladies. They met with few refusals. The celebration went on well into the night.

Newspaper sellers never had it so good. The headlines were treasures to be cherished.

★ ★ ★
 PRESIDENT TRUMAN'S official announcement of the surrender came at 4 p. m. By 4:30 the streets were jammed. Stores began closing early. Flags appeared everywhere.

More than 100 ships in the harbor cheered with foghorns and bells.

What is the end of a war like? Although masses of people celebrate, it is really an individual experience. Everybody had his own personal V-J Day, a unique experience in his life.

For many—for most—persons in that wild celebration there fell, between the kisses and the wine, the shadow of death. The face of a friend, a buddy or shipmate, a member of the family passed before the mind's eye. But there was no time for tears then. This was the day they had died for.

★ ★ ★
 WARS START with a bang, but they do not end that way. For weeks everyone sensed that this war was ending. The B29s, hundreds of them, took off daily like flocks of silver geese for the "milk run" to Tokyo. And on August 5 the United States dropped the atomic bomb on Hiroshima. The war was ending—but how long would it take? Weeks? Months? How many more thousands would have to die?

Many a man in forward areas turned cowardly in those days. To die in war is one thing; to be killed a day or two before the cease-fire seems much worse.

The atomic bomb ended the war. But it wouldn't stop. While the leaders of Japan argued in secret conferences, the raids went on. The Nagasaki bomb was dropped. Finally the word came.

★ ★ ★
 TWO WEEKS later the battle fleets sailed into Tokyo Bay. That big body of water was jammed with the greatest show of naval strength the world has seen. Every gun was manned. The Allies were taking no chances. The Japanese signed the surrender on the battleship Missouri.

Still the war was not over. You can't just disband an army and navy. Weeks, months went by. At Christmas time the troop trains were still crawling to demobilization points.

They continued to do so for months more. It was heart-breakingly wearisome for homesick servicemen to continue the routines of war after the war was over.

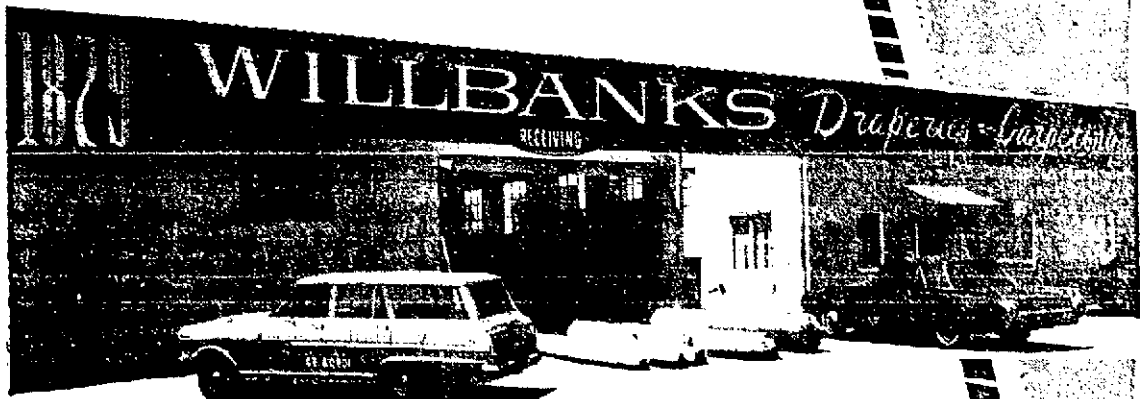
But end it finally did. The discharged men sewed yellow "ruptured ducks"—discharge badges—on their uniforms and wore them for a day or two before putting on their civvies.

As civilians, they discovered that the war would never be quite over for them. They had been a part of it. Now it was a part of them.

—MARK CUTTER

WILLBANKS

PROVED:
 LONG BEACH FOLKS PREFER
 QUALITY & PRICE TO FRILLS



THIS LOW-OVERHEAD FACTORY-WAREHOUSE IS NOW NUMBER ONE IN DRAPERY-CARPET SALES

It seems incredible, but it's a fact: Willbanks, in one factory-warehouse, sells and installs more drapes and carpeting than any other concern in the Long Beach area. All this has been accomplished in just six short years. This seems proof that Long Beach area shoppers appreciate fine quality, skilled service and the lowest possible prices much more than they do mood music, beautiful surroundings and high-rent central locations.

The Willbanks Carpet Co. is a departure from the usual carpet specialty shop. It was founded on the premise that quality carpet, backed by expert installation, could be sold at a minimum mark-up in sufficient volume to be profitable. The extension of this premise was to operate without frills and costly fixtures from a low rent and thus low overhead location in a factory warehouse on a side street in Signal Hill. By eliminating high rent and other cost-raising features, the company decided it could afford to pass on to its customers the substantial savings by giving more carpet at less cost.

NO MONEY DOWN

TAKE 36 MONTHS
 TO PAY

ROLL-END
 REMNANTS

Hundreds to choose from — all colors, textures, patterns — wools, nylans and acrilans.

Priced for Clearance

ATTENTION:

Leisure World and El Dorado Park residents. We have all the necessary measurements to carpet and drape your home. Compare our prices before you buy.



CARPET WAGON SERVICE TO YOUR HOME

SEE ● ALEXANDER SMITH ● GULISTAN ● MOHAWK
 JAMES LEES ● MAGEE ● BERVEN ● ALDON ● ROXBURY
 MONARCH ● CORONET ● BEATTIE ● H. E. DOERR
 ● FIRTH ● MANY OTHERS

WILLBANKS

DRAPERIES & CARPETING

1879 FREEMAN AVE., SIGNAL HILL

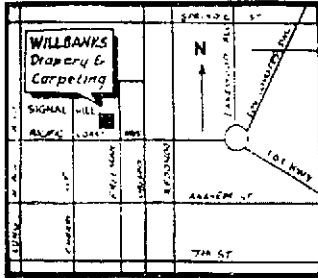
OPEN 10 TO 9 MON. THRU FRI. — SAT. AND SUN., 10 TO 5:30

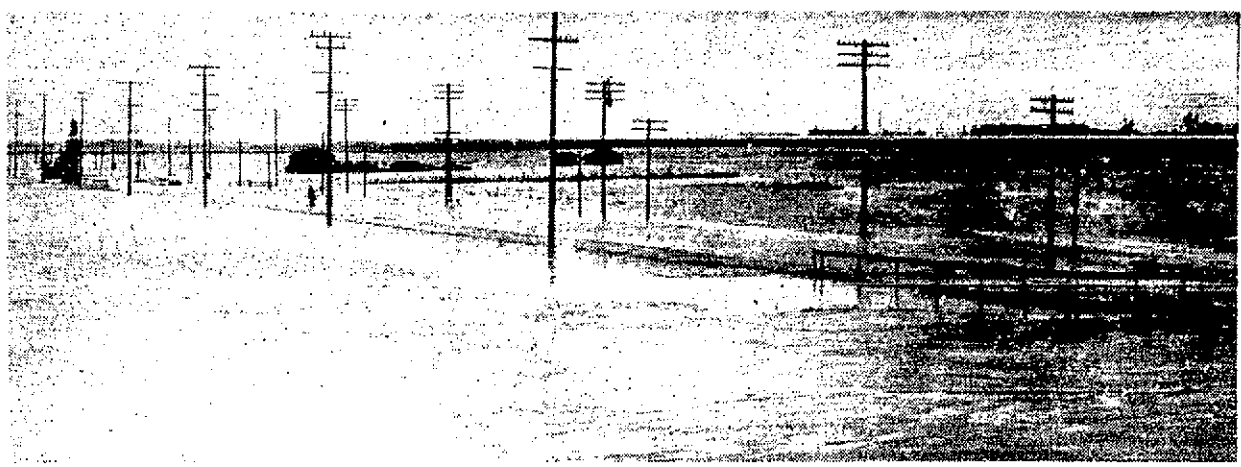
GE 4-0901

IN ORANGE COUNTY CALL JA 7-0112

HOW TO FIND WILLBANKS

From Torrance-Gardena area, take San Diego Freeway to Long Beach Freeway, south on Long Beach Freeway to Pacific Coast Hwy., east on Pacific Coast Hwy. to Freeman. From Palos Verdes area take Pacific Coast Hwy. to Freeman. From Paramount-Norwalk area, take Lakewood Blvd. to Traffic Circle, west at Traffic Circle on Pacific Coast Hwy. to Freeman Ave. From Orange County — Take Garden Grove Blvd. to 7th Street, continue to Pacific Coast Hwy., north on Pacific Coast Hwy. to Freeman.





'River of Dust' Was a Winter Menace

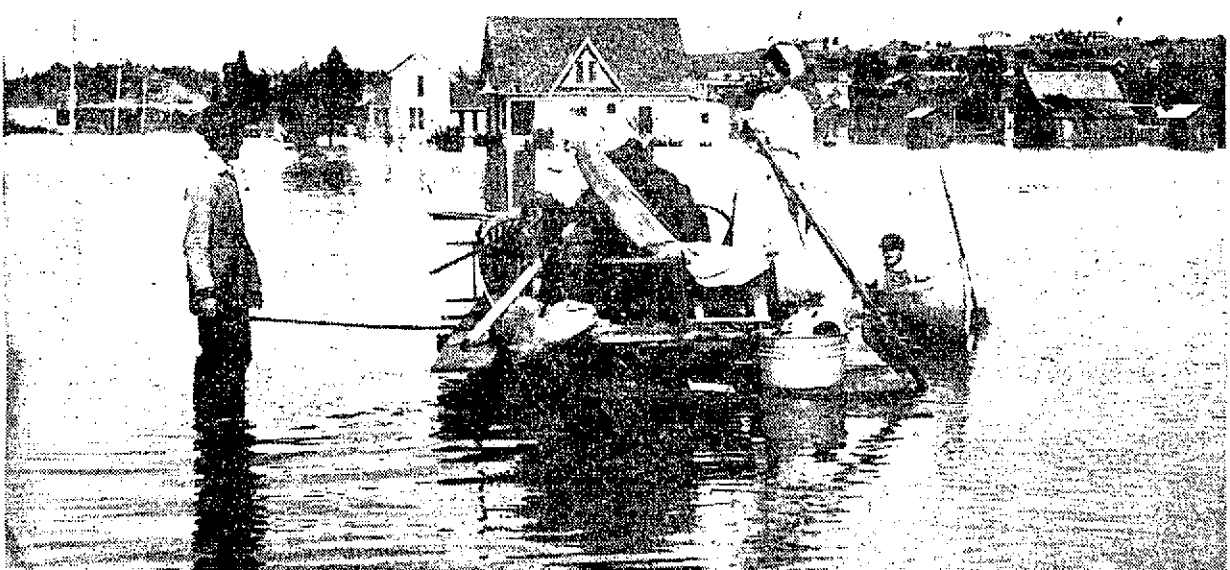
THE BEACH PRESS
THOUSANDS READ
CIVIL CALIFORNIA, TUESDAY EVENING, JANUARY 14, 1916

DEATH RIDES ON CREST OF FLOOD THAT IS SWEEPING DOWN FROM MOUNTAINS TO SEA; MILLIONS OF DOLLARS IN PROPERTY IS TOLL EXACTED BY HISTORIC STORM

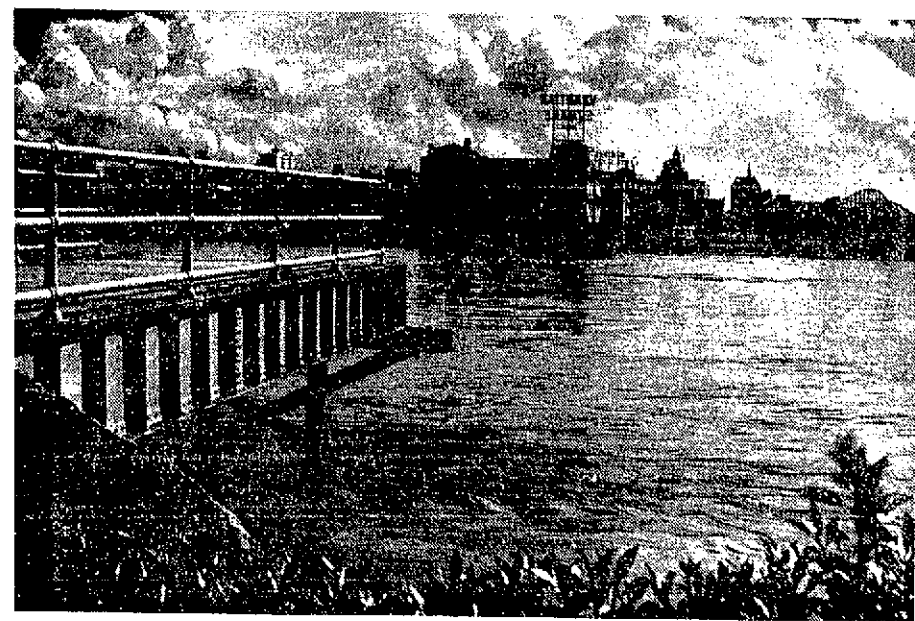
FLOOD VICTIMS TAKEN ASHORE IN ROWBOATS
FOLLOWING are some of the outstanding features of California's great winter storm of 1916:
A man, a woman and a little child were drowned this morning when the heavy fog in which they were riding was swept away from Santa Ana and Fullerton.
There other deaths, caused by the storm, occurred in Los Angeles.
The property loss in the county is estimated at a million. In Los Angeles alone it is estimated at a million.
THOUSANDS READ
CIVIL CALIFORNIA, TUESDAY EVENING, JANUARY 14, 1916

TURBID STREAM SWEEPS THREE INTO OBLIVION
THOUSANDS READ
CIVIL CALIFORNIA, TUESDAY EVENING, JANUARY 14, 1916

THE SAN GABRIEL RIVER was the butt of many tourist jokes in the summertime, when it seemed to be only a silty memory of a bygone stream. But Long Beach residents were wise to the river's hidden danger. They knew that a winter storm could turn the dusty riverbed to a seething torrent of death and destruction. So it was in January of 1916, the raging waters covered a large part of the city's west side (above), and forced many families to pile their belongings on rafts and flee to safety (below). This destructive flood speeded up flood control work, and by 1919 what is now known as the Los Angeles River was imprisoned behind solid levees.



—Security First National Bank



—Inman

DEATH rode the river once more in 1938 as water flowing at 40 m.p.h. carried away the Seaside Ave. footbridge (left), killing at least seven—including a family of three tourists. In 1959, the river made a last effort, forcing emergency sandbagging of an uncompleted levee north of Wardlaw Rd. Today, flood control officials hope the river is tamed. But they take no chances. And they make no jokes.

Don't Go West, Young Man, Stay Home

"It is something awful the number of people coming into California. Don't think I am discouraged but I can see what I say."

Your feelings exactly?

Then, there's no doubt you are a native, or near native, of the area and pretty vociferous in taking exception to all these out-of-state foreigners who keep popping up. No doubt, you agree with the author of the comment above. How nice it must have been here in the good old days when the population wasn't exploding like mad and a native wasn't looked upon like an oddity?

WELL, WE'RE sure Mr. Spahr, who wrote the observation to his mother back east, would love to find such an akin spirit. He'd be glad to shake your hand—if he's still around. Unfortunately, he may

not be. The letter was written 56 years ago.

Seems back in 1907 people were as worried about the growth in population as they are today. Well, almost.

TODAY we are predicting that by 1980 there will be 28.1 million Californians. In Mr. Spahr's day no one was quoting exact figures but they were worried, too.

"They are coming to Los Angeles by the thousands everyday," his letter continues. "Thirty-two people came to Santa Ana Monday from Iowa and quite a number expect to get work here."

Seems there was a "job gap" even in those days. As Spahr put it, "The climate here is certainly fine. There is a grand opportunity for anyone who has money to loan or invest but otherwise stay East.—A young man

who has no capital has to shuffle."

OF COURSE, when it comes down to it, Spahr was one of those crass newcomers himself. He was one of the Easterners looking for golden opportunity in the golden west.

And, as such, what was his opinion of the true blue Californian he met on arrival here?

"Oh heavens the young people I met are impossible to describe. Such sticks and queer fish!" he wrote.

Now, if that raised your ire you may well ask—what prompted this ungrateful immigrant to brazenly burtle over the state line, anyway? You guessed it. He had relatives here.

"COUSIN Elmer thinks he can get me in either his bank or in the First National here." Wrote Spahr, who then went on to explain

that his cousin was giving him a sightseeing tour of the area. "Yesterday, altogether we went 35 miles from 2:15 to 5:40 and still stopped a number of times," he wrote.

"Elmer took me to see the celery fields. He then took me to Huntington Beach, a summer resort with fine cottages, etc., and here I got my first glimpse of the Pacific Ocean."

That must have done it. From then on Spahr was a determined Californian. "I am going to scratch until I find something to do. Try not to worry," he stated in closing his letter home dated Nov. 7, 1907.

Perhaps, times really haven't changed so much at all. The climate's still great. There may not be celery fields but the Pacific Ocean's still blue and just about everyone back East has a cousin out West.

CARY NETH

Long Beach Mayors

- C. H. Windham, 1908-12.
- Ira S. Hatch, 1912-14.
- Louis N. Wheaton, 1914-15.
- William T. Lisenby, 1915-21.
- C. A. Buffum, 1921-24.
- Ray R. Clark, 1924-26.
- Fillmore Condit, 1926-27.
- Oscar Hauge, 1927-30.
- Asa E. Fickling, 1930-33.
- M. E. Paddock, 1933-34.
- Carl Fletcher, 1934-36.
- Thomas M. Eaton, 1936-38.
- Clarence E. Wagner, 1938-39.
- Francis H. Gentry, 1939-42.
- Clarence E. Wagner, 1942-45.
- Herbert E. Lewis, 1945-47.
- Burton W. Chace, 1947-53.
- Lyman B. Sutter, 1953-54.
- George M. Vermillion, 1954-57.
- Raymond C. Kealer, 1957-60.
- Edwin W. Wade, 1960. Incumbent.

City, County a Happy Union

(Continued From Page 76)

tive is to turn the prisoners over to county custody.

Considering the complexities of both city and county government today, it is probably amazing that so few conflicts exist.

The first counties — 27 in number — were formed in California almost immediately after it became a state in 1850. During the first 50 years of statehood, almost all functions of government which directly concerned citizens were delegated to the counties by the state. Policing, trial of civil and criminal cases, maintenance of records, construction and maintenance of roads, assessment and collection of taxes — even state taxes — were responsibilities of the counties.

WITH THE continuing increase in population and industrialization, however, tional services and regulation of activities. In 1909, for example, the state took over the responsibility of

maintaining a state highway system.

In 1850, California counties performed 22 basic functions. By 1909, in the larger counties, this had jumped to 167 functions. It kept growing, to 784 in 1933; to more than 900 today.

Los Angeles County today has nearly 60 major departments and more than 300 special districts.

Ten years ago, Los Angeles County had 27,000 employees. Today, the figure is more than 42,000 — and this doesn't count the special districts.

There are 74 cities in Los Angeles County with its population of more than 6.5 million, and at least a half dozen other areas are making efforts to incorporate. Some political scientists contend there are too many cities in the county, particularly too many cities of only a few hundred population.

As the second largest city of the county, however, Long Beach plays a vital role. As Supervisor Bonelli says:

L.B. City Managers

- Charles E. Hewes, July 5, 1921—Dec. 4, 1922.
- Charles H. Windham, Dec. 9, 1922—Jan. 19, 1926.
- Charles S. Henderson, Jan. 26, 1926—July 6, 1926.
- Henry S. Callahan, July 6, 1926—Dec. 18, 1928.
- George L. Buck, Jan. 18, 1929—July 7, 1930.
- Claude C. Lewis, July 7, 1930—April 19, 1932.
- Edward S. Dohbin, April 19, 1932—July 7, 1933.
- James H. Bonner, July 8, 1933—Sept. 30, 1934.
- Randall M. Dorton, Oct. 1, 1934—Aug. 2, 1939.
- J. W. Charleville, Sept. 1, 1939—Jan. 1, 1941.
- Carl R. Erickson, Jan. 16, 1941—Oct. 31, 1942.
- Herbert C. Legg, Dec. 1, 1942—Dec. 29, 1943.
- Samuel E. Vickers, Jan. 3, 1944—Oct. 28, 1946.
- Carl B. Wirsching, Oct. 29, 1946—June 30, 1949.
- Samuel E. Vickers, July 1, 1949—March 15, 1961.
- John R. Mansell, March 16, 1961. Incumbent.

"The City of Long Beach has made substantial contributions toward the growth, prosperity and progress of the largest county in the world."

So, despite some rifts, the overall relationship between Long Beach and Los Angeles County is considered by both sides as a good one. It had better be. This is one "marriage" for which there can be no divorce.

Kansas Tourists First to Buy Here

Although Long Beach has often been called "little Iowa," it was a party of tourists from Kansas who staged the first major migration here.

Sixty Kansans, in two chartered railroad cars, made a tour of Southern California in 1882. Fourteen of them liked the Long Beach area, bought land and stayed here.

Belmont Heights Formed Own City

In 1908, residents of the county area east of Bischoff Avenue voted to incorporate their own city, Belmont Heights, because they were disturbed over an annexation movement by Long Beach.

A year later they changed their minds and voted 87 to 47 to annex to Long Beach.



Oscar Gregory
owner
OSCAR GREGORY
CHEVROLET
says:

Congratulations

The City of Long Beach and all our friends in
LONG BEACH

on the occasion of its
DIAMOND JUBILEE

We appreciate your patronage in the past and pledge our continued interest in serving you in the future.

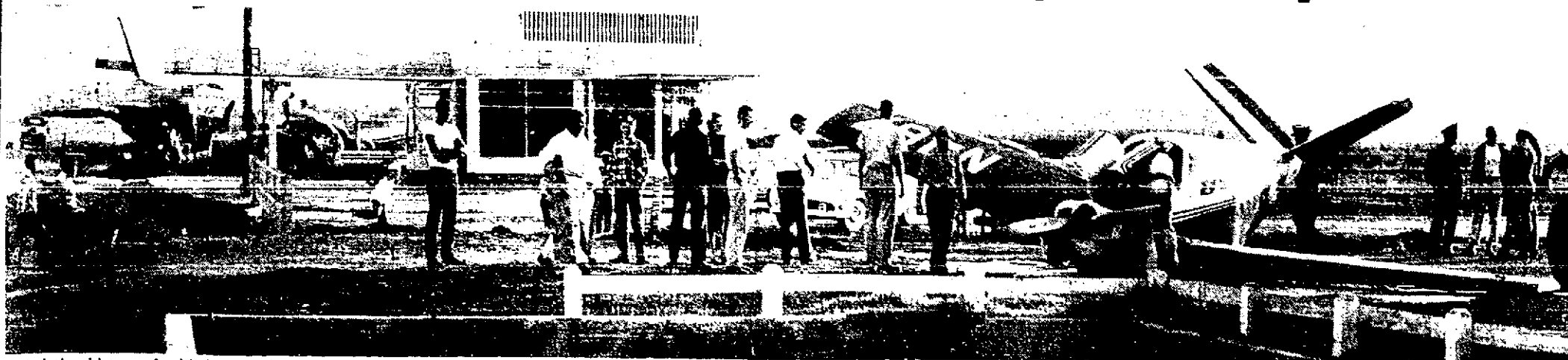
We're easy to deal with and easy to find . . . You see we're just north of Long Beach on Paramount Blvd.



OSCAR GREGORY
CHEVROLET

14929 PARAMOUNT BLVD. PARAMOUNT
630-5861 or 774-1300

Double-Header at Municipal Airport



Aviation history of a kind was written in December, 1956, when these two planes crashed on consecutive days at the abandoned corner of Spring Street and Lakewood Boulevard, where construction was about to begin on the extension of the Municipal Airport runway. The transport at left crashed on a Sunday night, narrowly missing motorists. The light plane crashed the following afternoon. Both pilots were unhurt.

The Great Earthquake

(Continued From Page 73)

hered the quake terrors and travail of so many years bygone.

Just what happened in the earth, back there in '33, to trip off such a calamity?

The seismologists give this story:

At 5:54:08 p.m. on March 10, 1933, at a submarine point 3 1/2 miles southwest of Newport Beach and six miles below the surface, a fault zone known as the Inglewood Fault started slipping—and it slipped six or eight inches. (Dr. John P. Buwalda, California Institute of Technology, statement in Long Beach address, 1937.)

THE SLIP jarred 10 southern counties of California. Alluvial land within a 450-square-mile area, from Laguna Beach to Manhattan Beach and inland to the south Los Angeles industrial district, shook with destructive violence. Beyond that area, 75,000 square miles shook hard enough to cause damage. And far beyond that region, the quake was felt—in Owens Valley, in the San Joaquin Valley, and down in Baja California in Mexico.

The quake hit Long Beach with a rumble and a jolt. The earth trembled, twitched, jumped and rotated. Where buildings stood over deep alluvial or filled soil, the tremors took on crazy, longer motions. Down came the weak walls, the unattached roofs, the bricks and tile which had sat loose high overhead for years. Down came the useless masonry false-fronts of shoddy buildings. On business streets, plate-glass windows clanged to the sidewalks.

FROM THE total surprise, beginning to the uneasy, twitchy finish—when a gasping, stunned city looked white-faced at its wounds—only 11 seconds elapsed.

For a moment there was dead silence. Then screams, crying, shouts. Mortar dust rolled in choking billows over streets strewn with bricks.

The uninjured dug out the injured and the dead; the bad dream was a reality of horror and grief and pain and work. The long, long night of March 10 were hours of work for everyone—for the firemen, who fought their fires and won; for the policemen, who kept peace in the night's fearful labors; for the physicians and nurses and ambulance men and countless volun-

teers; for the Navy and Army and the Red Cross and Salvation Army and American Legion and many, many others.

GRANDMOTHERS who had lived through pioneer times gathered fallen bricks and made backyard stoves and quietly cooked supper for panicky youngsters. Families slept—or tried to sleep—on beds outdoors. All night, the earth fidgeted.

With terrors of the night came rumors of tidal waves, rumors of the world's end, rumors of "the big one" yet to come. In panic, some families packed up and fled to Idaho, or Texas. Others spent a weary night packed in their cars atop Signal Hill, waiting for the tidal wave that never came. Religious meetings sang and prayed in mid-street waiting for the end of the world. Steadier folk tended steaming soup kettles and served the sweating, dusty, hurried men who were digging for injured in the ruins.

There were other, purposeful groups in grim meetings already planning hard-headed, courageously, for the future: business men, officials, engineers, publishers, labor leaders, construction men—whose total attitude might be summed up: "What the hell—it was ONLY an earthquake!"

THE DAYS then were days of mortar dust, of bread lines in the parks, of backyard cooking, of sirens endlessly howling, of rumors and bewilderment; but Long Beach—and her sister cities hard hit—came up out of it smiling.

There were stories going around—Who knows if they were true?—stories with a chuckle in them, stories quake-born and and wonderful.

"These two old maids were going to have a turkey dinner on Sunday. So they got a live turkey several days before and he gobbled-gobbled lustily in their yard."

"CAME THE morning of the historic Friday. It was time to kill the turkey. But they didn't have the courage to whack off his head."

"So they held him down and pressed a handkerchief soaked with chloroform to his nose. He passed out. They picked off his feathers and hung him, legs up, on a nail in the shed."

"The earthquake jarred

the chloroform out of his system. Next day, the turkey was gobbling up and down the yard, in great indignation—as naked as a babe newborn."

"The soft-hearted old ladies," said the Rev. Perry G. M. Austin, then rector of St. Luke's Episcopal Church, who told the story and claimed to know the ladies, "then knitted him a woolen suit to wear until his feathers grew out. And the turkey never did get roasted."

THE CIRCULATING stories gave laughter to men and women exhausted from hard work, whose eyes were red from the grit and lime of plaster and mortar dust. The stories were part of the quake.

What about future quakes in this area?

The experts are wary about predictions.

Dr. C. H. Richter, the California Institute of Technology seismologist, author of the Richter Magnitude Scale which is used the world over to measure quakes, wrote in a technical paper published in the April, 1959, Bulletin of the Seismological Society of America:

"In Southern California about 200 earthquakes (excluding aftershocks of larger ones) of magnitudes 3.0-3.9 occur in an average year, and the best evidence indicates that great earthquakes may be expected there on an average of about once per century."

SEISMOLOGISTS believe the biggest earthquake to hit Southern California since the advent of the white man was that which occurred January 9, 1857, which opened a crack 40 miles long near Tejon, on the present Ridge Route over the Coast Range. The San Andreas Fault crosses the range four miles from Tejon. A stretch of the rift in the earth still is visible from Highway 99.

In 1937, four years after the Long Beach quake, when rebuilding was reaching full-stride, the Long Beach Lions Club heard a talk on "The Earthquake Problem in Southern California" by Dr. John P. Buwalda, then professor of structural geology and head of the department of geology at California Institute of Technology, Pasadena.

Dr. Buwalda talked for an hour on quake lore, but he summarized in a sentence:

"We can't predict earthquakes, but we can build our buildings so that the quakes do not menace us."

Interested in Mutual Funds

FIVE MUTUAL FUNDS . . . FIVE OBJECTIVES

• A BOND AND PREFERRED STOCK FUND?

Investors Selective Fund, Inc. A mutual fund seeking a reasonably stable quarterly income, also conservation of value of investment.

• A COMMON STOCK FUND?

Investors Stock Fund, Inc. An open end mutual fund emphasizing common stocks. Objectives: long-term capital appreciation possibilities, reasonable income.

• A BALANCED FUND?

Investors Mutual, Inc. A balanced fund with common and preferred stocks and investment quality bonds. Objectives: reasonable return, preservation of capital, long-term appreciation possibilities.

• FOREIGN INVESTMENTS?

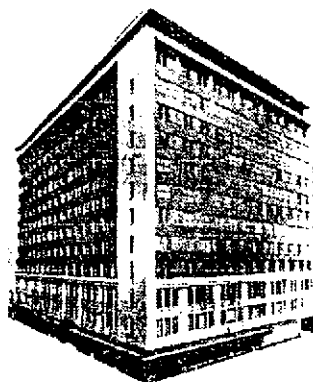
Investors Inter-Continental Fund, Ltd. A mutual fund investing in business activities and industry throughout the Free World. Objectives: long-term capital growth possibilities through investment in substantial proportions on each of two or more continents.

• A VARIABLE PAYMENT FUND?

Investors Variable Payment Fund, Inc. A mutual fund with diversified securities, primarily common stocks. Emphasis on growth possibilities.

Pension and deferred profit sharing services

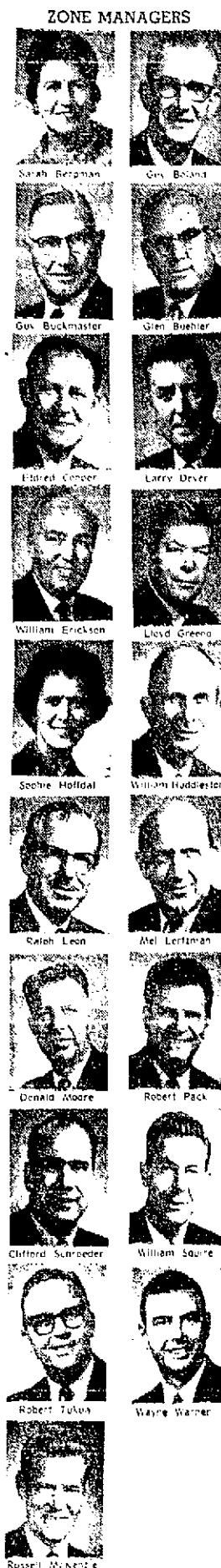
We assist attorneys, accountants, corporate or individual trustees, in the preparation, supervision, and review of pension and deferred profit-sharing plans. There is no charge for this service, and confidential inquiries are invited.



EXECUTIVE OFFICES
MINNEAPOLIS, MINN.



ERNIE W. SCHMIDT
Divisional Sales Manager



4220 LONG BEACH BLVD., SUITE 100
LONG BEACH, CALIFORNIA • 422-0425

call your *Investors* man
also ask about
a planned approach to Life insurance needs

Investors® SYNDICATE LIFE INSURANCE AND ANNUITY COMPANY

A WHOLLY OWNED SUBSIDIARY OF INVESTORS DIVERSIFIED SERVICES, INC.



FOR DAYS after the 1933 earthquake, breadlines like this one set up at Long Beach Water Dept. provided hot food for thousands who were without shelter. Armed troops patrolled streets against looters.

World War I

Two thousand young men from Long Beach fought in World War I — an impressive number when one realizes that the town's population was 50,000.

Many joined Canadian, English and French forces before America entered the conflict. Many more volunteered or were drafted in American forces.

Long Beach men who joined the land forces were trained at Camp Lewis, Wash., and these became part of the 91st Division. They saw service at St. Mihiel and the Argonne, although some were assigned to sectors farther north and a smaller number served on the Italian front.

★ ★ ★

IN ALL, LONG BEACH lost 77 men in the war. These included 33 killed in action, 6 died of wounds, 14 died of disease, 4 were killed in airplane accidents and 20 died from other accidents.

The first Long Beach soldier killed in action was Arthur L. Peterson, who met his death on a battlefield in France on Sept. 12, 1918. Arthur L. Peterson Post, American Legion, was named for him. George R. Lowther Post, Veterans of Foreign Wars, was named for George R. Lowther, who died of spinal meningitis at Camp Kearney Nov. 29, 1917.

In addition to giving its men, Long Beach did a yeoman job of financially supporting the war effort. It bought \$10,307,000 worth of government bonds — \$3 million more than its quota. These were Liberty bonds during the war (April 6, 1917 to Nov. 11, 1918). Victory bonds immediately after the war.

★ ★ ★

LONG BEACH GAVE \$99,000 to the Red Cross — \$29,000 more than its quota.

It gave \$33,500 to the YMCA; \$10,400 to the YWCA; \$50,000 to other war drives.

The Long Beach Red Cross sent 143,359 dressings overseas; it contributed 12,034 knitted pieces (sweaters, socks, mufflers, etc.) to soldiers and sailors. Its members sewed 13,414 articles. This Red Cross output was valued at \$150,000.

It organized a Council of Defense, headed by Mayor W. T. Lisenby; and a Protective League headed by Arthur W. Ellis. Its Four-Minute Speakers (they talked four minutes) addressed 11,000 persons weekly in the city's nine theaters on the war effort.

★ ★ ★

BERT H. PAUL, food administrator, urged Long Beach residents to grow war gardens of vegetables and conserve food for the fighting men.

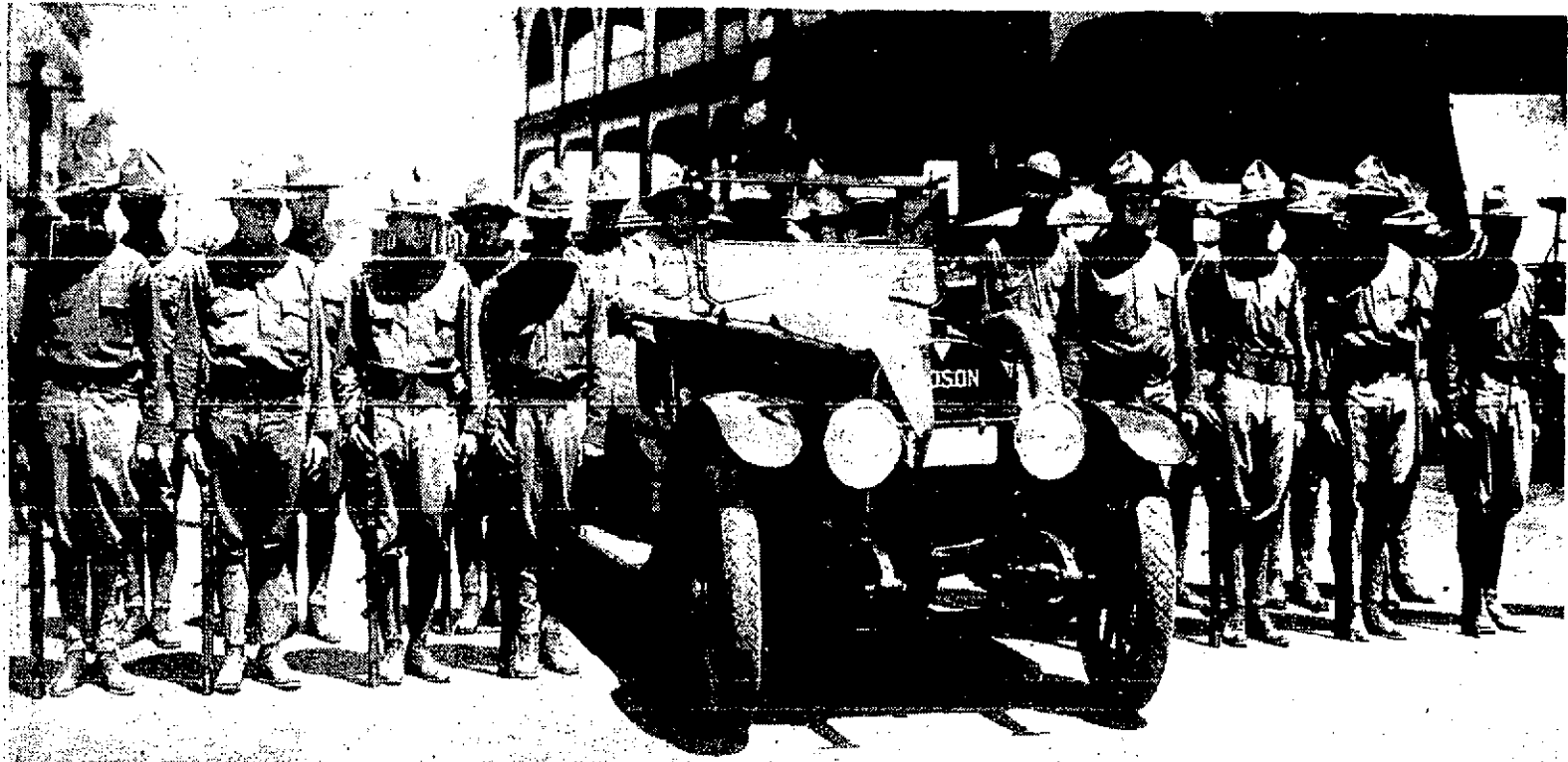
The Long Beach Shipbuilding Co. built five submarines—one of which, the L-6, was credited with sinking a German U-boat — eight 8,800-ton freighters and three 6,000-ton freighters for the Emergency Fleet Corp. Three other 3,200-ton freighters and the lighthouse tender Cedar, all built here, were requisitioned by the Emergency Fleet Corp. during the war.

The SS Cammo, another Long Beach-built vessel, was one of the first relief ships sent to Belgium.

Five canning companies here, the Halfhill, Los Angeles, Long Beach Fisheries, West Coast and South Coast, furnished \$200,000 worth of canned fish to the government.

The Golden State Woolen Mills of Long Beach supplied \$2 million worth of blankets, overcoat, uniform and puttee cloth to the government.

Four plants operating here extracted \$1 million worth of war materials from kelp—VERA WILLIAMS.



—Courtesy of Arthur Boynton

CALL TO THE COLORS

Sternly staring out from under their campaign hats, these Long Beach doughboys posed by the old Municipal Auditorium after parading down Pine Avenue to spur enlistments immediately after America's entry into World War I. Arthur Boynton, donor of the picture, is in rear seat of car.

Endless Warfare Against Crime

By BILL HUNTER

A half-century ago, when Long Beach was young, a handful of men and one woman guarded the city against crime.

Today, more than 630 men and women protect its citizens against the criminal.

In 1911 a drunk rode to jail in a wheelbarrow pushed by Chief of Police Tom W. Williams. In 1963, an intoxicated citizen sometimes is brought to jail in a paddy wagon costing \$5,543.

THE FIRST police departments of Long Beach were operated on budgets that, today, would not pay the annual salary of one rookie patrolman.

The police budget for the year 1963-64 is \$5,602,305.

Of this, the largest amount — \$1,848,138—supports the uniformed patrol division, the largest in the department and the one whose members are most apt to meet the average citizen.

But the cost of maintaining law and order in this, or any other city, can never be measured entirely in dollars and cents. Fifteen men and one woman have died in the line of duty while members of the Long Beach force since the first department was organized in 1908.

THE FIRST to die, Tom Borden, was killed by a burglar in March, 1912. The 16th, Vernon J. Owings, was shot by a robber in 1960. The plaque bear-

ing the names of those who "Made the Supreme Sacrifice" contains 18 blank spaces, a mute, but eloquent, message that the men who wear the badge stand with their lives between the public and a constant, ruthless enemy—the criminal.

The present force contains a half dozen men whose bodies bear the scars of a criminal's bullet, and the list of men crippled into retirement by accidents is legend.

The Long Beach Police Department of 1963 can boast, if the need arises, it is one of the finest in the United States. It is well-led, well-organized and well-trained.

IT HAS HAD its scandals in recent years, but, in each instance, the department cleaned its own house.

Three prime reasons have brought the department to its present status—training, communications and equipment, and systematic keeping of records.

In the infancy of the force, a prospective policeman usually applied for a job in the morning, received his badge at noon, and was on duty that night.

TODAY'S rookie officer receives 320 classroom hours of instruction in all phases of police work before he is ever considered a policeman. The constantly improving departmental training program was inaugurated in 1951 with creation of the Long Beach Police Academy.

As the years have passed, increasing demand has been placed on the average policeman to be more than just an average man. The department today stresses value of education and the present force contains more than a score of men with college degrees. Even more are working toward their degree at Long Beach State College.

"We have made every effort to build the force to the point where we can increase the level of training of all personnel by sending them to various county and regional schools. The policeman today constantly must learn, must improve his technique. Law enforcement must advance."

THIS statement was made recently by Chief of Police William J. Mooney, the 14th man to bear that title in Long Beach.

"Our present recruit training program is approved by the California State Police Officers Training Commission."

The department's academy is approved fully by the state's Peace Officer Standards and Training Committee.

Training is a must for the policeman of today, and of equal importance is his mobility and range and speed of operations.

In the 1920s and '30s, the uniformed patrolmen rode bicycles on their beats. They kept one eye peeled for law breakers and the other on passing lamp posts.

When a crime was reported on their beat, a light atop certain poles changed from white to red and the sweating officer pedaled for a telephone to learn what, where and when.

IMPROVEMENTS in receiving and dispatching calls were gradual until recently, virtually until after World War II.

Experts currently are putting finishing touches on the department's new communication's center, a \$10,000 electronic brainchild hailed as the latest innovation in police enforcement.

And, for the first time in its history, a communication division has been established.

Under the new system, all communications will be centralized. Calls from the public requesting police response will be received directly in the radio-filled center.

BY MEANS of changing lights on a huge, wire-filled map of the city, the communication sergeant on duty will know exact location and disposition of each marked and unmarked car in the field.

The center is the first of its type in Southern California and its operation will be subject of close study by other departments.

Chief Mooney also hopes, in the near future, to obtain new types of electronic equipment presently in the manufacturing stages to allow closer contact between detective units on investigation.

LAW ENFORCEMENT is one business whose members never need worry about working themselves out of a job. Crime incidents have increased annually.

In 1960, the Long Beach-Los Angeles area had the highest major crime rate of any U. S. metropolitan area, according to the Federal Bureau of Investigation. In Long Beach a major crime was committed every five minutes and 24 seconds.

In 1961, the city's crime rate continued to rise, but dropped below the national average, a tribute to the efficiency of the city's department.

DURING the first six months of 1963, the department had received reports of 11,713 crimes in the city. For the entire year of 1940, the last full year before start of World War II from which the modern criminal emerged, the total was only 7,681 reported crimes.

In a sense, Long Beach provides a unique problem for its police to solve. The city boasts a massive port with a constant flow of foreign seamen and visitors; it is one of the nation's leading vacation resorts bringing Americans from Maine to Texas for a few days or a few weeks; it also is a center of industry and has a large, fluid military population.

In addition, it has nurtured the "Jungle," an

infamous section known as the breeding grounds for crime and vice.

MOST CITIES do not have all these ingredients. Each poses a separate problem.

Another factor in the increasing crime rate, Chief Mooney feels, is the changes in the criminal and his methods.

In the old days when Long Beach was young, a bad guy robbed the bank with his neckerchief over his nose, hopped on his trusty steed and hoped to outdistance the good guys in pursuit or lose them in the vast hinterlands.

But today, a robber slips from the bank in a stolen car, drives to Los Angeles International Airport and is

in Bangor, Maine before he has finished his third cup of coffee.

The fight against crime is not entirely closed to male membership. Of the 534 sworn personnel on the present roster are 20 policewomen.

Long Beach first proved to a skeptical public the ability of a woman in fighting crime. When the city's first force was formed in 1908, it included the late Fannie Bixby Spencer, daughter of Jotham Bixby, the father of Long Beach.

MRS. SPENCER is believed to have been the first policewoman in the nation.

The department's first regular policewoman, Lulu Straw, was appointed in 1921.

... in LONG BEACH's 75th YEAR
THE SOUTHLANDS FINEST

MILK
PURE PRODUCTS
COME TO
DOWN



Meadow Gold



THE SPOTLIGHT is on...
RCA VICTOR COLOR TV and SIGNAL RADIO & TV

We had our first television set back in 1929, many years before the TV antenna started to silhouette the skyline. It even received a picture, though it wasn't much to look at when compared to the beautiful RCA color sets we're featuring now.



THE STAUNTON Model 14-G-75 26 1/2 Square-inch picture

We invite you to come into Signal and see the most brilliant color TV sets ever made. See why more people own RCA Victor color TV than any other kind. You can rely on RCA Victor, the proven performance leader for over 9 years.

WE SERVICE OUR OWN SETS
We've been here since 1929... 34 years in all. During that time we've serviced thousands of sets... radio, stereo, phonograph, hi fi, recorders, black and white and color TV. Our service department is known throughout the area as one of the most outstanding in Southern California.

SIGNAL
RADIO & TELEVISION
3801 ATLANTIC at BIXBY ROAD
Phone GAfield 7-2015
Open Monday, Tuesday and Friday Evenings 'til 9

War Was Our Teacher

When the Japanese bombed Pearl Harbor, Long Beach was still a little resort and retirement city. A fine place, but a bit provincial, a bit sleepy.

When the Japanese surrendered, Long Beach was a big, vigorous, industrial city with lots of fight and lots of know-how. Des Moines-by-the-Sea had become global-minded, international in character, sophisticated, civilized.

Long Beach's war experiences paralleled that of other cities that had to educate themselves to meet the terrible challenge of war. But the challenge was more immediate here than in center of the nation. The war was as close as the Pacific Ocean.

WORLD WAR II could be called the war that civilized America. At the beginning this was still a regional nation, a bit countrified, small-townish, unhurried. Americans had to learn—and learn fast—if they were to survive. By war's end, they were industrialized, urbanized, conscious of their dependence on each other.

"What did you do during the war, Dad?" a child might ask.

The father might logically reply, "I learned things."

"Like in school?"

"Yeah, like in school."

NEVER DID A NATION have to learn so much in so little time. The military turned farmers and shoe clerks into soldiers and sailors. Most of the men had no previous military experience, which may have been not as tragic as it seemed because this war was to be fought with newer, more deadly weapons.

The peak strength of the U.S. Armed Forces was 12.3 million, but the warriors represented only the spearhead of the massive effort. The ordinary business of living had to go on in an austere manner. The jobs left by the troops had to be filled. But above all, factories and shipyards had to be built and workers trained to achieve fantastic production schedules.

TRAINS AND RAIL STATIONS were crowded constantly. Weary young wives followed their men from camp to camp until they finally embarked. Then the girls went home, more often than not to work in the factories.

Men and women were desperate, perhaps a bit crazy, in those days. There was much marrying in haste because there was no time for long engagements and some of the men would not live long. Oddly, there wasn't as much repenting at leisure as one might think.

There was much heartbreak. The enemy seemed to have a talent for killing the finest Americans—the noble spirits who could have contributed so much by living. War is hell.

BUT THERE WAS also warmth and gaiety, a camaraderie of strangers committed to one vast purpose. Americans wept alone, but they laughed together in the streets.

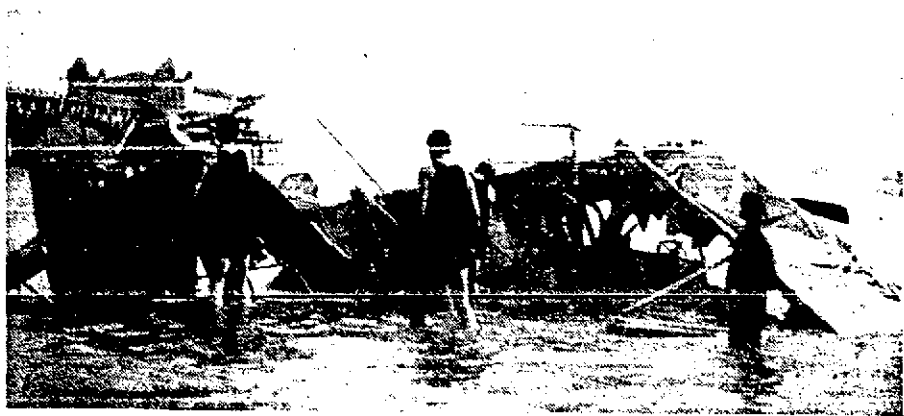
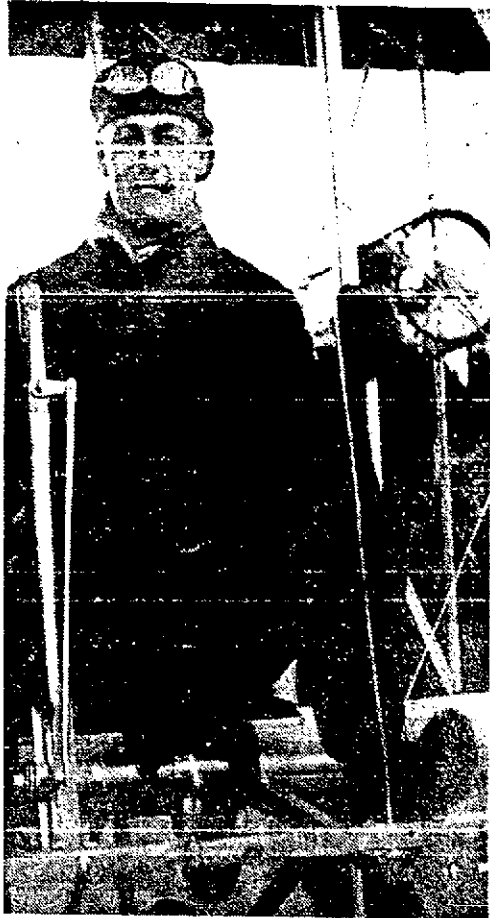
No man comes home from a war the same man who went. There was a look of age on the faces of men in their twenties. The few who did not go seemed so very young, almost childish by comparison.

They came home past the great "Well Done" signs on the coastal headlands knowing that they could not really go home again, not to the villages and boondocks. They who had learned so much had to go on learning. They jammed the colleges and professional schools. And they went to the cities they had liked in the service.

Countless thousands here first saw Long Beach as servicemen—or as war workers.

The young people of today have no way of knowing what the past was like. This civilization is their natural habitat. But their parents know. They made it themselves with work, blood and tears under the implacable imperatives of war.

—MARK CLUTTER.



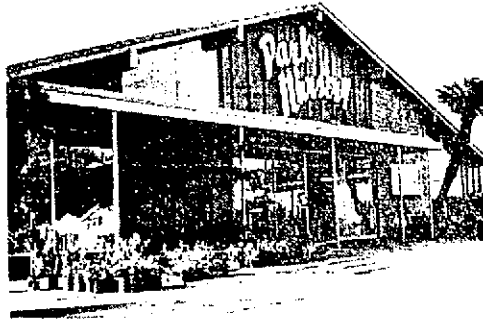
They Called Him Cal

CALBRAITH HARRY RODGERS was his name. With his hat jammed on backwards and a cigar clamped between his teeth, he scrawled that name in the aviation history books on Dec. 11, 1911, when he became the first man to fly across the United States—a flight which began in Sheepshead, N. Y., the previous Sept. 9 and which was punctuated with almost daily mishaps. After a final crash landing in Compton Nov. 12, in which he narrowly escaped death, Rodgers landed his flimsy craft on the Long Beach strand, and his plane was pushed backwards until the wheels were washed in the surf. On April 3, 1912, that same surf claimed Rodger's life when his plane crashed near Pine Ave. pier (above).

Beauty and Progress

Has been the credo of park nursery since its inception more than 50 years ago

Established about 1910 at 19th and Long Beach Blvd., the nursery was moved in 1914 to Junipero and Broadway, then to Cherry Ave. across the street from Bixby Park from which the nursery took its name. Later the move to its present location was made, where it has continued to feature beauty and progress.



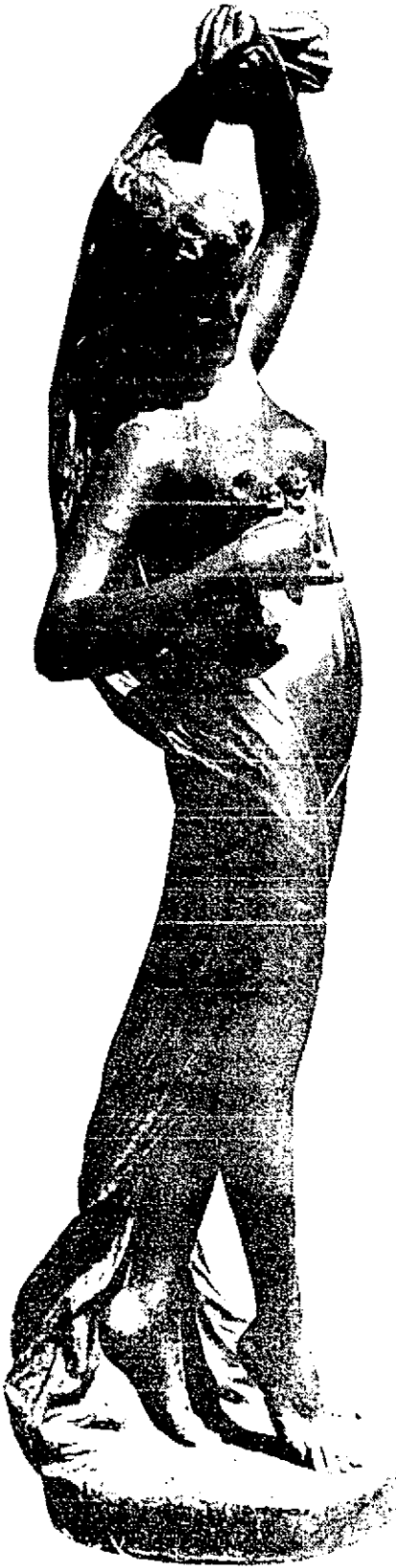
The nursery now offers an outstanding selection of plants, trees, shrubs, and maintains an expert landscape department under the direction of Mr. William Abate. A recent expansion program now provides for off-street parking for more than 50 automobiles. In addition to the plant and landscaping divisions the nursery includes an exquisite gift shop, featuring gifts from the world over—Yes, Park Nursery has continued to progress and to provide Long Beach with the ultimate in beauty.



Park Nursery

3842 E. 10th Long Beach

Landscaping • Nursery • Gift Shop



Saving Hair for 26 YEARS ... in Our Nine California Offices



S. I. TUROFF
Director
of the
California Turoff
Office

"Dandruff ... A Tight Scalp May Cause Baldness"!
(declares expert)

What causes baldness? Is it inherited? What can be done to stop baldness and regrow hair? These are questions many people ask every day because they want to get back the hair they have already lost. In a recent interview, S. I. Turoff, eminent chief trichologist of the Turoff hair and scalp experts, said: "Few people realize that baldness is not inherited. In fact, practically all cases of baldness can be stopped and healthy new hair regrown."

Turoff went on to explain that baldness is not just "part of growing old." There are actual causes and definite symptoms. "A rundown physical illness will often cause baldness," he said. "But by far the commonest cause is incorrect care of the hair and scalp. Falling hair, dandruff, itchy scalp, those are all nature's signals that we are not taking the proper care of our hair."

The Danger Signals: "Many people ask me about the danger signals of approaching baldness," Turoff said. "There are definite warnings, and everyone can recognize them. Excessive DANDRUFF means there are bacteria at work. If they are not removed, they choke off the hair roots, a bald patch soon appears. Baldness spreads until you are completely bald. The same is true of EXCESS FALLING HAIR and ITCHY SCALP. In fact, anything but a healthy, good looking head of hair means something is wrong and you ARE ON THE WAY TO BALDNESS."

Combining the knowledge of eminent scientific author-

ity with new startling discoveries, S. I. Turoff in his important role as an active authority in the science of Trichology, has developed a special method of treatment for scalp tension, falling hair, dandruff, itchy scalp and baldness. Biochemistry, electrotherapy, physiotherapy together with Turoff exclusive formula help restore your scalp to health and vitality.

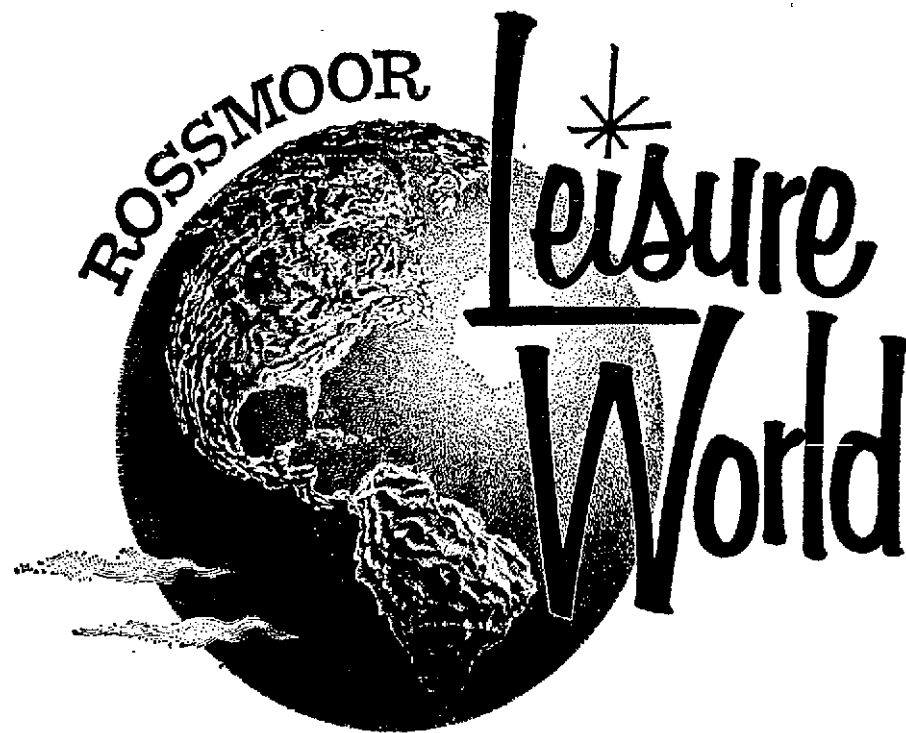
Mr. Turoff went on to say, "No matter what stage of baldness you have reached, your hair can be regrown if the roots are not dead. In our Turoff offices we get cases in every stage of baldness, and the expert trichologists in each office have found the exclusive TUROFF method successful in nearly 100% of all cases. Nevertheless, I would like to say that anyone suffering from baldness or approaching baldness should act immediately. Delay means more difficulty in regrowth. I would like to extend an invitation to anyone with a scalp problem to see us in our offices. We will examine your scalp with absolutely no cost or obligation and tell you just what TUROFF THERAPY CAN DO FOR YOU. We have a separate department for ladies."



Hours: Daily, 11 A.M. to 8 P.M.—Sat., 10 A.M. to 3 P.M.
Thurs. 4 to 8 P.M. "No Appointment Needed"

THE TUROFF
HAIR & SCALP EXPERTS
CALIFORNIA'S LEADING HAIR SPECIALISTS
110 Pine Ave., Suite 309 (Ph. 436-7284)

AMERICA'S LARGEST SENIOR CITIZEN COMMUNITY



IS PROUD TO SALUTE ITS NEXT-DOOR NEIGHBOR!

We of Leisure World, Seal Beach, have many warm ties with our sister city, Long Beach.

Our western boundary we share with you.

A great number of you nice people have bought an apartment here at Leisure World.

Hundreds and hundreds of Long Beach people have friends or relatives who are happy residents here.

Still others of you have often visited us and enjoyed the many community attractions at Leisure World.

Our door is always open to our friends from Long Beach.

We of Leisure World are proud to be your neighbors—and your friends.

Happy Anniversary on your being 75 years young!



James Schilling. Courtesy of W. L. Phillips, Jr.

With its sparkling waves and golden strand, Long Beach has always been a city made for wholesome fun. Customs and costumes were different in 1909, when this charming lass visited the beach, but fun was the same.



The 20s brought new styles in recreational costumes, like those worn by beauty queens in 1925 (above) and by the Elks Club swimming team (right). And Long Beach's fame grew as the town that aimed mirth at the blues.

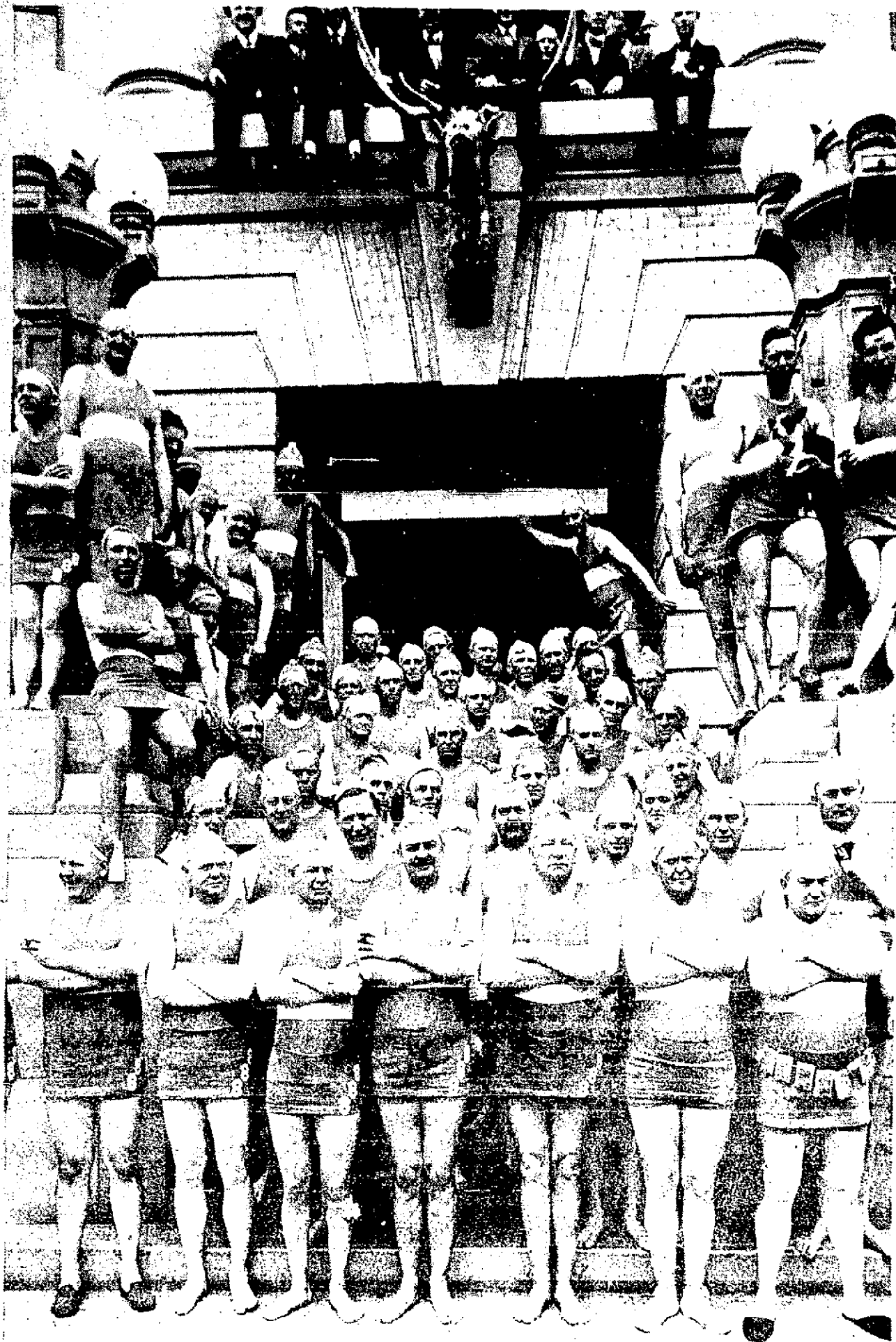
Independent-Press-Telegram

LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

DIAMOND JUBILEE

1888-1963

RECREATION



Fun for Everyone

By VIRGINIA CLARK, City Recreation Publicity Director



Courtesy of Long Beach Public Library

WELL-EQUIPPED

In addition to their horseshoes, members of the 1909 Long Beach Horseshoe Club carefully displayed their broom, pickaxe, crowbar and axe when they posed for this team picture. Question: Why did they need the axe?



Courtesy of Long Beach Public Library

KIDS WATCH THE BIRDIE

Youngsters on a Bixby Park merry-go-round look serious as they watch the camera. Styles suggest the period was during the early 1920s.

The Long Beach Recreation Department is not playgrounds, clubhouses, athletic fields or swimming pools—it's people! Picnickers, day campers, ball players, swimmers, and yes, even teenage "twisters." It's the oldsters, the youngsters, and the "inbetweeners," enjoying recreation activities indoors, outdoors, together, alone, actively or passively, and all chosen voluntarily for their leisure.

Recreation was an accepted part of everyday life 75 years ago, when Willmore City was incorporated as Long Beach. There was less leisure, but what they did have they used in a natural way, for to play and have fun is the inherent right of all children. In those days, backyards were almost like zoos, for besides the usual trees and vegetable gardens, there were horses, cows, chickens, ducks, bees, dogs and cats.

When the children finished their chores, they would slide down the cellar doors, build a tree house, have a taffy pull in the large kitchen, spark on the wide porch in the evening or gather round the piano in the parlor to sing "Won't You Come Home, Bill Bailey?"

THEY COULD play games in the street without cars to threaten them or a cop to chase them off, follow the fire engine or the horse-drawn ice wagon, picnic under the trees, swim and fish in the glorious surf, and attend family socials at the church. They listened to stories told or read by grandmother, the original baby sitter who shared their large house. And to top it all off, they could attend the Chautauqua which was here for several weeks every year. After the turn of the century, folks in Long Beach could also listen to the new Municipal Band in the park, or walk the length of Pine Avenue Pier to view the bones of Minnie the Whale.

Long Beach really began to grow after the first World War, and a superintendent of recreation was appointed. Special events were promoted, and beginning in 1925 regular scheduled activities were held in the summer time.

Abraham Lincoln once wrote, "The legitimate object of government is to do for a community of people whatever they need to have done, but can't do at all or cannot do so well for themselves. . . ." and in 1929, forward-looking citizens studied the local recreation problem, with

the result that the present coordinated system was written into the City Charter. Thus the properties and the professional staff of the school physical education and the municipal recreation departments were linked, assuring Long Beach of adequate recreation facilities and supervision, while avoiding costly duplication.

THE NEED to organize a tax-supported public recreation department here was in line with a national movement which recognized that the environment all over the country had undergone a great change. Public recreation had become a necessity. It was not just a frill.

Cities had become acres of concrete, and it was time to set aside space in the parks for recreation, where people in their free time could play simply, as they had in the past; where nerves, jangled by the harsh noises of industry, traffic, and jazz, could be soothed listening to the birds; where those working in factories and on assembly lines could balance out some of the things they must endure on the job by participating in a contrasting leisure activity; where, as we were fast being surrounded by gadgets and pushbuttons, those attending recreation centers could fashion objects with their hands, taking pride in making something themselves; and where a person could use all his talents, realizing the wholeness of his nature.

Recreation was found to be even more. More than a balance to the changes in environment—more than compensating for the incompleteness of the job—more than just muscles, skills, team work, prevention of delinquency or escape from boredom. Recreation was found to be creativity, joy and satisfaction for the individual.

IN RECREATION, the individual is of the greatest importance. Sometimes a person is helped most by activities that he does alone, as in painting or crafts. Then again one is benefited by a program demanding participation with others, as on a team or in square dancing. So the residents of Long Beach have been offered a wide variety from which to choose—all are interesting activities and have been included in the program as the result of a community need.

FOR INSTANCE, by 1940 our houses had become quite small, with little room for teen-agers and their friends to congregate. So recreation planned a teenage program with a youth center near each high school, including ample space for dancing and meeting friends.

Small homes also had no room for the increasing number of grandparents who were living longer with the help of modern medicine. Our retirees—a product of this age—didn't want to just live. They wanted to live more fully. "What are added years," they asked, "unless there is some zest to our lives?" So senior citizen activities and clubs were made an important part of the local program, offering a fuller life, and helping to combat loneliness.

Recreation in 1963 is still expanding. Our budgets are larger (1929 was \$100,000, 1963 is \$1,440,301), our facilities are better, our program is more diversified, we are offering more cultural activities, and our leaders are more skilled.

This might be a good place to stop and ask some specific questions about recreational policies, programs, leadership and administration. For instance, there is a national trend to charge fees for public recreation activities. Some say recreation should pay its way. But how about those who can't or don't pay? And if we go along with this, will we be left serving just the middle class? How about our avowed aim to offer wide opportunities to the greatest numbers? Can we do both?

Are the present programs made attractive enough to the hundreds of youth who aren't attending? It is reported that a delinquent has a few recreation skills. How concerned is recreation about this?

Are certain sections of the city being ignored? Are equally attractive recreation facilities built or planned in all neighborhoods? Is the city alert in procuring enough land for parks and recreation before it's all gone or priced too high? And after we get it do we fight to keep it from other uses?

THEN HOW about leadership, which is the key to an outstanding program? Are Long Beach leaders really enthusiastic about their profession? Are they skilled in group work techniques? Do they place the greatest emphasis on physical activities? Or are they sold on the cultural too? That is, have they come of age, leisurely speaking?

Finally, in regard to the administration. Is it imaginative? creative? bold? Or is it old-fashioned? fearful? conservative?

Now some questions for you, the participant. How do you use your leisure time? Were you one who used

to sit on the bleachers watching the game, only to move over in recent years to the TV sofa? Or do you get in there and participate too? And do you occasionally serve as a volunteer at your neighborhood center? Or do you figure the coaches can do it all, since they get paid? Do you sometimes choose a recreation the whole family can do together? And how long has it been since you made some of your own Christmas cards or presents?

ACTIVE involvement means a healthier mental attitude, which in turn means a finer community. So we ask, have you given thought to the quality of your leisure lately? In other words, have you come of age, leisurely speaking?

If we can give good answers to all of these questions then the Long Beach Recreation Program can really recreate the individual as the leaders help people to a richer life.

The Long Beach Coordinated Program today includes the following:

Aquatics — Competitive swimming, diving, first aid, model boat building, recreational swimming, sailing, swimming lessons at three beaches and six pools, and synchronized swimming.

Badminton — Two nights weekly, City College.

Baseball — Men. (Sundays) Cherry Park, City College and Park Ave. Field. Junior high boys. (Saturdays) High school fields. Facilities furnished Little Leagues and other kid baseball groups.

Basketball — Boys. All park and school playgrounds. Adults. Night leagues, junior and senior highs.

Beach Days — One for (Continued on Page 93)

ACROSS THE WATER

THE SKYLINE OF LONG BEACH



As seen only from the

Reef
Restaurant

PIER A - LONG BEACH
HARBOR - HE 7-0558

O. L. Dahl

INCORPORATED

General Building Contractor

Industrial—Commercial

**GROWING WITH LONG BEACH
FROM THE GROUND UP**



1825 Redondo Avenue
Long Beach 4, California

P.O. Box 4056
Phone GENEVA 9-2125

'Like Drilling for Oil on Fifth Avenue'

Paraphrases from a 1925 newspaper:

Long Beach is a city of luxury and leisure.

When back-cast veterans of the nation's oil fields come to Long Beach, the usual remark is: "But you couldn't have an oil field HERE."

Operators from Texas and Oklahoma have been accustomed to dust and mud, also the hardships and privations of primitive, almost desert wastes. One remarked: "You are drilling oil like on Fifth Avenue and 42nd Street with velvet carpets on the floor."

Even with the oil and harbor—ships may discharge cargoes from all ends of the earth, factories may continue to send more stacks heavenward, and oil wells break forth with replenished wealth, Long Beach is destined to remain a seaside resort, resting the weary and delighting the pleasure seeker.

In its backyard is the largest agricultural county in the United States. Its front yard is the glorious blue of the Pacific Ocean.

(In 1925, 38 per cent of the residents owned their own homes.)

But Don't Go Near the Water!



L. J. Daugherty



Title Insurance & Trust Co.

THE BEACH was all the rage in the early 1900's — but the water was strictly off limits for most of the formally-attired tourists, who came to look, not touch, and seldom took chances like the scurrying group above. Most of them preferred to bask in the sun like the gentlemen at left, or pose prettily like the young miss below, and the occasional bather was greatly outnumbered by his audience.



James S. Balling, courtesy of A. L. Holmes Jr.



The Oldest Fun Park in the West

By CHARLES CHEATHAM

The small village of Long Beach was only 14 years old when the two biggest events in its short history happened on the same day—July 4, 1902.

On that date the Pacific Electric Company linked Long Beach to Los Angeles with its Big Red Cars.

And Col. Charles R. Drake, president of the Long Beach Bath House and Amusement Company, opened the bathhouse—the beginning of what has become the world famous Nu-Pike family amusement park.

EARLY HISTORIANS report that "tens of thousands" of visitors flooded Long Beach for the twin events and that thousands were unable to find lodgings and were forced to sleep on the beach.

Fortunately it was a warm, pleasant evening.

The Big Red Cars have disappeared but the bathhouse with the biggest indoor swimming plunge west of the Mississippi River is still doing business at the same old stand.

TRUE, OVER THE YEARS, more than \$1,000,000 has been spent to improve and modernize the building but the original building remains and was so well built that it appears likely to stand for another 61 years.

Slowly, over the years, other amusement concessions opened in the area.

In 1910 the amusement zone really boomed when Charles I. D. Looff, nationally known amusement park operator, invested \$150,000 in the area.

HIS SON, ARTHUR LOOFF, still operates in the area.

The main artery in the fun zone shows on present day maps as "The Pike."

However, the legal name of The Pike from Magnolia Ave. east to Pine Ave. was and still is "The Walk of a Thousand Lights."

Pioneer residents remember when the thousand bright

lights that turned night into day helped attract many fun seekers to the area.

THE THOUSAND BRIGHT LIGHTS have now been replaced by thousands of brighter lights that helped attract more than 2,500,000 persons to the family amusement zone's 150 new rides and games during the past fiscal year.

Many of the rides are owned by the famed Velare brothers, Elmer, 76, and Curtis, 80.

The brothers Velare are internationally known for the designing and building of thrill rides, including the most famous one at the recent Seattle World's Fair—the tall, double-decked ferris wheel.

THE BROTHERS STARTED in show business as a trapeze catch act when they were youths.

Later they owned and operated for 18 years the Royal Canadian Shows. It required 70 railroad cars to move the show, the largest of its kind.

The brothers retired at the beginning of World War II. Then Elmer visited Long Beach and fell in love with the city and the Nu-Pike.

HE SOON CONVINCED his older brother that retirement couldn't compare with show biz.

That was 15 years ago and the brothers apparently have no intention of retiring in the foreseeable future.

Dr. Frank E. Stanton Jr., president of the Long Beach Amusement Company, said:

"The Nu-Pike is not only the West's oldest amusement park, but the most up to date."

"We are proud of never having been closed a day during our 61 years of operation, of our reasonable prices, of the city's highest sanitation rating which has been achieved by all our restaurants and of never having charged an admission fee."



THIS IS HOW THE PIKE LOOKED WEST OF THE BATH HOUSE IN THE SUMMER OF 1905

Schweppes
salutes
Long Beach
on its 75th birthday

LONG BEACH IS THE SOUTHERN CALIFORNIA
HOME FOR SCHWEPPE'S BEVERAGES

Quinine Water • Club Soda • Ginger Ale
Ginger Beer • Bitter Lemon
... All in the convenient Throw-Away Bottles

DOMINION BEVERAGE LTD.

2615 South St. NEVada 6-7623 Long Beach, Calif.



—Winslet Collection, C. courtesy of Long Beach Public Library

BLOCK THAT TRICK!

Almost anything went on the gridiron in 20's, including the famous Hidden Ball play, in which the runner stowed the pigskin under his jersey. If you look closely, you can see the ball carried by runner at right in Poly High School game.

A Great City for Sports Fans

By HANK HOLLINGWORTH, Executive Sports Editor

What could be more fitting for Long Beach's Diamond Jubilee year — as a measure of how far this city has progressed as a sports center and a producer of athletes — than to boast the following major achievements for 1963:

1. Two World Series participants (Dodger Ron Fairly from Jordan High and Yankee Bud Daley from Wilson High).

2. A possible football All-America from the nation's No. 1 ranked team, USC (Willie Brown, who prepped at Poly).

3. The world's favorite female tennis player (Billie Jean Moffitt), who charmed crowds at famed Wimbledon, throughout Europe and the United States, and currently is bidding for No. 1 ranking in this country.

4. The world's leading Money-winner professional bowler (Andy Marzich).

5. A national championship legion baseball team (Peterson Post).

6. A national championship water polo club (Inland, Nu-Pike).

These national-recognized achievements are a far cry from the "status" of Long Beach as a sports city way, way back in 1888.

Let's go back 75 years and see what "major" sports in Long Beach constituted the action in 1888.

The big events of that year were runaway horses, shooting seals from the beach, and croquet and lawn tennis on Dr. Williams' grounds.

The April 28, 1888, edition of the Long Beach Journal revealed, however, that even in those days when this city was simply a tiny seaside resort, it did have some claim to greatness. The spellings were taken correctly from those early newspaper accountings).

"A match game of foot ball will be played between the Long Beach Foot Ball Club and the Alliance Club, of Los Angeles, at Santa Monica, tomorrow," the article read. "The Southern Pacific will run a special car, to accommodate those folks wishing to attend."

"THIS WILL BE THE FIRST MATCH GAME OF FOOT BALL EVER PLAYED IN SOUTHERN CALIFORNIA."

This, perhaps, was Long Beach's initial indication of sports greatness to come.

ON MAY 11, 1888, the Journal exhibited a bit of foresight with the following comment:

"It is suggested that Long Beach might be a famous place for boat racing and rowing matches. Our young men should show their metal by training a crew and then, challenge-at-large."

Today, Long Beach State College's crew, nurtured many years by market operator Bill Lockyer, is recognized as one of the foremost group of oarsmen in the nation.

Bowling was prominent in Long Beach as far back as 1902, as the Oct. 10 edition of the Long Beach Press stated:

"For the second time this week the Long Beach bowling team came off victorious in Los Angeles, having defeated the Coliseum, Jr., trio Wednesday by a

score of 2726 to 2629."

FURTHER proof of bowling's popularity was shown from this amusing piece printed Oct. 21:

"The Long Beach team will roll a match with the Marble Palace trio at the Bath House alleys this evening. The boys have a 'go' with the Pasadena trio on their own alleys."

So, there!

Junior baseball, as prominent today in Long Beach as any city in the nation, was born in the year 1902. On Oct. 17, this article appeared in the Press:

"A juvenile base ball team was organized in Long Beach this week. Public contributions were solicited for the purpose of meeting the expense necessary to the providing of uniforms, balls, bats, etc., for the organization."

THE YEAR 1902 also was a big one for marksmen, numerous articles expanding upon the crack shooters in this village. Here's a sample culled from the Oct. 31, 1902, newspaper:

"Capt. Leo E. Bartlett gave an exhibition shoot on the club grounds northeast of the city yesterday after demonstrating that he was a past master of the rifle and one of the crack shots in the city."

A total of seven junior playoff tournaments this year alone.

The winter conditioning home of Dodger players who reside in Southern California.

LOS ALAMITOS RACE COURSE — From match races arranged by owner-president Frank Vessels, Sr., in the mid-40s, Los Alamitos has progressed to a

two-meetings-per-year California Horse Racing Board sanctioned program. The plant, now under direction of Frank Vessels, Jr., is the newest in the West and has graduated in the ranks of \$100,000 races. Los Alamitos was designed after Aqueduct Race Track in New York — and the "Big A" is considered the most modern racing plant in America today.

LIONS ASSOCIATED DRAG STRIP — Many of the nation's current auto speed races were set at this fancy west Long Beach speedway. No other race-against-time straightaway in the nation compares to this strip, according to the recognized authority Mickey Thompson. Weekly one-night crowd of 10,000 are the rule at the Strip.

MARINE STADIUM — Regattas, holiday races, water ski classics and crew races are almost a weekly spring-summer-fall menu at this world famed water arena. Capacity crowds of 15,000 are the rule, too. Among the most glamorous events this stadium has staged are such as:

The 1932 Olympic Games water events. (The whole world's eyes were on Long Beach that year.)

One international and several national water ski championships.

Two Pacific Coast Intercollegiate crew races, featuring such outstanding racing schools as Washington, California, USC, UCLA, Stanford, Oregon State and University of British Columbia, not to mention rapidly improving Long Beach State.

Also, several national and world boat and water ski

records have been set at Marine Stadium.

LONG BEACH'S athletic achievements aren't limited to performances on the above-listed battlefields, either.

This city is famed for its outstanding ocean fishing, people coming from all over the nation to drop a line from Long Beach boats.

Long Beach's Nitehawks are eight times national softball champions.

Ice skaters, roller skaters, badminton players, sailboat - yacht - speedboat people, trapshooters, spearfishers, volleyballers, wrestlers, swimmers and divers from Long Beach have captured national championships.

IN NATIONAL sports circles, Long Beach is regarded as a "City of Champions." Guiding force behind such a title is a comparatively young group — formed just eight years ago — called the Long Beach Century Club, which has as its principal aim promoting Long Beach sports and aiding Long Beach athletes.

Proof that the Century Club has succeeded lies in the fact that several cities around the nation have requested its format to create a similar club in their area.

The Century Club has promoted a PGA golf tournament here, the Olympic team's track appearance, the collegiate invitational basketball tournament, international water ski championships, national softball tournaments—and 50 other events, but its most prominent, annual production is its Sports Night awards banquet.

A thousand people are in attendance to honor Long Beach's sports heroes of the

professional veteran.

Such greats as Morley Drury, Vern Stephens, Norm Standlee, et al, missed the honor roll only because the Century Club wasn't in existence in their glory days.

The future looms bright for a continuing crop of Long Beach stars — Billie Moffitt, Willie Brown, Dee Andrews, Tom Sisk and the \$185,000 Pittsburgh Pirate bonus baby, Bob Bailey, among many others.

Long Beach athletics have progressed a long way since those days in 1888 when shooting seals on the beach was the major sport. The future looms even more glorious.

First Albacore Wins Martin Award

In memory of the late W. R. (Frosty) Martin, late member of the Board of Harbor Commissioners, a trophy is given each year to the sportsfishing boat bringing in the first albacore of the season here.

Martin, one of the men who supervised development of the Port of Long Beach, is memorialized by this huge award, which includes miniature models of albacore and fishermen. The Pacific Landing's "Fisherman II" won the first such award, in 1956, for an albacore caught by Spec Stevenson.

Local Port Key to Alert System

Major base for the Navy's huge sea-lift to the North in various supply operations, including maintenance of the "Dew Line" warning system, is Long Beach.

When the vast radar network was under construction, the Navy used 113 ships to supply the operations from here.

Long Beach is also the "feeder" station for the Pribilof Islands, and has been a key port in supplying the Air Force Arctic installations.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

NU-PIKE

★ ★ ★ ★ ★

8 BIG BLOCKS of FUN

FREE ADMISSION

—ACRES OF PARKING—

The Lafayette

Hotel and Lanais

Broadway at Linden Avenue • Long Beach 2, California • HEMlock 5-5651

Dear Mr. and Mrs. Long Beach:

As members of this fine community, we here at the Lafayette Hotel are proud to be a part of this wonderful city called Long Beach, and most pleased to be able to participate in this tremendous Diamond Jubilee celebration edition.

In the past 75 years, Long Beach has expanded from a relatively small community into one of the important cities in the state.

In order to serve the growing needs of this great metropolis, the Lafayette Hotel is constantly on the GO.

Currently a \$200,000 renovating program is nearing completion. A total of \$450,000 was invested within the last two years.

Yes, we have faith in our community and also a responsibility. We must create a warm and friendly atmosphere and provide our guests with the ultimate in food and lodging . . . it must be a home away from home. It is to this end we are dedicated.

. . . Long Beach, we wish you well on your 75th Diamond Jubilee celebration.

Sincerely,

John McKennon
General Manager

CONGRATULATIONS AND BEST WISHES
TO THE CITY OF LONG BEACH

from

DOMS MANAGEMENT INC.

Long Beach Elks Lodge #888

Complete catering facilities
for Elks and their friends
in America's most beautiful club.

Gay Ninety Cookbooks

By SHERM WILLIAMS

(Copyright 1963, The Independent Press-Telegram)

Back in the "good old days" when Willmore City was founded, a loving housewife could make booze, cure strokes of lightning, mend a stove, and cook all kinds of wonderful things.

She could do almost anything except get a few minutes rest.

All she needed was a blacksmith's arm, incredible patience, a strong stomach, remarkable luck—and most important of all, a good family cookbook.

"HONEY," her husband might shout from his bed any morning, "Let's have some of them Delaware biscuits."

The recipe is on Page 23 of "A Book of Excellent Recipes."

"Nine cups of flour, one cup of lard, one pint of water, salt as for other bread. This makes a very stiff dough which must be beaten with an axe for at least one thousand strokes. Make into small balls, bake thoroughly in a quick oven."

WILLMORE CITY was founded during the dim dawn of what has now become known as the age of scientific cookery. Modern recipes are tested in laboratories, weighed for food values by home economists, denuded of calories, prefabricated in factories, then stamped on the side of a package.

An old-time housewife would scorn such carryings on, and paraphrasing a popular expression of the day would write off a modern day cook with the words "She couldn't pour batter out of a boot if the directions were on the heel."

It took instinct and flair to turn out goodies back in the old days. That, and a cookbook which made up



in scope for what it lacked in precision. At the time Willmore City was founded, most cookbooks consisted of collections of old family recipes and home remedies. A cookbook in those days might be the only other book in a house besides the family Bible.

IT CONTAINED hints for beauty, deportment, how to walk, talk and entertain, and firm instructions on how to salt down whatever bacon the man of the house might bring home. It also contained some remedies that must have been planted by menfolk.

"I feel shaky," a husband might moan from his bed after a night on the town. "Must have the fever and the ague."

Flipping through "The Everyday Cook Book and Encyclopedia of Practical Recipes," on page 278 the terse home remedy read in full:

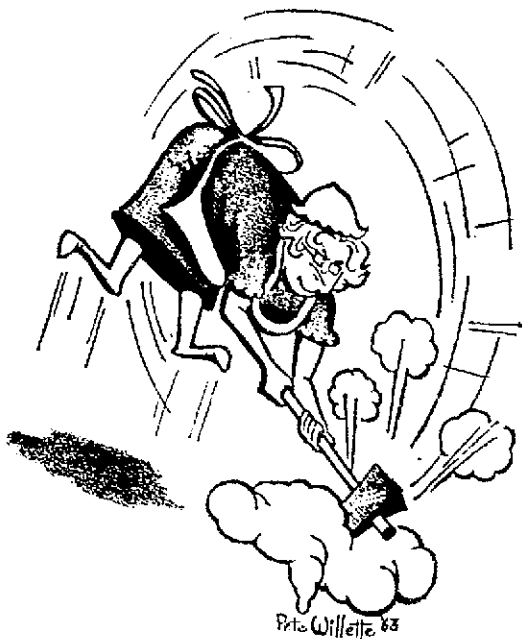
FEVER AND AGUE

"Four ounces galangal-root, in a quart of gin, steeped in a warm place; take often."

In a day or two, if her husband failed to recover, the wife might well turn to page 274:

"THE QUINING CURE FOR DRUNKENNESS"

"Pulverize one pound of fresh quill-red Peruvian bark and soak it in one pint of diluted alcohol. Strain and evaporate down to one-half pint. For the first and second days give a teaspoonful every three hours. If too much is taken, headache will result and in that case the dose should be diminished. On the third day give one-half a teaspoonful; on the fourth reduce the dose to fifteen drops, then to ten, and then to five. Seven days, it is said, will cure average cases, though some require a whole month."



Pete Willlette '63

Presumably a wife who made Delaware Biscuits for breakfast and coped with fever and ague, plus its attendant problems, might lose a pound or two. The book had a remedy for that too.

"LEANNESS"

"Is caused generally by lack of power in the digestive organs to digest and assimilate the fat-producing elements of food. First restore digestion, take plenty of sleep, drink all the water the stomach will bear in the morning on rising, take moderate exercise in the open air, eat oatmeal, cracked wheat, Graham mush, baked sweet apples, roasted and broiled beef, cultivate jolly people and bathe daily."

And then, there were the children. What if they came up with something like, say, tapeworms?

"TAPEWORMS"

"Tapeworms are said to be removed by refraining from supper and breakfast and at eight o'clock taking one-third part of two hundred minced pumpkin seeds, the shells of which have been removed by hot water; at nine take another third, at ten the remainder and follow it at eleven with a strong dose of castor oil."

In the event her man was out ploughing the fields and was suddenly struck by lightning, the housewife had no great reason to worry. The cookbook had a cure for it.

"TO RESTORE FROM STROKE OF LIGHTNING"

"Shower with cold water for two hours; if the patient does not show signs of life, put salt in the water and continue to shower an hour longer."

Matters of health and waistline weren't the only problems facing a housewife in the late 1800's.

The stove might crack, and it would be up to her to patch it. "Wood ashes and salt in equal proportions, reduced to a paste with cold water and fill in the cracks when the stove is cool. It will soon harden."

She was provided with suggestions for making "an excellent hard soap," directions for making "old crape look nearly equal to new," instructions for caring for lamp wicks, the usual stain removal ideas, and a terse lesson in how to keep a pump from freezing.

"Take out the lower valve in the fall, and drive a tack under it, projecting in such a way that it can not quite close. The water will then leak into the well or cistern while the working qualities of the pump will not be damaged."

There were no aerosol bombs to rid the house of mosquitoes. She was told to "Rub exposed parts (of body) with kerosene. The odor is not noticed after a few minutes, and children, especially are much relieved by its use."

A major problem, apparently, was that of keeping the gilt frames of pictures in good condition.

"TO BRIGHTEN GILT FRAMES"

"Take sufficient flour of sulphur to give a golden tinge to about one and one-half pints of water, and in this boil four or five bruised onions or garlic, which will

come out as bright as new work."

Sometimes the frames were bright enough, but, for some unaccountable reason drew flies. Then the housewife was instructed to "Boil three or four onions in a pint of water and apply with a soft brush."

The modern day housewife goes slightly berserk when her husband comes home with a few fish which haven't been cleaned. Here are a few extracts from old recipes in a number of cookbooks dealing with game, to show how the old-time housewife went about it:

"Venison when young will have a fat clear and bright and this ought also to be of considerable thickness. When you do not wish to have it in a very high state, a knife plunged into either haunch or the shoulder, and drawn out, will by the smell enable you to judge if the venison is sufficiently fresh."

"Roast Goose. Pick clean when dead (never before) and remove."

"To Cook a Possum. Well, we first caught the possum, and laid him down, and put a stick across his neck, put a foot on each end of the stick, and pulled his tail until his neck popped, and we knew we had him. Into a kettle of boiling water we threw a couple of shovels of ashes to make the hair slip."

"Fried Squirrel. Take young squirrels, wash carefully, wipe dry, and lay on the beefstick-board. With a hammer pound until the bones are crushed and the meat tender."

There was one great solace for the housewife, though. With the kids cured of tapeworm, the husband sodden in bed with fever and the ague, and the stove mended, she could settle down to a nice sedate pitcher of milk punch.

"Pare off the yellow rind of four large lemons and steep it for 24 hours in a quart of brandy or rum... add a quart of rich unskimmed milk."

Congratulations to

THE MODERN LONG BEACH

Your M. D. Has 'Kept Pace', Too!

Seventy-five years ago, when Long Beach was born, doctors traveled by horse and buggy. Ambulances were unknown and people died from strange "plagues."

In this jet age miracle drugs have spelled the end to a majority of the mysterious maladies. People are living longer, happier and healthier lives.

This is thanks to a system of free enterprise without government control which has made American medical care the best in the entire world.

But in all this time, the basic principles of your doctor have not changed. Today as in the days of Hippocrates your doctor remains devoted to the best patient care — dedicated to the alleviation of pain and the saving of life.

Members of the Long Beach Medical Association wish Long Beach a happy birthday and pledge themselves anew to the seeking and finding of the Truth — whatever or wherever it is, and by whatever means are required.

LONG BEACH

MEDICAL ASSOCIATION

DISTRICT 3, L. A. COUNTY
MEDICAL ASSOCIATION

Continuing A Great Tradition of...

PROGRESS Long Beach Store Fixture Co

Our Experienced Organization Is Built on

- ★ INTEGRITY ★ SERVICE
- ★ REPUTATION
- ★ QUALITY MERCHANDISE

"EVERYTHING FOR SERVING FOOD SINCE 1926"

TOP BRANDS • FIRST LINE MERCHANDISE

General Electric, Commercial and Marine
Raytheon Ovens
Toastermaster Commercial Equip.
Libby Glass
Oneida Silver
Glenco Refrigeration
Wallace China
Frigidaire Ice Machines
Wolfe Range Mfg. Co.

Hamilton-Beach Mixer
Rubbermaid Commercial Plastics
Shelly Matic Mobil Equip.
Lakeside Carts
Globe & Sanitary Kitchen Machines
Legion Kettles & Table & Service Equip.
Vollrath Stainless Steel
Dexter Cutlery
Wearver Commercial Aluminum

"SPECIALIZING IN INDUSTRIAL IN-PLANT FEEDING"

SERVING RESTAURANTS, CHURCHES, LODGES AND FRATERNAL ORGANIZATIONS,
HOSPITALS, SCHOOLS AND MILITARY INSTALLATIONS THROUGHOUT LONG BEACH AREA

"EVERYTHING YOU WANT . . . WHEN YOU WANT IT"

You name it . . . we have it. Whether your place is large or small . . . whether your requirements are many or few . . . you will receive the same courteous service and the same quality merchandise. Exceptional growth and outstanding achievements are, without doubt, the fruits of progress. Creating a sound economic climate in which all types of business may prosper is everyone's responsibility. Our hope is that we may continue to have the privilege of serving and growing with Long Beach in the Years Ahead.

37 YEARS OF SERVICE • PARTNERS IN PROGRESS • HE 5-6368
LONG BEACH STORE FIXTURE CO. • 330 Locust Ave. • Long Beach

The Vanished Golden Age of Music

By RACHEL MORTON, Music Critic

In talking with some of the "old-time" musicians of Long Beach, I am filled with amazement at the wonderful contribution to music that was made in the early days when many of the greatest artists of the world were heard here.

Long Beach has made great strides in industry, in wealth and in population in 75 years. But in music she has retrograded.

It was regular musical fare in those far-off days to hear artists like Paderewski, Galli-Curci, John McCormack, Schumann-Heink, Julia Culp, Calve, Pavlova, Josef Hofman, and many others of like fame. Today, our nearest approach to such privileges are the occasional concerts by artists brought to us by way of the Community Concerts series, for which we are deeply grateful; and the soloists and conductors of renown who appear here with the Los Angeles Philharmonic Orchestra.

IN 1904—and that seems to be as far back as I can get—although there was a popular ensemble called the Cuthbert Family Band of nine players giving concerts in 1888—Long Beach was advertised all over the United States as the city with a natural year-round fine climate "where one could lie on the beach by the sad sea waves and listen to band concerts every day." Long Beach became a popular tourist town and a center for re-

ligious activities. Musical fare of a high order was planned for this constant stream of visitors.

The Municipal Band, under the leadership of an Italian conductor, Donatelli, was organized at this time, starting out with 20 Italian players who nearly starved, but who played for the love of music. Another Italian, Vesilla, followed him. Because of a small group of music and civic-minded women, namely: Lucy Wolcott, Ethel Willard Putnam, Mrs. Victor Beldon Humphrey (mother of Don Humphrey), Johanna Nielsen and Jean Wade, money was provided and the band was saved. It is the only band in the United States that has given continuous daily concerts five days a week for over 50 years. Its members now number 36 players. Charles Payne is the present director and the city invests annually \$240,000 for its support.

These enterprising music-loving women not only put the band on its feet, but in 1908 they organized and became charter members of the Woman's Music Club, an organization with over 500 members today, which continues its music study sections, its fine monthly programs and assistance to young artists.

THE MUSICAL fare at this time, besides the band concerts, were the Chau-tauqua series of concerts given in a huge tent at the corner of Cedar Avenue

and Third Street. Here also were held regular revivals with fine music.

In 1906 the luxurious and nationally-known Hotel Virginia, was built on the beach. What nostalgic memories of this famous hotel were revived as I talked with the music-pioneers of our city!

"With so much elegance and reclame, why was it ever torn down?" I asked Mrs. Ethel Willard Putnam. "Taxes became too much for the owner," she replied.

IN ITS GREAT salon concerts by the greatest artists of the musical world were frequently heard under the management of the well-known impresario, L. E. Behymer. Concerts were also given in the auditorium of the first municipal auditorium—a great wooden structure on the beach from which extended a mile-long pier. The present municipal auditorium is the third one that has been built.

Kathryn Coffield, a local music manager, also brought world celebrities to Long Beach. She was the founder of the Musical Arts Club, which in those days entertained the famous artists performing with elaborate dinners after the concerts at the Pacific Coast Club.

All of my most helpful and cooperative informants spoke glowingly of a never-to-be-forgotten dinner given by the Musical Arts Club for Mary Garden after her concert. The golden table

cloth was heaped high with autumn fruits: chandeliers and cut glass gleamed; the over 100 guests were in formal dress and the whole affair was an unforgettable event. Johanna Galski was entertained in like fashion after her concert in Long Beach.

IN THESE early days Ada Potter Wiseman, a fine singer and excellent teacher, contributed greatly to the musical growth of our city as leader of the Bach Choir. Her annual "Messiah" performances were so outstanding that all the

Protestant Churches closed their doors for that evening. These wonderful "Messiah" programs were carried on thereafter for 34 years at Christmas time by Kolla Alford. These performances are now produced at Christmas time under the direction of Frank Ahrold, sponsored by the City Recreation Dept.

Even chamber music flourished in those early days. Carleton Wood, violinist, founded the Long Beach Chamber Music Society and was the director for several years. Ethel Willard Putnam, through her

contact with Elizabeth Sprague Coolidge, brought such famous string quartets to Long Beach as the Pro Arte from Budapest, and the Belgian String Quartet.

Today we have a series of chamber music concerts given in the Long Beach Museum of Art, free to the public and sponsored by Los Angeles County, the music union of Los Angeles and the city of Long Beach.

There was even a male chorus of 100 men called the Apollo Club, which gave very successful concerts under the directorship of

the well-known conductor, Hugo Kirchhofer.

A LITTLE LADY, with three small children arrived in Long Beach from Illinois in 1906. This indefatigable worker, Alice Durham, has done much for the musical culture of Long Beach. She affiliated herself with L. E. Behymer as executive secretary of the Long Beach Civic Concerts. The first concert venture was by the Minneapolis Symphony with Oberholfer conducting in 1914. Under Alice Durham and her committee,

Long Beach has heard some of the world's greatest celebrities such as Lauritz Melchior, Lotte Lehmann, Ezio Pinza, John Charles Thomas, Lawrence Tibbett, Kirsten Flagstad, Benne Moissewitch and many others. (Compare that musical fare with the paucity of artist recitals we have in Long Beach today!)

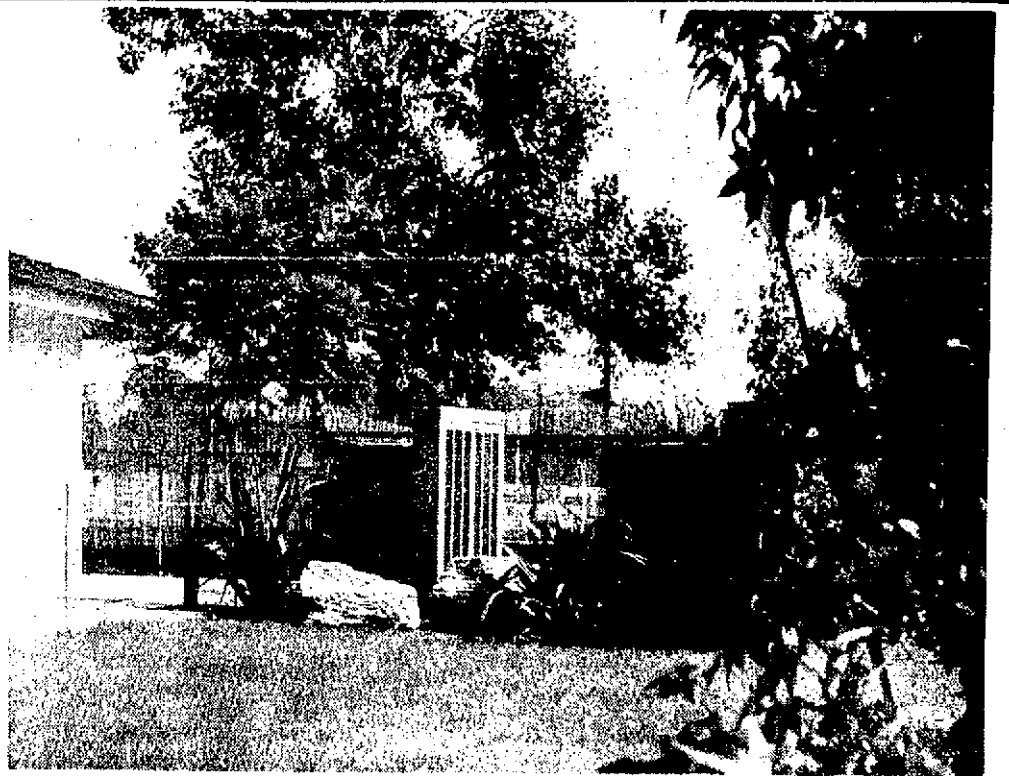
Dorothy Maynor sang here during World War II. Just before the concert, orders came to blacken out the auditorium. Nothing daunted, Miss Maynor sang.

(Continued Page 95, Col. 1)



FIRST MUNICIPAL BAND

Members of the band which grew out of the Cuthbert Family band posed for formal picture in 1889. From left in upper row were Frank Wilson, Robert Burns, Joe McPherson, Edward Brown (leader), a Mr. Dickover, and Al Curtis. In lower row were Frank Bowers, Clarence Craw, William E. Craig, Frank Cook, Louis Fridell and tenor drummer Norman Staunton.



This home added gas-fired air conditioning to their forced air furnaces by installing the unit in the back yard. (Photo courtesy of the Payne Company)

WHY NOT PLAN FOR NEXT SUMMER NOW?

REMEMBER THAT SCORCHER OF A HEAT WAVE RECENTLY?

Many people thought about air conditioning then, but now that autumn is arrived and the air is crisp and cool, the tendency is to forget what intense heat can be like — even in an ocean-surrounded city!

We can think of two excellent reasons why you should not delay your Air Conditioning plans. First, when summer months arrive, you may find yourself so busy with various activities that there will be little time to think ahead until the hot days actually arrive and are forced upon you. If this happens you will realize only partial benefits of an air conditioning unit because you waited too long; second, by making plans now your Air Conditioning contractor can give you personal service which he might not have time to yield later on.

Thereupon while you're shopping for air conditioning, don't overlook the finest available — the gas-fired absorption system! Not only is it the quietest and most economical to operate, but it lasts four times longer than the other systems because it has no moving parts, and is the most reliable air conditioning made.

Photographing Long Beach
Since 1945

Color*
PHOTOGRAPHY

- Portraits
- Advertising
- Weddings
- Publicity

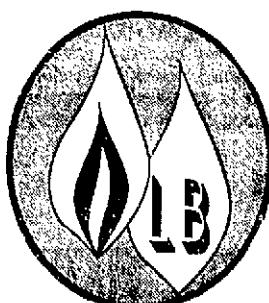
*Expert in Black and White, too.

Perry Griffith Photographers
HEmlock 7-4195

225 EAST SIXTH ST., LONG BEACH

Install Gas Air Conditioning

THE FINEST YOU CAN BUY!



**LONG BEACH
GAS DEPARTMENT**

215 West Broadway, Long Beach 2,
HE 6-9981



Population Explosion Dooms Area Hunting

The new resident of Long Beach, coming from the midwest, south or the east, looks upon the fall months and suddenly has a bad case of nostalgia for home, where he could drive to the country and in a few minutes bag a brace of pheasants, a limit of quail, or possibly three or four ducks.

He looks around his new home and what does he see? Nothing but high-rise buildings, great subdivision tracts and no cover where any bird could hide.

Unfortunately, the population explosion has doomed most hunting for the unattached nimrod, so the only place for him are the commercial clubs where you pay so much to get a

pheasant, chukar, quail or duck.

THERE ARE some exceptions which the Department of Fish and Game has created for the average Joe who wants to hunt. Those are the state-controlled hunting grounds, where for a small fee, the individual may build a blind and patiently await the ducks and geese which eventually are bound to come.

The DFG also "plants" pheasants in the Southern California area. Again, and unfortunately, the average Joe has little chance of shooting those birds unless he is there at the time of the plant. Otherwise, other more fortunate hunters or predators get the bag.

There was a time, many years ago, when Long Beach hunters could drive to Sunset Beach, just across the Orange County line, get into a dinghy and row into the swamps and shoot a limit of ducks.

THOSE "SWAMPS" were converted into what is now known as Huntington Harbour, where \$50,000 to \$100,000 homes are as common as old shoes. Naturally, the ducks don't live there any more.

Dove hunting is great in Southern California, but not in or near Long Beach. Imperial Valley probably has the greatest population of doves in the United States, and the nimrods think nothing of driving 300 or 400

miles to take a bag limit of 10 birds per day, with an allowable limit of 20 in possession.

Quail and chukars are native to California, but not so easy to bag in the November season.

Pheasants are native to the Sacramento Valley and parts of San Joaquin, but dry summers and falls leave much to be desired in Southern California.

FOR THAT reason, the DFG plants several thousand birds which it either rears or buys from private breeders. The planted birds afford a certain amount of hunting for the average man who doesn't like the clubs.

The commercial clubs are

becoming more popular all the time. Most of those are situated in the Bakersfield and Lancaster areas where a charge is made for the birds actually shot, plus a charge for a working dog. Commercial club operators are allowed to stock pheasants, chukars and even bob whites, which they rear in their own private pens.

Rabbit hunting is permitted through the fall months. Jackrabbits are legal prey any time of the year.

DONNELL CULPEPPER

Class of 1897

The graduating class of Long Beach High School in 1897 contained one person: Ernest Shaul.



ANGLER'S PARADISE

Fish were plentiful and so were fishermen on the Pine Avenue pier in the early 1900's. The attire was more formal and the equipment less sophisticated, but the fishing bug bit as hard then as it does today, when Long Beach ranks as one of the leading deep sea sportfishing centers in the country.

Therapy for the Blues

"Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off—then I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball."

Thus opens Herman Melville's great novel, "Moby Dick."

Fortunately, the people of the Long Beach area do not have to enlist for a three-year cruise on a whaler as an alternative to melancholy and suicide. Five dollars and five hours are all they need to cure their depression.

In other words, it is hard to beat sport fishing as emotional therapy.

Call any of the sport fishing outfits—their name is legion—and make a reservation. Which do you like, morning or afternoon? The morning cruises are often gray with cloud or fog, and old ocean, seldom violent here, is likely to be quiet. There's usually wind in the afternoon and bright sunlight and a magnificent

view of Long Beach and Palos Verdes Peninsula.

ARE YOU worried about your status? You can forget it on a fishing boat. All men are equal on board, and the only status you can hope to acquire is that of big fish. Sport fishermen look like pirates down on their luck. You cannot tell by their garb or bearing whether they are aristocrats or bums. Women go on the cruises, but sex appeal is of no consequences. Men intent on catching beautiful fish have little time for beautiful women.

First order of business is the pool, which costs an extra dollar. The catcher of the biggest fish takes the jackpot. A Midwestern woman who never before had put a line in the water won a pool recently.

When the boat reaches the fishing ground, everyone fastens a wriggling anchovy on his hook and lets his line down. There is mystery here that no river or lake can rival. One knows what he can catch in inland fishing—one to a dozen varieties. All sorts of monsters lurk in the ocean. You may just hook one of them.

THERE IS a hypnosis to sports fishing. Sun and wind and the usually gentle rolling of the boat add to the spell. One baits his hook, lets his line down and waits until something

gets the anchovy or gets hooked. Then there is the excitement of the catch. Time loses its meaning, and everyone is surprised when the outing is over.

The anchovy is a strange little fish that has only one function in life—to be groceries for bigger fish. No one should feel pity for the anchovy. It is fulfilling its function on the hook. There are millions, hundreds of millions of them in the Channel.

Luck is a factor in sport fishing. One man may fill his gunny sack while next to him is a lad who doesn't catch a thing. They are both using the same kind of bait and tackle. What makes the difference? The unlucky man tends to think that the other uses magic.

EVERY SPORT fisherman has a kind of bet within himself. He hopes to get at least \$5 worth of fish. Some do, some don't. Occasionally a man will take home enough fish to fill a refrigerator freezer.

At home a strange lethargy overwhelms the fisherman. Persons of rural background remember how farmers go to sleep in their chairs after a hard day's work. Well, the sport fisherman is farmer-tired. The delicious sea air, the sunlight, the mild exercise have had their effect. It is a most pleasurable form of fatigue. —MARK CLUTTER.

If you want to meet your girl's best friend
bring her to our

FAMOUS DIAMOND DISPLAY

(Bring all your friends to our Long Beach Office)

Celebrating the Long Beach Diamond Jubilee Oct. 28 thru Nov. 11

REPLICAS OF THE MOST FAMOUS DIAMONDS OF THE WORLD. The world famous Hope Diamond and 17 other famous diamonds.

REPLICAS OF THE CROWN JEWELS OF ENGLAND. The King's and Queen's crowns, jewel studded, authentic, worn at coronations and state events.

THE DIAMOND FROM MINE TO GEM. Shows the diamond from its discovery to the final polishing.

HOW A DIAMOND IS CUT. 9 steps in diamond cutting from the rough stone to the finished gem.

DIAMOND CUTTING EFFECTS. Display traces the path of light thru diamonds, shows difference between good and bad cuts.

Celebrate the Jubilee with us { Coffee and refreshments throughout the day. Open daily 9 to 4; Friday 9 to 6 }

Save with Confidence! 35 years of consecutive interest payments. Your account insured up to \$10,000. Over 34,000 savers in U.S. and foreign countries. Member Financial Federation, Inc. with resources over one-half billion dollars. DAILY INTEREST. (Savings earn from the day received if they remain thru the end of the quarter.)

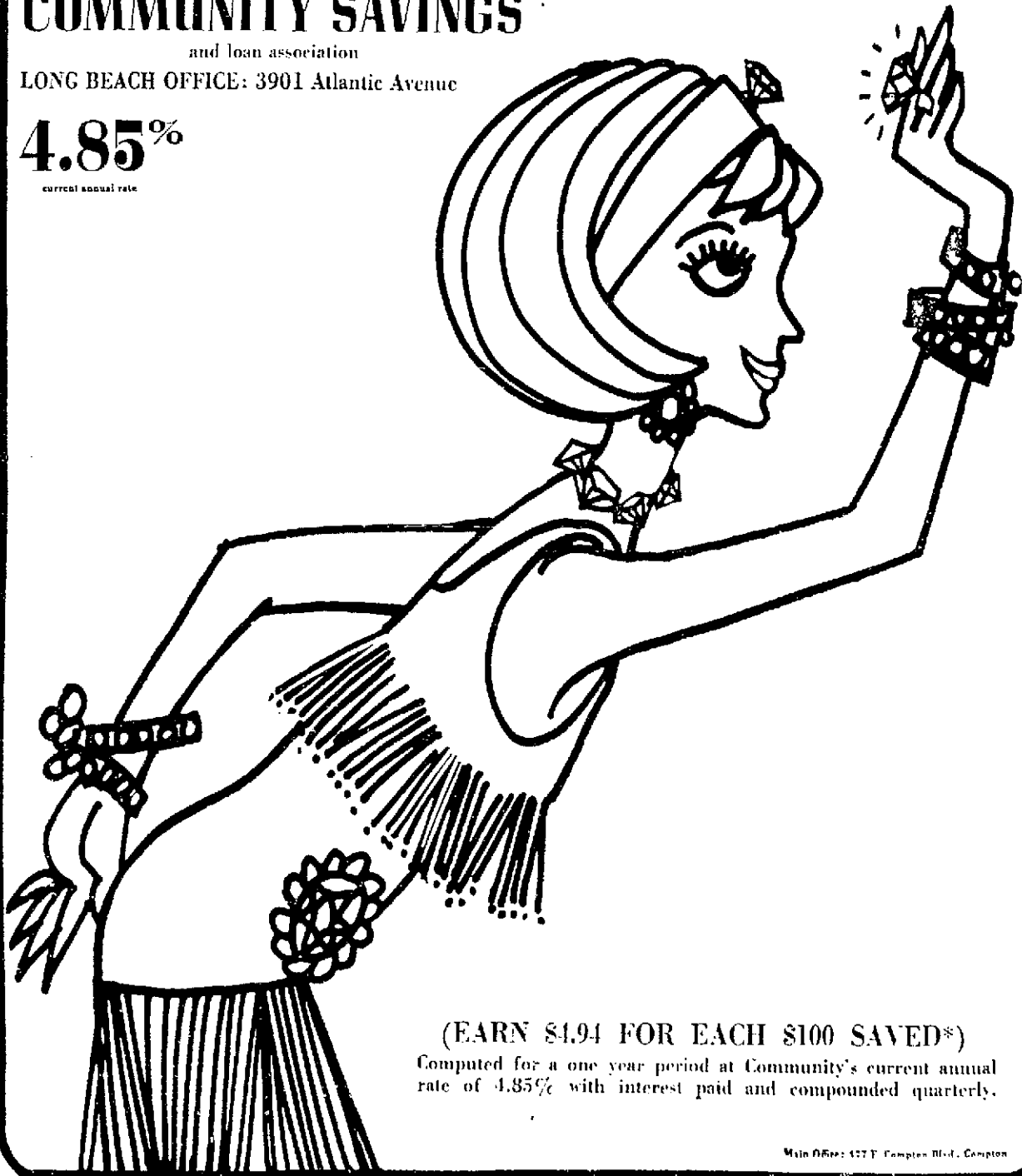
COMMUNITY SAVINGS

and loan association

LONG BEACH OFFICE: 3901 Atlantic Avenue

4.85%

current annual rate



(EARN \$4.94 FOR EACH \$100 SAVED*)

Computed for a one year period at Community's current annual rate of 4.85% with interest paid and compounded quarterly.

Main Office: 427 E. Compton Blvd., Compton

ALL ABOARD for Yesterday

The old narrow gauge still runs a regular schedule out where there are over 200 acres of entertainment, shopping, and world famed eating.

Mrs. Knott's
Chicken Dinner Restaurant
Open Daily

The Steak House
Open Daily

KNOTT'S BERRY FARM & GHOST TOWN

On Beach Blvd. (Highway 39), 2 miles south of the Santa Ana freeway, Buena Park, Calif.
OPEN EVERY DAY TILL 9:00 P.M.

Future Looks Bright for Fine Arts

By ELISE EMERY, Arts Page Editor

Long miles of surf-washed beach, sunny days tempered with soft sea breezes lured early settlers to Long Beach. Midwesterners came for their first look at the salty ocean—then stayed to build homes. Retired couples found the little resort a pleasant place to live.

Religion was a strong influence and much of the social life and the rudiments of cultural activities centered in the churches.

Gradually, the nature of the village changed.

FIRST high school classes were held in 1895 and, at later graduation ceremonies, some parents watched proudly as their children received diplomas which they themselves had never earned.

Today, the proud, residential, industrial port city of Long Beach offers its 356,634 citizens an array of fine arts undreamed of by those first pioneers.

The 55 elementary schools, 15 junior high schools, 7 high schools and 2 colleges have helped to train and refine the public taste. Many residents are widely traveled, their interests cosmopolitan. The city shares in the existing, dynamic "cultural explosion" which is a current phenomenon of American life.

INCREASINGLY, Long Beach is becoming a city of people with time, money, education, taste and desire to enjoy the esthetics.

They are aware of movement, composition, form, color, harmony, rhythm, temper, timbre, texture, time. They seek expression; they search for understanding of their world and experience.

As such attitudes have developed, so have the fine arts.

LONG BEACH Symphony is an outstanding example of an organization which has grown with the community.

Sponsored in 1929 by the Recreation Department, it was made up of Long Beach musicians who recognized the city's need for an orchestra, but concerts were limited in scope and number. By 1940, Long Beach Symphony Association was formed with Dr. T. A. Strang as first president. Concert tickets were sold for 55 cents and the association had a bank balance of \$14.82.

This year, the 91-piece symphony played more concerts than any other community orchestra in California—a total of 21—heard by more than 75,000 listeners. Its program included three concert series, youth concerts, young artist competitions, summer concerts, a Christmas opera.

AMONG other organizations which draw music lovers, either as participants or listeners, are the Municipal Band, the Recreation Department's Civic Chorus, Civic Light Opera, Community Music Theater, American Guild of Organists and Community Concerts. Los Angeles Philharmonic Orchestra plays an annual concert series.

Concerts are given by Long Beach City College's band, chamber orchestra, Madrigal Singers and Schola Cantorum, and its Evening at Eight series presents top musical and dramatic artists.

An excellent music department at Long Beach State College sponsors an Acapella choir, a band and marching band, orchestra, opera workshop, choruses, recitals, musical productions and schedules a broad undergraduate and graduate program.

JEWISH Community Center sponsors music and arts events.

Since 1961, the various organizations have produced an annual Music Festival.

Theater-goers may attend productions of great variety at Community Playhouse, Magnolia Theater, Off-Broadway and at the colleges. Children's Theater and Programs for Children make drama an exciting experience for youngsters.

An annual Writers Conference brings authors to-

gether for stimulating workshops and programs.

FILM SERIES of high caliber are presented by Long Beach City College, Long Beach Film Society, Long Beach Museum of Art and the public libraries. LBSC's film festival, started as an experiment in 1950, has become an annual event.

The Public Library, since its beginning in 1895, has fostered the fine arts. It often is a silent partner in art and music festivals, drama days and writers conferences.

In the early years, Long Beach had its quota of individual artists and private art studios. In the 1920s, Wayside Colony rose at First Street and Atlantic Avenue to become a gathering place for artists, writers, actors and craftsmen.

In 1924, the new Long Beach Art Association held its first meetings at Wayside Colony. Here, in 1946, an eminent artist, the late Karl Seethaler, founded Long Beach Academy of Art, which he conducted until his death in April, 1963.

ALTHOUGH the colony gave way in 1962 to progress—a new motel now stands on the art center site—the artists that it nurtured had a profound influence on the culture of the city.

Long Beach Art Association has a new gallery in the Villa Riviera, 800 E. Ocean Blvd., where local artists participate in a busy program of juried and non-juried shows.

Art departments in both colleges have had a dynamic effect in challenging and training serious artists.

DESPITE a growing art-consciousness, it was not until 1950 that the city took its first step toward

acquiring a municipal art center.

A building, constructed as a private mansion for New York philanthropist Elizabeth Milbank Anderson in 1912, was purchased. In later years, the house at 2300 E. Ocean Blvd. had been used as a private club.

By 1951 the remodeled building was opened as Long Beach Municipal Art Center; by 1957 it acquired museum status.

TODAY, under the far-sighted, enthusiastic leadership of director Fred Black, the museum is a member of the Western Association of Museums and is supplying an expanding list of services.

Among these are a balanced program in the field of fine arts including period exhibitions, contemporary work and collections from other countries. Art tours and lectures are offered, film and concert series are held on alternate Thursdays. Art items and publications may be purchased at the sales desk and patrons may rent paintings from the rental gallery.

The museum, which operates on a budget of only \$50,000, is handicapped by lack of space and facilities.

BLACK IS determined that the museum shall become more widely known, visited and appreciated by the people of Long Beach and by visitors to the community. Everywhere, he tells its story.

He says, "As California assumes leadership in most areas of national life and as the Los Angeles metropolitan area assumes its new role as leading cultural center in the country, we must make full use of our unique and fortuitous condition of being one of but four art museums in this vast population basin." (Others are Los Angeles County Muse-

um, Pasadena Art Museum and Huntington, which cannot be considered active.)

"The museum can become an institution of national importance, a position it already enjoys to a degree which surprisingly surpasses its actual budget, program and physical plant."

IF IT IS to realize this potential, the present staff of five must be enlarged and new quarters must be provided.

Black envisions an adequate museum building, costing perhaps \$3 million,

with 150,000 square feet of floor space. This would be roughly 20 times the size of the present structure.

"It should be a multi-level, modern museum, laid out correctly with galleries, class and meeting rooms, staff offices, space for storage, ample parking area and room for future growth.

"This may sound lofty, but it is based on the experience of existing communities and museums. We must go a little bit large—look ahead to the expected needs of an expanding population for the next 25 years."

THE PLEA for better facilities is echoed by drama, library and musical groups.

To consider the many needs of cultural organizations, an Arts Council was formed in 1960. It was proposed at the first Community Congress held a year earlier under sponsorship of the Chamber of Commerce.

At that time, Wallace Arntzen was appointed to head a committee to discover if an arts council was feasible. For a year the committee explored such questions as: What are the cultural needs and potential

of the city? When each group has its own special area of interest, can the many organizations be coordinated? Can they speak with an allied voice?

THE FORMATION of the Arts Council was an affirmative answer. During 1961-62 exploratory meetings were held with representatives of various cultural groups.

"We realized we must move slowly and soundly," says Arntzen. "We didn't want to start off with a big noise, then fall on our faces.

We hope to grow as a forum which represents the unification of all cultural interests, not taking away from individuals, but bringing them together. We want to be a highly representative cross section, a most democratic council where many points of view are expressed.

"In such a forum, each group can see its own place in the culture of the community and gain insight into others' problems. There is a cross-pollination of interests which works for the

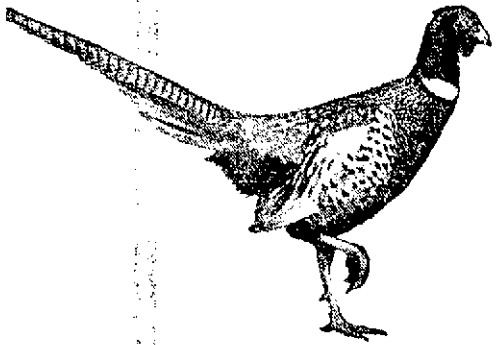
(Continued Page 91, Col. 1)

Insurance Securities Trust Fund and Life Insurance Company of California

Join in the
DIAMOND JUBILEE CELEBRATION
for the
CITY OF LONG BEACH

MAPLE FURNITURE VALUES

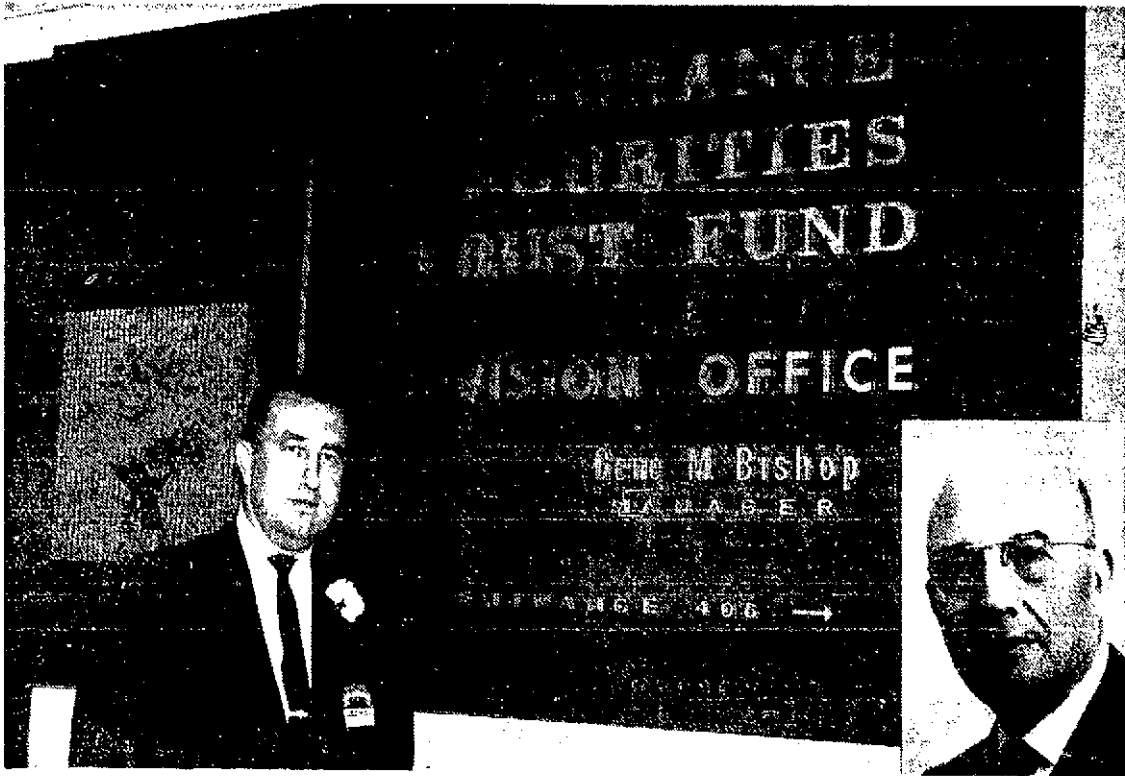
All the charm and comfort
of fine Colonial furniture
is crafted into our lovely
room groups and



accessories. Each piece
masterfully crafted from
mellowed maple, and
lavishly covered with
Colonial print fabric.

TERMS TO SUIT, CASH OR CONTRACT
Store Hours: Mon. & Fri. 9-9
Weekdays 9-5:30--Sat. 9-4--Sun. 12-5

Molly Pitcher's
Maple Shoppe
5869 ATLANTIC AVE. NORTH LONG BEACH
GA 8-1444



Gene Bishop (left) manager of the Long Beach Division of Insurance Securities Trust Fund since January, 1962, and David Feuer, (right), founder and manager from 1940 to 1962.



INSURANCE SECURITIES TRUST FUND



LIFE INSURANCE COMPANY OF CALIFORNIA

Long Beach Division Office

406 TIMES BUILDING

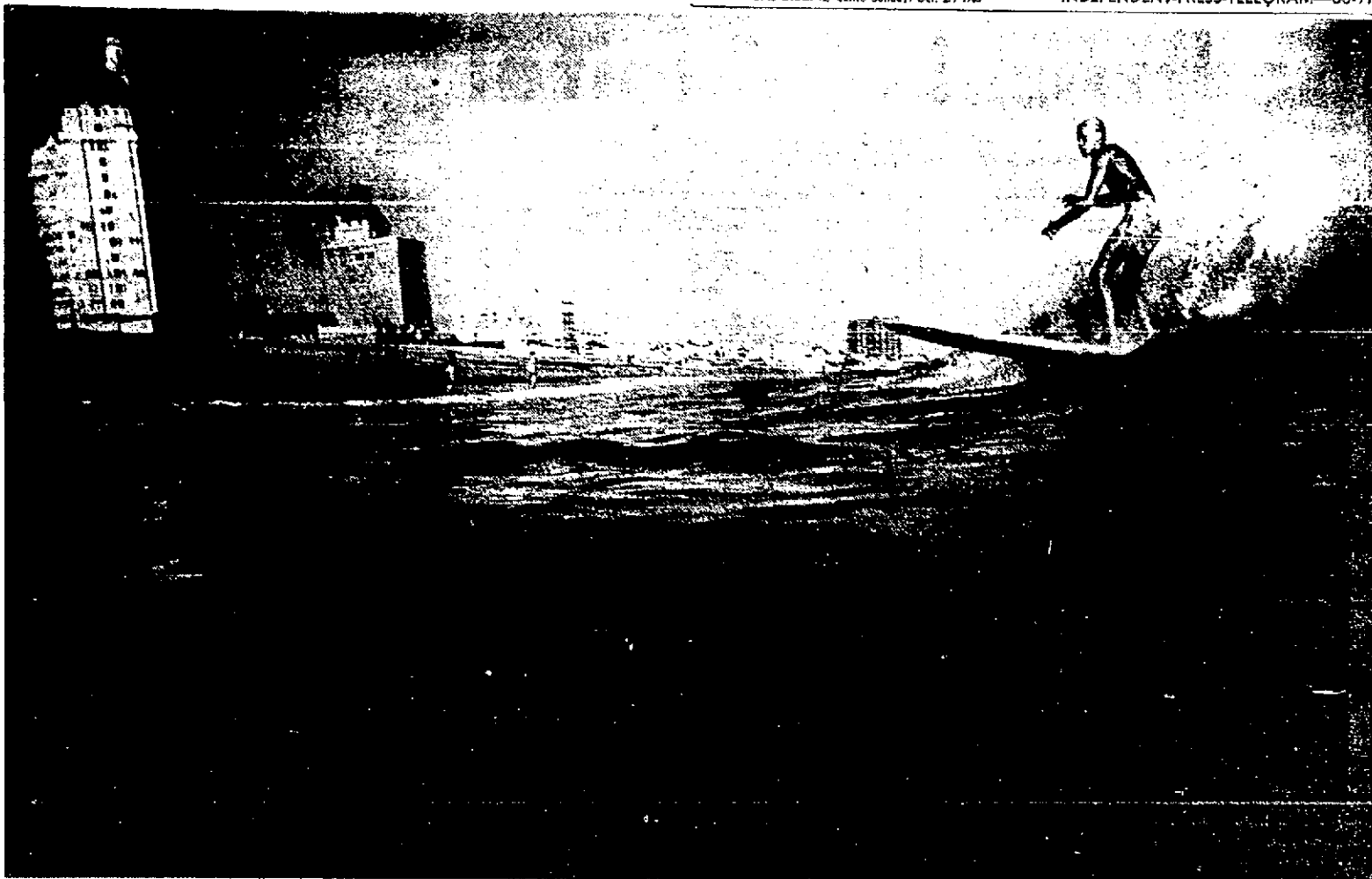
LONG BEACH 2, CALIFORNIA

Telephone: HEmlock 7-0071

Playing It Cool



—Title Insurance & Trust Co.



—Staff Photo by Roger Carr

THE CHALLENGE of swiftly-moving water has always struck a chord in the hearts of the adventurous. In 1912, it required two men and a boat to do pleasurable battle with the surf rolling to shore west of the Pine Avenue Pier. Today, all a man needs is a surf-board or a pair of water skis to enjoy a whole new world of water sport. Above, surfer rushes down the slope of a wave toward the modern Long Beach skyline. At right, a water skier parts company with his balance and his ski in the Marine Stadium.



—Staff Photo by Bryan Hooton

Fine Arts Council Holds Key to L.B. 'Renaissance'

(Continued From Page 90)

benefit of all."

THE ARTS Council board today is comprised of Arntzen, president; Black, first vice president; Mrs. Herman H. Ridder, second vice president; Blance Collins, city librarian, secretary; and Dr. Gerald Daniels of Long

Beach City College, Dr. David Sievers of Long Beach State College, Fred Ohlendorf of the Board of Education; Marvin Cloyd of Community Playhouse, James Boyd of Long Beach Civic Light Opera, Mrs. Edward Killingsworth of the Music Council and Emmet Sullivan of the City Council.

"The council began as a dream, then was an idea to be explored, now it is a reality. This is not a revolution, but evolution in its finest sense," says Arntzen. Membership and public relations committees have been appointed. A membership drive is under way and will reach full swing in December.

"WE LOOK ahead to a large, democratic membership with regular, open monthly meetings where problems may be aired and the cultural groups gain mutual support," says Arntzen. Through its board, the council could speak to city officials, explaining well-thought-out and agreed

upon goals. "Eventually, the council board could become a City Arts Commission, dealing with cultural matters. This would save thousands of hours and many dollars." If such a commission should evolve, it would represent a cultural coming of age for a city that has sent

actors, musicians, artists and writers into the professional world. It would provide a nurturing climate for the artist, whose function is to absorb, react, then transmute and transmit his experience to the viewer, who finds in his own reactions a clearer knowledge of himself.

First Newspaper

The "American Colony Enterprise," published principally to sell real estate, was the first newspaper published in Long Beach, in 1882, with W. E. Willmore as editor. It scraped through five editions in 1882 and one in 1883, and was followed by Amos Bixby's Journal in 1888. The Journal, sold to Charles Drake in 1890, was renamed the Long Beach Breaker.

Citrus for the World

More than 6 million cases of citrus fruit have been shipped from the Port of Long Beach to 31 nations since 1938.

Liners Serve City

Two of the world's largest passenger liners, the Orsova and Orcaes of the Pacific Steam Navigation Co., Ltd., make Long Beach a regular port of call on world cruises.

THE 'BIG A' STORES

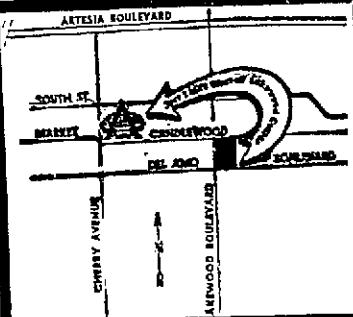
'One-Stop' Discount Shopping!

52 COMPLETE DEPARTMENTS
GIANT SUPERMARKET
FAMOUS NAME BRANDS
COMPLETE SELECTIONS
ACRES OF FREE PARKING
LOWEST EVERYDAY PRICES
LATEST 'FAMILY' FASHIONS
SATISFACTION GUARANTEED
"SAME-DAY SERVICE" DRY CLEANING DEPT.
Expert Licensed PHARMACISTS

OPEN EVERY DAY!

MONDAY through FRIDAY . . . 12-9 p. m.
SATURDAY, 10-7 • SUNDAY, 10-6 p. m.

5500 N. CHERRY AVE. • LONG BEACH



Sportfishing Capital

By DONNELL CULPEPPER, Outdoor Editor

Long Beach has been called the live-bait sportfishing capital of the world. Its boats carry more passengers and record more catches than any other port on the Pacific Coast.

Tourists may well wonder what we mean by live bait, especially if they have never seen the Pacific Ocean.

Live bait mostly is the anchovy. There are literally millions of such tiny fish swarming in Long Beach's outer harbor most of the year. It is a forage fish for the larger species—yellowtail, kelp and sand bass, white sea bass, bonito, barracuda and, of course, the glamour fish of the Pacific, the mighty albacore, plus his cousin, the bluefin tuna.

THERE ARE OTHERS, but those are the great fish that possibly 200,000 persons seek each year on the boats of four landings: Pacific, Pierpoint, Belmont Pier and Seal Beach Pier. Other thousands use their own private boats and often their catches are never divulged.

Sportfishing boats are required by the California Department of Fish and Game to keep accurate counts of the fish their passengers catch.

In addition to those smaller species, the Gulf of Catalina, an enormous stretch of water from the Mexican border northward to Catalina Island, Long Beach and San Pedro, is heavily fished through July, August and September for the prized marlin and broadbill swordfish.

MIDWESTERNERS making their first visit to Long Beach—and the odds are 10 to one that they will be back the following year to live here—always are horrified to find that we have no streams nor lakes nearby. "Where in the world do you get your water?" is the first question. Then: "Where do you go fishing for trout, bass and other fresh-water species?"

Those people, accustomed to a short ride to the lake or stream near their home town, are not adjusted to Californians' way of living—and DRIVING! They are to learn that most of us think nothing of driving 200 to 300 miles for just a weekend fishing or hunting trip.

Despite their love of fresh-water fishing, most visitors find the vigor of salt air, the charm of the blue Pacific and the fight of some of the world's greatest game fish thoroughly offset the loss of a nearby pond where they can catch bluegill and catfish.

ONE OF THE MAIN reasons that Long Beach has made a big breakthrough on ocean fishing was the vision of three men, William Nott, president of Pierpoint Landing; Bryan Bailey, of the Island Boat Service, and Frank Seahorn, of the H-10 Water Taxi Company in San Pedro.

Since the turn of the century, federal law prohibited anybody from building passenger-carrying vessels, particularly ocean sportfishing boats, more than 65 feet in length.

Nott, Seahorn and Bailey went to their Congressmen, Craig Hosmer and Cecil King, and, along with U.S. Coast Guard support, succeeded in getting the federal law changed. U.S. Public Law 519, allowing the boating industry to construct vessels up to 100 gross tons, was passed by Congress.

PIERPOINT LANDING immediately started building three 85-footers, America, Freedom and Liberty, all of which are in service now and which feature deluxe service in bunk accommodations and galley.

Pacific Landing, operated by Eddie McEwen and Pop Leavitt, saw the need for a boat of similar size. They went to Honolulu, found an inter-island boat there that was built originally in Long Beach, bought it, sailed it back to Long Beach and reconverted it into the present deluxe Pacific Queen, truly a rival for Pierpoint's three great boats.

Mostly, the need for such boats is because long runs frequently are needed to find the large schools of fish. Catalina Island is the main fishing ground for such boats, but when school of fish vanish there, runs to San Clemente Island, Santa Barbara Island and even others of the Outer Island group are necessary. Such runs require possibly five to eight hours each way and a customer needs comfort in a bunk and good food in a galley when embarking on such a trip.

HOWEVER, IT IS not necessary to make long trips in order to catch fish. Most neophytes at ocean fishing are willing to settle for kelp bass (often called bull bass when large enough), barracuda (the Pacific variety never exceeds 18 or 19 pounds), and bonito, a fish that battles, pound for pound and ounce for ounce harder than any fish in the ocean or in fresh water.

Yellowtail are more scarce, but when a person ties into one, he has a fight almost as good as the bluefin tuna and albacore can give.

Such fish as those mentioned in the preceding two paragraphs are caught at the famous Horseshoe Kelp beds, a fishing bank just a few miles south of Long Beach, and the Huntington Flats, another bank east of the Horseshoe. Either can be reached by the average fishing boats in 30 or 40 minutes.

SINCE THE BUILDING of the Long Beach Breakwater years ago, surf-fishing catches have declined slightly due to the fact that Long Beach's outer harbor now is more like a lake. There are no heavy breaking waves to stir up shellfish as food for corbina, spotfin and yellowfin croaker and the various seaperches.

Compensating for that loss, however, is the great spawning grounds created close to shore for the California halibut, possibly the most prized food fish in our waters. It grows to 60 pounds, but the average is from five to 30 in coastal waters.

The breakwater, itself, has provided some of the finest fishing ever known. The rocky little caverns are alive with all kinds of fish—the perches, kelp and sand bass, sculpin, cabezon, ling cod, the croakers and halibut and sole.

THE BREAKWATER is a paradise for the small boaters who don't like to venture too far into the open sea. They can fish inside or just outside the breakwater and, provided they observe USCG weather flags and use normal caution, they are never in any danger.

Similar fishing is possible on two piers, Belmont and Seal Beach. There are others along the Southern California coast. Some moles and wharves are open to fishing, but most of the docks handling important shipping are out of bounds to all kinds of angling.

Actually, the breakwater provides year-round fishing and boats may be seen there every day except in the worst weather.

"So," asks the tourist, "what do you do in the winter time?"

ANSWERING THAT IS proving the statement in the first paragraph of this story. Most other ports either eliminate winter fishing or reduce it to a single boat. Long Beach landings continue to hunt surface game fish as long as the schools are around, but when that fishing falls off, the skippers resort to the rockfish banks.

The rockfishes are many and they are deep-sea denizens whose lungs burst and whose eyes pop out when they are hauled from 600 to 700 feet to the surface.

There are numerous fishing banks near Long Beach where rockfish may be caught, still others around Catalina Island and, if necessary, better ones at the outer islands.

THERE IS NOTHING particularly sporting in catching rockfish, but the flavor and delicacy of the fish make it a prize centerpiece for anybody's winter table.

Good Sport on Colorado River

Californians, natives (yes, there are a few) and those who have come from other states, are in a state of constant bewilderment about their recreation.

Those who have migrated from other parts of the United States, in particular, are concerned about hunting and fishing, camping and boating, possibly because they read far too many magazine stories telling about the paradises to be found in California.

Years ago, some of those stories were very true, but with our population explosion since World War II, many of the spas have been overrun, to the extent that fish are gone, deer have fled, water is scarce and camps are few for the millions that California must serve.

ACCORDINGLY, those people have turned to the Colorado River, without which there could be no Southern California. It is our main source of water and yet it is a multi-purpose stream that gives us boating, fishing, hunting and all the camping you wish.

In the spring, the fall and winter there are not enough camps to go around. In the summer, when the heat's around the

115-degree mark or more in that sunshine, the resorts suffer from lack of patronage unless the operator has been smart enough to install real honest-to-goodness air-conditioning.

Colorado River spas, either on the lakes or on the river itself, range from 300 to 450 miles from Long Beach, but such mileage does not stop a California driver if he wants to fish or hunt.

STARTING at the top and coming down, we find Lake Mead, producer of some of the world's great-

est bass. Also, bluegill, crappie and catfish are abundant. Landings used mostly by the Southern California crowds are Overton, Lake Mead Marina and Temple Bar. Take your own boat and motor, or rent an outfit at any place.

South of Mead is Rainbow Trout Camp, on the river below Hoover Dam and where there are some great catches of rainbow trout every day.

Down river is Lake Mohave, another great bass-producing lake, then more open river and then Lake Havasu, a great favorite of

Southern California fishermen, who like to fish for bass, catfish, crappie and bluegill. Even a trout occasionally shows in somebody's creel.

Going farther south, we find Imperial Dam, which controls a large lake where mostly warm-water species exist.

In between there are numerous sloughs where bass, crappie and catfish abound in great numbers. Some are accessible by road or jeep trail; others by boat from above, particularly Blythe, a good launching spot for small boats.

CONGRATULATIONS

to

City of Long Beach

on your 75th Anniversary



IMPERIAL PRESS, INC.

1445 W. Anaheim, Long Beach

Phone HEmlack 5-6305

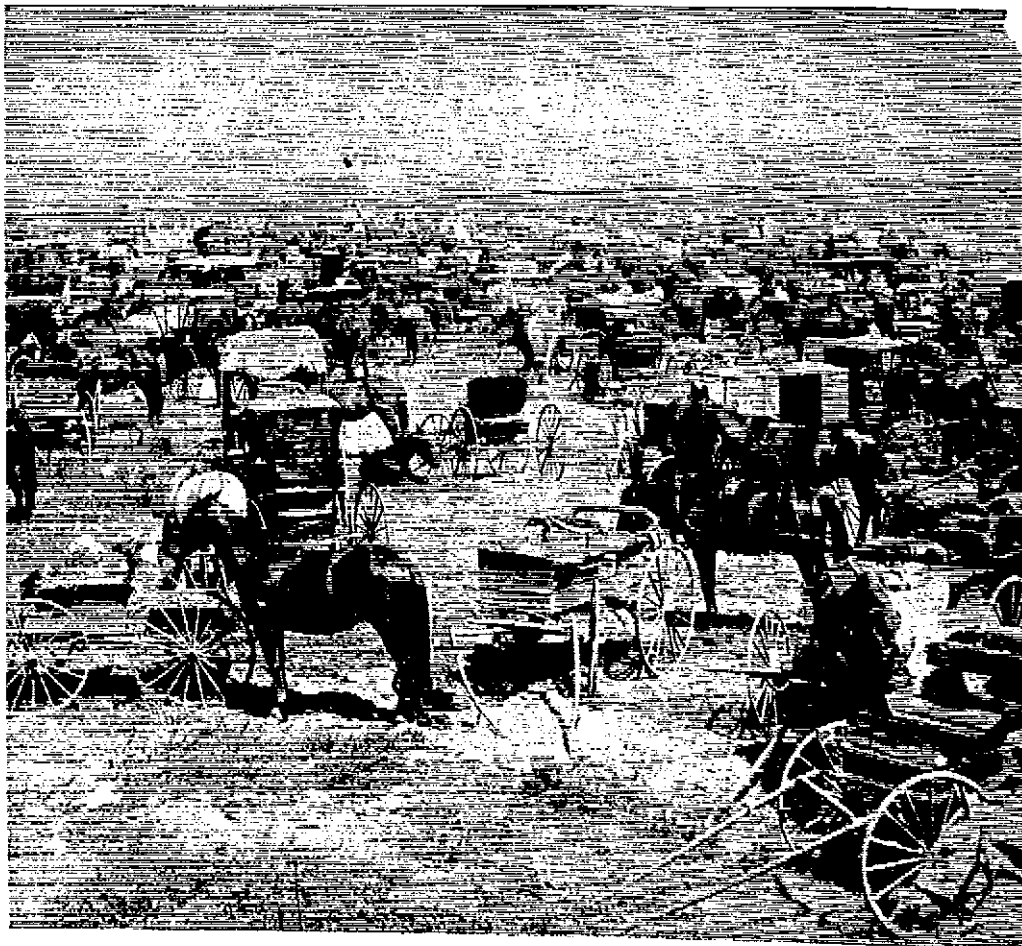
PRINTING AND PUBLISHING

Port Open for Sightseeing Trips

With the exception of certain areas posted for hazards or security, the Port of Long Beach maintains a daily "open house" for sightseers and tourists. A recreation area and scenic balconies are open continuously on Pier A. More than 1,000,000 cars travel Pier A's entrance roads annually.

Terminal Island

Terminal Island, now a major industrial and shipping center as well as a Naval installation was opened in 1891 as the terminal of the Los Angeles Railroad, as a picnic and recreation site.



we've come a long way since then...

Seventy-five years ago the beach at the end of Pine Avenue looked something like this. Fulfilling the 1888 prophecy of the "JOURNAL," Long Beach was "destined to become a celebrated seaside resort and consequently...densely populated, with wealth and every good influence flowing in with the tide of visitors..."

Van de Kamp's is proud to have been a part of the growth of the community for nearly half a century, and congratulates Long Beach on its Diamond Jubilee.

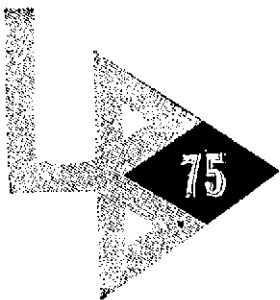
LOOK FOR THE BLUE WINDMILL AT SELECTED SUPERMARKETS

Van de Kamp's

BAKERIES • COFFEE SHOPS • FROZEN FOODS



TO CELEBRATE THE



Diamond Jubilee Birthday

of the

CITY OF LONG BEACH

WE WILL GIVE AWAY

A BLAZING WHITE

GENUINE DIAMOND



WORTH OVER \$75.00

WITH EVERY NEW HEARING AID

PURCHASED FROM

OCTOBER 28th

TO

NOVEMBER 30th ONLY

"FREE HEARING TEST" . . . NO OBLIGATION

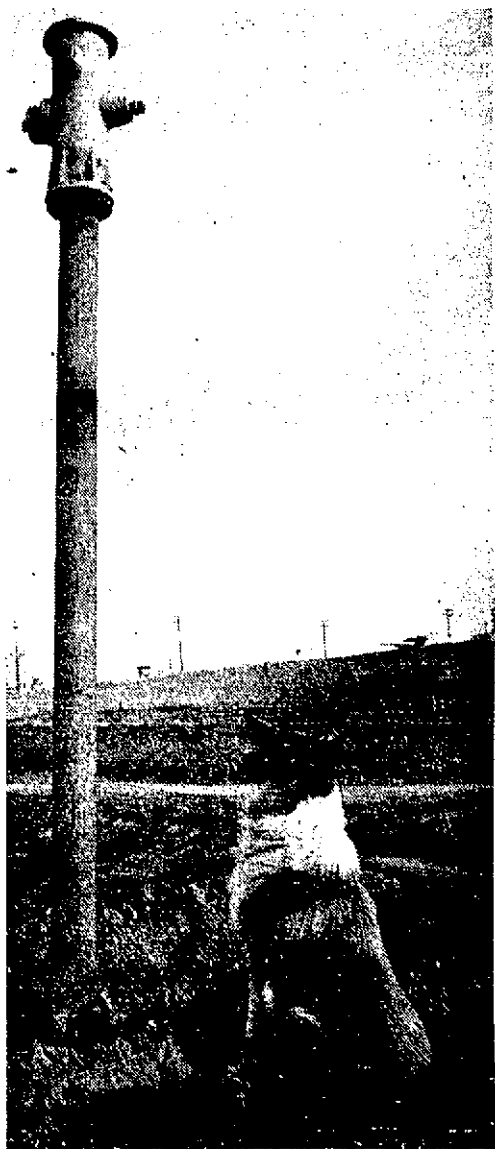
ACOUSTICON

OF

LONG BEACH

207 E. 4th St., Long Beach

HE 2-8961



Staff Photo by ROGER COLE

HIGHDRANT

One of the few chuckles provided by the subsidence of the harbor was this classic picture of a dog wondering if his best friends had gone off their rockers. Fire hydrants were mounted atop pipes extended to the level of an earth fill designed to restore Pier A to its former elevation.



LINCOLN PARK IN 1900
Lincoln Park, then known as Pacific Park, faces an unpaid Ocean Boulevard, a railroad track and a beach without any buildings or other improvements. The park was a major attraction in young Long Beach.

Courtesy of Long Beach Public Library

Gulf of California, Greatest Fish Trap

The Gulf of California, often erroneously called the Sea of Cortez, a great body of water between Baja California, a peninsula, and the mainland of Mexico, is beyond doubt the greatest fish trap in the world.

It is a mecca for Long Beach residents and tourists because possibly more fish species can be caught there than anywhere else in this hemisphere or any other.

At its tip are several deluxe resorts, Palmilla, Cabo San Lucas, Rancho Buena Vista and others. Through most of the year an angler can charter a boat at any of those places, run a couple of miles offshore and catch fabulous marlin, dolphin, rooster fish and

other surface fighters.

The water is warm; so is the weather, but gently so. And the Mexicans have seen fit to build air-conditioned hotels and motels to attract the U. S. trade.

THE TIP of the peninsula, offering the best fishing anywhere, is accessible in four or five hours by plane from either Los Angeles International Airport or from Tijuana, just across the border.

The Gulf of California, however, offers more than just marlin and fancy fishing for tourists. There is a road of sorts to La Paz, near the tip, but only high-wheel-drive trucks can make the journey. And it is extremely hazardous

Most fishermen stop at Ensenada, less than 100 miles south of the border. However, there is another road, paved and of fair quality, that goes down the eastern side of the peninsula to San Felipe, where in the spring the giant totuava, a cousin of the California white sea bass, run in great numbers on their way to spawn in the mouth of the Colorado River.

THE GIANT totuava reach weights of 200 pounds or more and are highly prized by sportsmen for their fighting ability and for the meat they supply.

Usually fishermen catch king-sized corvina to use for bait for totuava, when,

as a matter of fact, the corvina would be delightful fish dishes on anybody's table.

Resorts are plentiful in Baja, especially on the inland side (east) and there are prices to fit most pocketbooks.

Across the Gulf of California is the state of Sonora, where lie the cities of Hermosillo, Mazatlan and Guaymas, all famed names in fishing lore. Mazatlan is a delightful city, with excellent fishing for sailfish and marlin most of the year. But the smaller varieties and the large groupers are old standbys that never fail the angler wanting meat on the table or just a plain fight.

DONNELL CULPEPPER

Fun for Everyone

(Continued From Page 84)
girls, one for boys, Belmont Beach, August.

Camping — Two day camps in town, summer. Day camp facilities loaned other agencies. Three mountain camps, sixth-graders, school year. Week ends, Camp Hi-Hill, by reservation.

Cards — Adults. Bixby, Houghton and MacArthur Parks, and Pacific Avenue Center.

Chess and Checkers — Adults. Bixby and Houghton Parks, Pacific Avenue Center.

Clubs — All kinds. For children, youth and adults. Year round at park centers.

Clubhouses—Many available to groups on rental basis.

Community Programs — Twice monthly (watch paper), Municipal Auditorium. Weekly, June - September, Bixby Park.

Crafts—Children. Schools and parks summer—parks, winter. Adults. Bixby Park, summer — parks, winter. Headquarters, 350 East Ocean Blvd.

Dance — Pre-schoolers' rhythms. All year, every park. Elementary age folk dance, beginning in March. Parks: Junior high social dance, Friday Nighters at Junior highs, winter. Social dance classes at park playgrounds, All year.

Adult dancing—Folk. Silverado and City College. Round. Recreation Community Center, Silverado and Veterans Parks. Square. Houghton and Whaley Parks. Old-time. Municipal Auditorium and Houghton Park.

Dance Contest — City event for social dance classes, February.

Drama—Elementary ages. All year, parks - schools, summer. Junior and senior high Theater Workshop, producing three royalty plays for children. Free admission, Headquarters, Colorado Lagoon.

Family Nights — School

and park playgrounds, summer.

Fishing—Tackle Busters Club, eight parks, summer.

Football — Boys. Flag football leagues on park playgrounds. Junior highs, Saturdays. Adults. Flag football, Pan American Park.

Golden Tours—Adult excursion club, 350 East Ocean Blvd. Trips, in town and out.

Halloween Carnivals—12 parks, October 31, free.

Hobby Show — Annual event at Municipal Auditorium in May. Attracts 50,000.

Horseshoes—Adults. Coolidge, Houghton, Palm Beach and Silverado Parks —also 426 West Seaside, on the Pike.

Kite Tourney — City event, Molino Beach in March. Over 300 kites, winners from all playgrounds.

Lawn Bowling — Recreation Park.

Marble Tournament—City event. Bixby Park, April.

Marine Stadium — Water ski facility.

May Festivals — Every park. Culminating city event in May. 1,000 children in costume.

Music — Children. Included in "Variety" program. Schools, Summer—parks all year. Adults. Civic Chorus rehearsals, Millikan Choral Room. Presents "The Messiah" second Sunday, December—one of four yearly programs.

Paste and Paint Show—Selected children's creative arts and crafts from all playgrounds, August.

Pet Show — Bixby Park, June.

Picnics — Facilities for drop-ins at all parks—reservations for large groups, four parks.

Puppetry—Schools, summer—parks, all year.

Playdays—Girls. Six affairs at parks, July. All playgrounds attend.

Rouge — Adults. Bixby and Lincoln Parks.

Shuffleboard — Adults. Auditorium, Bixby, Hough-

ton Parks. Membership open.

Softball — Leagues for girls and boys, every playground, summer. Night leagues for men and for women. Hamilton Bowl, Houghton, Kidd and Pan American Parks.

Slo-Pitch—Adults. Night league at Pan American Park.

Table Tennis—Weekly at Washington Junior High.

Tetherball Tournament—City event, co-ed youth. All playgrounds.

Track—Junior high boys, high school tracks, in season. Boy's Junior Olympics, summer. All playgrounds participate. Girls Powder Puff Derby, summer. All playgrounds.

University by the Sea—Adult discussion group. Rainbow Pier, foot of Pine Avenue.

Volleyball—Co-ed youth. School and park playgrounds, summer. Women. Leagues and recreational play, daytime at parks all year. Men, Women and adult co-ed. Nights, both leagues and recreational play.

Youth Talent—Entertainment available to public.

To wind this all up, we must point out, that there will be further automation which will make free time of even greater significance. As people's habits change, recreation must also change. In order to know which direction to take, recreation must keep its finger on the people's pulse. The present activity list can be expanded to an even larger and finer program, and this is possible, for remember, it was community cooperation and determination that created the program in the first place.

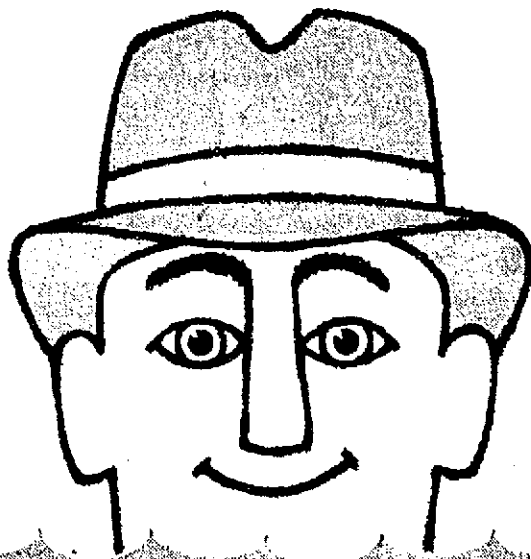
The fact is that the Long Beach Recreation Department can be the most outstanding in the country. Let's face the challenge together. Then we can say "yes" to the question, "have we come of age, leisurely speaking?"

PIONEER SAVINGS SALUTES THE PIONEER SPIRIT OF LONG BEACH

Congratulations on the first 75 years and best wishes for the next! Pioneer Savings is happy to take an active part in the jubilee.

William Greene, Manager

232 Long Beach Boulevard



Nothing
can
dampen
the
spirit
of a
Pioneer
saver

A Pioneer Saver has the one effective protection for almost any eventuality—**MONEY**. There are now more than 50,000 Pioneer Savers enjoying the cozy feeling of having their savings growing steadily at the high 4.85% current annual rate. If you'd enjoy the snug feeling of knowing you've removed the clouds from your family's future... start now to make payday Pioneer Day.

PIONEER SAVINGS

AND LOAN ASSOCIATION

ACCOUNTS INSURED TO \$10,000

Long Beach Office: 232 Long Beach Boulevard
• • • • Telephone: HEmlock 2-6436 • • • •



Head Office: 3245 Wilshire Boulevard. Phone
DUmkirk 5-6151 Robert R. Sprague, President

We Congratulate You.

the citizens of Long Beach on this 75th year of our fair city. Yes, we, the employees, salesmen, manager, friendly credit girls, stock boys, and our employer, LAWSON'S Jewelers, at 250 Pine Avenue in Downtown Long Beach, join with each and every citizen in celebrating this 75th year in the history of Long Beach.

Why, This Is Our City's Diamond Jubilee!!

Lawson's Jewelers in Downtown Long Beach have always been proud of the fact that we have steadfastly striven to give each of you in our great city of Long Beach your own Diamond Jubilee each year, and this is no easy task. To be able to do this, a Diamond Jubilee for every customer of ours through the years, takes many things.

First, it takes you, the customer. At our efforts in merchandising, advertising, breaking price barriers to give you those BIG DIAMONDS FOR LESS would be for naught without you.

Then it takes merchandising . . . buying . . . buying at the lowest prices possible. So we send a buyer to Europe . . . Asia . . . Africa . . . constantly on the alert to purchase diamonds at those low, low prices. That is why we were the first to break the price on half-carat and carat-size diamonds—Remember!

We assemble and manufacture our own rings, to eliminate extra costs and to be able to sell big, beautiful diamonds at the lowest prices.

It takes foresight and determination to develop new merchandising techniques, new selling methods, and low price policies. We at Lawson's, 250 Pine Avenue, in Downtown Long Beach, are immensely proud of the fact that we have always been and shall continue to be foremost in giving you, our many loyal customers, such advantages as the first to bring new ideas in jewelry such as diamond jewelry, diamond watches, diamond watch attachments, at a price everyone can afford.

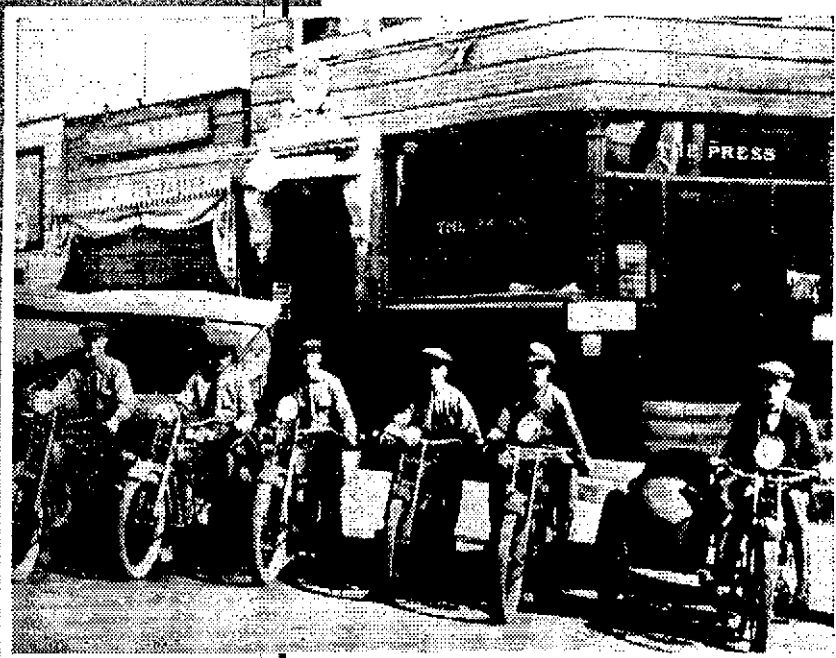
Lawson's inaugurated a radical plan for payment to enable you, our valued customers, to purchase those BIG DIAMONDS FOR LESS. Anyone is eligible to purchase on credit . . . under \$1, over \$5 . . . teenager, old-age . . . without restrictions . . . as long as you live where you say you live and work where you say you work. Lawson's at 250 Pine Avenue, in Downtown Long Beach, adopted this new credit plan with this amazing feature . . . the easiest, longest terms ever given in this city's history. A purchaser can take one year . . . two years . . . even three years to pay for his or her purchase. We are able to do this because we carry each and every contract ourselves.

Putting all these elements together with the wonderful staff of employees here at Lawson's . . . from Arch Shinder, to Bob Goldblatt, to Al Kaye, to Carmen Roth, to Mary Lee and our many other employees and you have the leading diamond jeweler in this city. We are proud that we have sold more diamonds to more people in Long Beach, and every sale has made someone their own Diamond Jubilee.

And now our city has its DIAMOND JUBILEE. Luckily for us, we came prepared to top anything we have ever done for this 75th year, this DIAMOND JUBILEE. Look for our ads in this paper to see how we continue to maintain our reputation as the store that SELLS BIG DIAMONDS FOR LESS and we will again make this YOUR DIAMOND JUBILEE YEAR!!

ARCH SHINDER, Manager
LAWSON'S JEWELERS
250 PINE AVE.

75



The Story of the Independent, Press-Telegram is the Story of Long Beach

In 1893, just five years after Long Beach became an incorporated city, this newspaper started publication as a daily newspaper. For 70 years, it has been recording the pulse of our city... the municipal activities, growth, culture, business and industry...and its people.

From a humble beginning with circulation in the hundreds, this newspaper today goes into more than 160,000 homes. It has more than 800 full-time employees and 2,000 newspaperboys. Rolls of newsprint used by the Independent, Press-Telegram in a year would reach 111,125 miles or more than four times around the world. Its presses can print 52,000 ninety-six page newspapers an hour.

The story of the Independent, Press-Telegram is a story of progress in step with that of Long Beach and its thriving area. We are proud to salute our city on the occasion of its Diamond Jubilee.

*Independent
Press-Telegram*

Independent, Press-Telegram



'The Golden Age of Music' Lives Again

(Continued From Page 88)
the whole program in the dark.

"With a group of interested citizens in music, we started a concert series with a recital by Nelson Eddy," Mrs. Durham related.

THE TICKET sale wasn't going so good so, during recess at Poly High, where I was the accompanist, I sold tickets to the teachers and pupils in the amount of \$1,500."

Eldon Frey also contributed much to the musical culture of Long Beach.

It might surprise many to learn that our original symphony orchestra was organized in 1920 and was composed of 10 young women whose concerts were sponsored by the City Recreation Department. Under the leadership of Eva

Anderson, the group grew to a membership of 100 players and were known as the Women's Symphony Orchestra. For 28 years Miss Anderson conducted and after that Robert Resta was the conductor for 20 years. Now our Long Beach Symphony, under the direction of Lauris Jones, numbers 91 players, both men and women, professional and amateur and has an annual budget of \$65,000.

Symphonic concerts are given during the season and for the past two years a pops concert series has flourished in Bixby Park with an average attendance of 10,000. There are also free concerts for elementary school children given several times during the season.

AN ORGANIZATION which has contributed much to our musical life is the

Schola Cantorum. Organized by Royal Stanton in 1952 as the College Singers, it brought together over 100 mixed singers for concerts in the auditorium at Long Beach City College. Now the group is under the able direction of Wayne Gard and the performances have been outstanding.

One of the greatest cultural influences in Long Beach has been the concerts given here by the Los Angeles Philharmonic Orchestra. An indefatigable worker, Mrs. Philip M. Thompson, was asked in 1935 to be the Long Beach representative on the board of the Los Angeles Philharmonic Orchestra to develop the Long Beach Auxiliary. With a local committee, Mrs. Thompson attended the salons in Los Angeles, Hollywood Bowl and Philharmonic orchestra rehearsals, etc., to familiarize

themselves with symphony procedure. Thus was the Long Beach Auxiliary of the Southern California Symphony Association organized.

TWO LIGHT opera companies are flourishing in our midst. The Long Beach Civic Light Opera Company and the Community Music Theater. But the beginnings of successful light opera productions in Long Beach are attributable to the untiring and artistic efforts of Henri Scanlon, who in 1948 produced his first Gilbert and Sullivan opera, "H. M. S. Pinafore" in the auditorium of the old Elks Club, with a cast of 30 and

a budget of \$35.00. During eight years the performances improved to a point of professionalism when the annual budget became \$30,000 and the cast numbered 108. This was the fore-runner of the now very successful Long Beach Civic Light Opera Co. with James Boyd, president, and Harvey Waggoner, general manager.

The Community Music Theater now in its second season has brought us star performers, with Sven Runolfson as president.

Several churches of Long Beach have contributed much to our cultural growth. The First Congre-

gational Church has been the place where much beautiful music has been produced, especially since the advent of its magnificent four manual pipe organ, which has been played by the greatest organists of the world, sponsored by the Long Beach Chapter of American Guild of Organists and the Congregational Church.

Rolla Alford for many years gave evening musical programs of exceptional merit in the First Methodist Church. And I am told that the largest and finest choir was that of the First Presbyterian Church when over 100 sang under the direc-

tion of Ada Potter Wiseman.

JANE STANLEY worked for years for the betterment of music among us. She organized the Pianists Association in 1940 and presented frequent piano programs. She was the fourth president of the Long Beach Auxiliary of the Southern California Symphony Association, preceded by Mrs. Gail Hudson and Mrs. R. D. Rowman, and Mrs. Philip M. Thompson.

Another contributor to Long Beach music has been Fred Ohlendorf, whose years of unselfish labor have done wonders for our schools. Thousands of pupils have gone on from his

inspired tutelage to become music connoisseurs.

The foregoing are the facts I have gleaned from extensive research and from helpful information received from Ethel Willard Putnam, Alice Durham and Jane Stanley to whom I express my heartfelt gratitude.

Long Beach is slowly coming back to its early musical culture. What it really needs is a suitable auditorium to house its growing audience. It needs public-minded citizens to back financially music of the best and it needs a discriminating music manager who knows music of the best.

The Newcomer's L.B.

The newcomer to Long Beach finds a world at once familiar and excitingly new.

Thousands come to this area every year. They come from Kansas and Arkansas and Iowa and Canada. They come from more exotic lands—Mexico and Japan and even Samoa.

And always there is the feeling of having never really left home. There is something here for everybody. No alien is alien here. No matter how far he has come, there is something of home here. So you are a Yugoslav. You will find those who speak your tongue.

Perhaps the best way to come to Long Beach is by plane on a clear night. The entire coast is a mosaic of lights. It is breathtakingly beautiful. The immigrant knows that each light represents human beings. There are millions of lights.

Long Beach is only a large patch of those lights. But that patch is something distinct and individual, a city with its own personality. It is not part of Los Angeles, nor is it closely related to the romantic suburban jewels up and down the coast.

THE NEWCOMER'S first view of Long Beach should be Ocean Boulevard, the whole length of it. Is there a more charming street in the world or one that more clearly represents the spirit of a city? One should start in the harbor area, admiring the great ships of war and commerce and the heavy industry of a port area. Then he crosses a beautiful bridge into a district where he can, if he wishes, get a drink and a tattoo very quickly. He

passes the perpetual carnival of the Nu-Pike and goes on to good hotels and shops, the Arena and Auditorium, fine homes overlooking Bluff Park and the ocean, through jolly Belmont Shore to the Peninsula between the Marina and the sea, where the people are amphibious.

If he travels leisurely, he will see a cross-section of the people of Long Beach—seafaring men, foreign and American, Navy, respectable bars and those not quite respectable, elderly people, tourists, beach bums, sedate and quiet living families, the well-to-do putting out to sea in \$50,000 yachts.

It does not take long to learn the prevailing characteristics of Long Beach. Above all, it is a friendly city, a city of first names. Strangers say "Hello" to each other. There is none of that sullen aloofness, that fear of people, which one finds in some Eastern cities.

AND YET, friendliness in Long Beach does not mean invasion of privacy. Here, within very wide limits, one can live as he wants to live. At the lowest level, this means the right to be eccentric. No one thinks ill of the elderly gentleman walking down the street and holding earnest conversation with the green parrot on his shoulder. But one is also free to develop his personality, his talents, his ambitions and his social life just about as far as he wants to go.

California has been called "the land of the second chance." In Long Beach, which has grown into a vast city in 75 years, one soon finds that most of the people are second-chancers. They came here because of

something unpleasant at home—lack of opportunity or failure or family trouble or a distaste for blizzards. Whatever it was, you don't ask people "What have you done?" You ask, "What are you doing?" The difference is that of accomplishment vs. accomplishing. Long Beach lives in the present.

THE RELATIONSHIP of Long Beach to its neighbors baffles the newcomer. If he says, "I have to go to Los Angeles," someone will remark, "How terrible. What on earth for?" And yet, he goes and goes and goes — to Malibu and Palos Verdes and Newport Beach and Orange and Whittier—and even, in a moment of desperation, to Los Angeles. The constant mobility charms, hypnotizes and sometimes horrifies him.

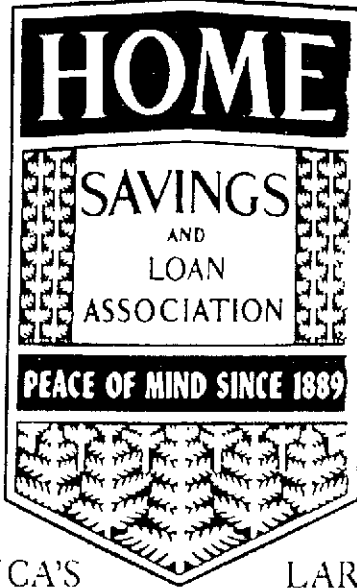
But Long Beach is a point of departure and return. It does not take the new citizen long to acquire civic patriotism. Manhattan Beach is all right to visit—but would you want to live there?

THE CHARM of the city never lapses because the founders had the radical idea that a city was a place where people should live. Industry, great as it is here, is secondary. This care for people shows itself in great and small facts. Consider, for instance, the leveled curbs for the benefit of elderly people in electric cars. People grumble about the electric cars, but the city does respect the oldsters. In most American towns they are forgotten and ignored.

Such is Long Beach to the newcomer, a city of rich and charming personality.

HOME SAVINGS
joins the City of LONG BEACH
in Celebrating

OUR 75th anniversaries



AMERICA'S LARGEST

ASSETS IN EXCESS OF 1½ BILLION DOLLARS

SERVING THE GREATER LONG BEACH AREA

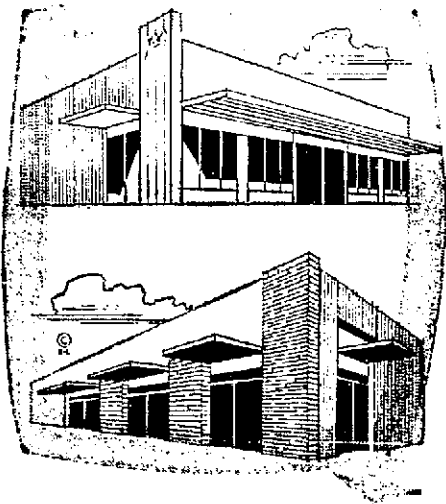
LONG BEACH
201 East First Street
Long Beach, Calif.
HEmiocK 6-8231

LAKEWOOD
4909 Lakewood Blvd.
Lakewood, Calif.
MEtcaif 4-4909

COMPTON
1801 N. Long Beach Blvd.
Compton, Calif.
NEwmark 8-8735

Other Offices In:
Los Angeles (main office), Anaheim, Arcadia, Barstow, Beverly Hills, Buena Park, Burbank, Encino, Garden Grove, Glendale, Highland Park, Hollywood, Huntington Park, La Mirada, Pasadena, Pomona, Santa Ana, Studio City, Torrance, Victorville and Whittier.

We Salute the City of Long Beach
on its
75th Anniversary

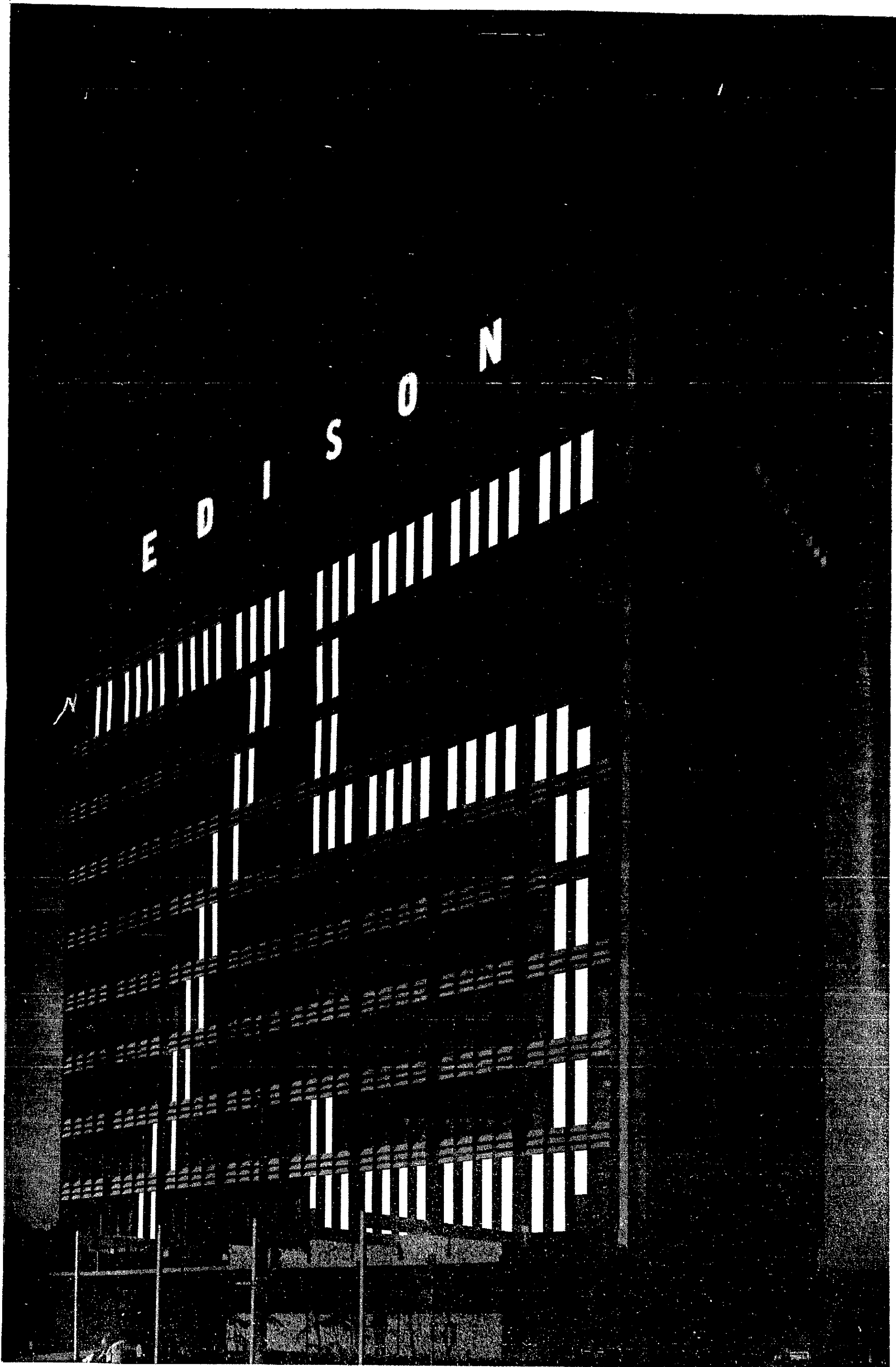


MILLIE & SEVERSON
INCORPORATED

General Engineering and Building Contractors

Markets — Factories — Hospitals — Office Buildings
Warehouses — Shopping Centers — Bowling Lanes

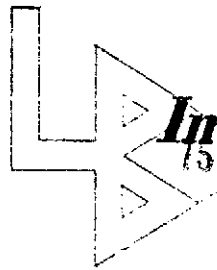
2679 Redondo Ave., Long Beach, Calif. GA 6-3951, NE 6-0276



CONGRATULATIONS LONG BEACH ON YOUR 75TH ANNIVERSARY

Southern California Edison





Independent-Press-Telegram

LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

DIAMOND JUBILEE

1888-1963

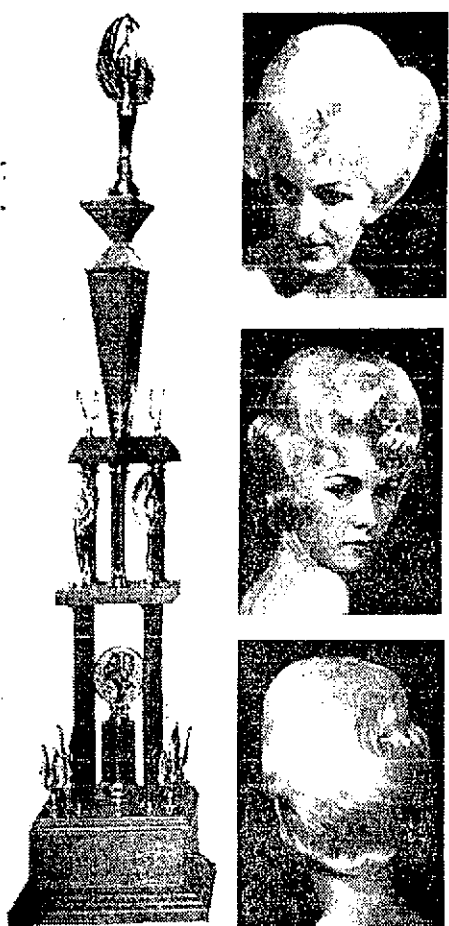
Radar reports the present. But the screen at Long Beach Harbor looks into the future, too. At low tide, it registers dozens of blips (right) which are the first portions of the man-made peninsula called Pier J to appear above water. Dredge lines (zig-zags) are pumping 1.5 million cubic yards of sand each month to build the 311-acre pier, site of the 1967-68 World's Fair, which will look like the picture above--the Long Beach of Tomorrow.

TOMORROW



Richards BEAUTY SALON

Long Beach's
NEWEST and FINEST



Creative Hair Styling by Richards...one of the finest beauty salons in Long Beach, specializing in better coiffure styling with emphasis on the casual look. Salon is located at 1151 E. Market St. in North Long Beach. Appointments 9 a.m. to 7:30 p.m. Tuesday through Friday, Saturday 9 to 5. Ph. GARfield 3-2452.

Richards Beauty Salon

1151 EAST MARKET ST.
LONG BEACH, CALIFORNIA
For Appointment Call GARfield 3-2452

New Public Library Is a Civic Need

By FRANCES HENSELMAN, Assistant Librarian

Space research should be a matter for space scientists, but local librarians think they spend more time on space research than anybody. Of course, it's a different kind of research; the constant analysis of the use of every cubic foot of the Main Library Building in Lincoln Park.

In 1903, the year of the first model T, the library corner stone was laid. When the building opened it had a staff of six people. Today over 100 people punch the time clock in its basement. Space is at a premium.

Along with space research, librarians indulge in space projection. Beyond the Diamond Jubilee celebration they project the dedication of a handsome, functional building designed for a main library's dual role: serving as a headquarters for an active city-wide library system and as the central depository of the specialized materials and trained library specialists needed for research in depth by the professional, business, governmental, cultural and educational interests of the community.

IN THIS projected building telegraph, telephone and closed circuit television may bring the rich resources of the State Library and neighboring university libraries into the immediate ken of the questing patron. These items will eat up space but the results could quickly show in economic benefit to the local businessman, in better local government and in the improvement of individual library users.

Some place readily accessible for public service there may be a univac unit of the type in operation at Library 21 at the Seattle Fair. Quick factual questions could be answered without the assistance of a librarian. Book lists on popular subjects may be

obtained with professional help, too; since the librarian's part would be complete with the programming of the machine.

The appearance of the newspaper and magazine reading room will gradually change as the present 1700 rolls of microfilm multiply. Microfilm reading machines will line the wall. A facsimile newspaper receiving room may have several papers dropping from radio-broadcast-activated units giving the very latest news and advertisements.

NEARBY MAY be the library's film service office, with films, film strips and slides available for group or individual home use. The collection will have grown tremendously from the 528 owned by the library in 1963. Even sponsored films which were valued at over \$17,000 in 1963 will have more than doubled in number and value.

The library's phonograph record collection, reported at just over 12,000 discs in the Jubilee year will have expanded rapidly and had a greater than ever impact on the musical life of the city as facilities for listening in the library have been made adequate. And as more records are heard with pleasure in the library more will be borrowed for home use. Teen-agers will continue to be an important segment of the phonograph record borrowers, sampling new sounds with the gusto of youth.

The Children's Room with its model library and other aids for parents, youth group leaders and state college educational majors will also offer special opportunities for city-wide participation of children in new library experiences. International children's art shows, prize-winning arts and crafts displays, and natural science exhibits too large for branches will be available for all children "just-off-

the-freeways" or at the middle of the bus route loop.

THERE WILL be changes in subject department groupings, bringing materials which are similar together. Will the municipal library be adjacent to the government document section? Will both be near the business services? Some planning calls for these arrangements.

Music and the fine arts will be separated from religion and philosophy. Near the fine arts will be the phonograph record collection, framed pictures for home and office use and music scores. Will this area have special art features incorporated in its architecture? Will it have indoor-outdoor reading facilities and perhaps a fountain?

The Bertrand L. Smith Sr. collection of rare books, augmented by additional gifts, will be housed in a separate room which will provide the reader with an opportunity to enjoy seeing and using the finest examples of typographical and book-binding arts. Most of these gifts will remain in dead storage during the Jubilee celebration.

SIMILARLY, the petroleum collection, gift of the Petroleum Production Pioneers, will have a special place with the indexes and catalogs necessary to make this unique historical material available to students of this phase of California history.

Teaching machines programmed for foreign languages, mathematics, history, etc. will be housed near the materials on education. Since many homes will be equipped with teaching machines, extensive files of programmed "cartridges" to be borrowed for home use will be stored in this area to be loaned as are the books and magazines.

Books will continue to be the heart of the Main Library's resources. To provide for a minimum standard of 60,000 volumes basement shelving will augment that on the public service floors. Continuous belts or other automatic equipment will move these less used items quickly and economically from the stack area to the patron. They will also expedite the reshelving

of books and other materials which are returned to the Circulation desk.

EVERY SPACE and money-saving idea will be explored. Centralized purchasing, cataloging and processing of books and non-book materials will continue, but in areas planned for a logical workflow impossible in present cramped quarters. Branch

needs will be met more quickly and more cheaply as unit costs drop through partial automation.

Extension and bookmobile headquarters may share loading ramps with central supplies and inventory deliveries in the basement. Exhibit preparation and storage for the library system with a sink and specially constructed cup-

(Continued Page 106, Col. 5)

"Happy 75th to You
Happy Birthday to You
Happy 75th Dear Long Beach
Happy Diamond Jubilee
to You"



Wilma Hastings

FINISHING SCHOOL
& FASHION MODELING

430 E. OCEAN BLVD.
LONG BEACH
HE 2-4511

25 Years of
Fashion Leadership
in Long Beach



Twenty-five years ago in a small Norman-English building at 936 Pine Avenue, Grace Schick opened the doors of the Apparel Shop.

On this day a new concept in Style Merchandising was born. Today, twenty-five years later, in our spacious store at 701 Pine Avenue, the same Fashion Tradition prevails.

Through the years, "that Schick Look" has become a Fashion byword with women. In our Salon the chandelier reflects the brilliance of noted Designer Creations, as well as moderately priced apparel and accessories, styled with the same emphasis on quality.

Our decorative staircase leads to the Bridal Boutique, where happy brides find treasured wedding gowns. Lovely memories, carefully cherished by Schick's, linger on in this white and gold room. This store takes pride in being a vital part of the community and in actively participating in civic life. The growth of an institution is determined by its character, and an honest desire to serve the people. Some may call this old-fashioned, but we call it progress... the progress of a single idea, to make Schick's one of the nicest stores you'll find anywhere.

This year, Long Beach, Queen of the Beaches, wears a crown studded with diamonds. Each diamond signifies another year of progress in truly becoming an International City. This year, Schick's wears a crown marking a quarter of a century of Fashion Leadership. May the next twenty-five years witness our continued growth aided by our fine personnel, and the many friends who have made Schick's success possible.

'Southern California's
Distinctive Fashion Store'

Schick's
701-703 Pine Avenue

LOCKWOOD
Furs



1917
~
1963
for
the
finest
in
fur
fashions
for
nearly
fifty
years

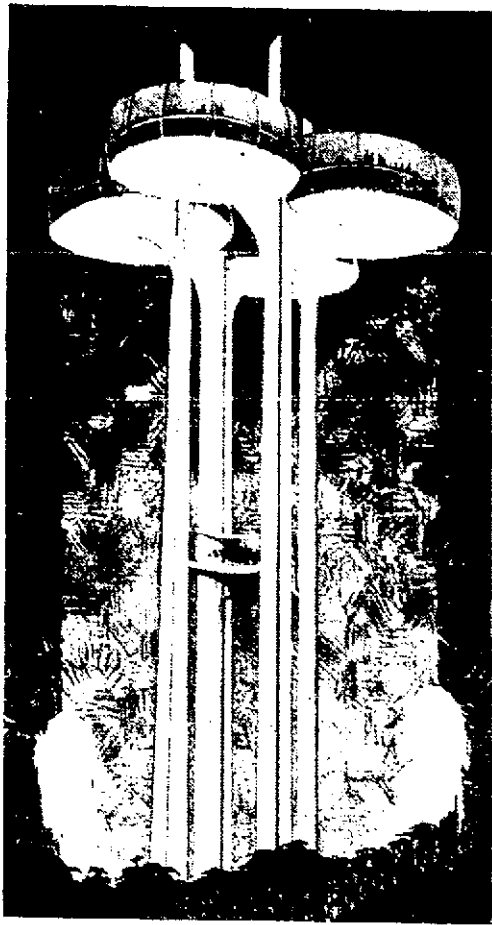
LOCKWOOD
Furs

SEVEN ELEVEN PINE AVENUE

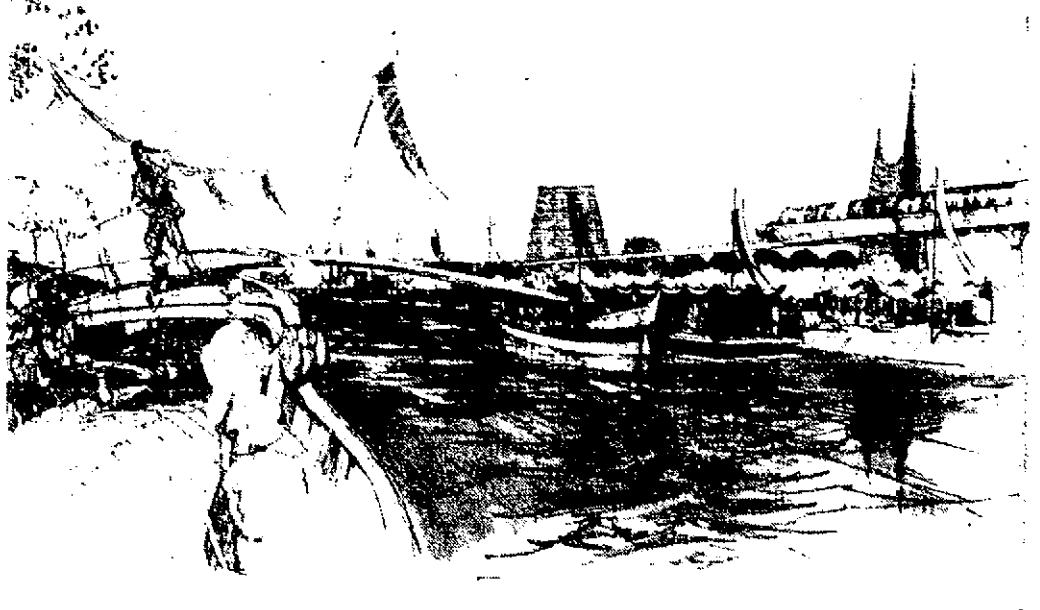
DOWNTOWN LONG BEACH

One Dream Coming Up

By VERN ANTHONY
I, P-T Real Estate and Business Editor



Symbolic of the dramatic future which awaits Long Beach are these two concepts of attractions for the California World's Fair of 1967-68. At left is a graceful, 400-foot tower topped by restaurants and observation areas and featuring a huge platform-elevator in the center section which will carry more than 350 passengers to the top at one time. Below is a view of the proposed two-mile system of picturesque canals which will be plied by a variety of craft, including gondolas piloted by singing Venetian gondoliers. At bottom of page is a map showing proposed locations of features on the Pier J site.



"A silvery strand by a sapphire sea, where golden dreams come true."

Know the place?

It is Long Beach, Calif., says Melvin I. Mould, president of the port city's District Board of Realtors. He was quoting a former board president, Henry P. Barbour, who also once served as president of the California Real Estate Association.

"It is my pleasure to report to you that the outlook for the City of Long Beach is good . . . The past 30 months have been one of the most significant periods of economic growth in the history of Long Beach. Nearly every economic indicator reflects this fact."

This, too, is Long Beach—in the opinion of City Manager John Mansell as voiced in a recent speech.

"Long Beach entered its Diamond Jubilee year on the upward curve of a business and industrial growth cycle that reflects the new forward movement of California's fifth largest city . . . Long Beach citizens are too often inclined to overlook the fine industrial situation which exists here. It is one of the most productive and well-balanced cities in the state."

And this also is Long Beach, as viewed by Harry Krusz, executive vice president of the Chamber of Commerce.

"Promising growth indications are evident in almost every measurable area of business activity," adds Ernest LaBelle, Area Development manager for the Chamber. "Population, employment, family income, retail sales, harbor commerce and building activities are firmly entrenched in the upward curve."

Thus it is with the able counsel of these civic leaders, who are in positions to keep right on top of local developments, good or bad, and of Harry Fulton, assistant to the city manager, that we present this portion of the Long Beach Story.

This is the city:

Economic forecasters for Southern California Edison Co. expect a 13.3% population increase in the present decade. A 6.4% gain from 1970 to 1980 will boost the city's census count past the 400,000 mark.

Projections by General Telephone Co. show 415,000 telephones installed by 1970, and 620,000 by 1980. The company reports 218,888 units now are served by the local exchange.

LATE FIGURES from the California State Department of Employment place the Long Beach-Wilmington-San Pedro work force at 174,600 and registered unemployment at about 9,500. Unemployment insurance payments have been dropping the past few months.

Long Beach residents make more money than ever before. Effective buying income in 1962 rose to \$7,472 per household, highest on record.

Twenty-one percent of the families within the Greater Long Beach area from Torrance to Garden Grove and inland to Norwalk have incomes of \$10,000 or more, according to a recent study.

Retail sales tax returns to the city were \$5,100,595 in the 1962-63 fiscal period, an 8.2% increase over the preceding year, and first quarter advance payments are ahead of the 1962-63 first quarter.

GRAND TOTAL of all retail sales, taxable and otherwise, was \$551,547,000 in '62, a 9.4% increase over the preceding year.

The Port of Long Beach set a tonnage record the past fiscal year, with 11,365,729 tons, a 5.6% gain over the preceding year. This meant more than a billion dollars in business for Southern California and the Southwest.

Harbor expansion is at an all-time peak. After depreciation, port operations this year will yield a profit of more than \$650,000.

What about new construction?

Take a ride around the city. What you see will amaze you.

VALUATION OF building permits for 1962 hit an all-time high of \$76,454,939, according to Edward O'Connor, head of the Building Department. And valuations for the first seven months of this year ran to \$48,509,776—\$3 million ahead of the comparable period of '62. A great future is seen for high-rise structures.

Increased activity at the Municipal Airport has placed that facility fifth in the nation in total aircraft operations. Daily flights are now operated by Western Airlines to San Francisco and San Diego.

Bank deposits, which dropped nearly 7% in 1959, are on the rise now.

Real Estate sales are highest since 1955.

DOUGLAS AIRCRAFT has given the local economy a healthy shot in the arm in its decision to consolidate its airframe division here and to develop the DC9 short-range jet. Over in Orange County, Douglas is erecting a large Space Age plant which also will help Long Beach economy.

In nearby Seal Beach, North American is constructing a major missile plant.

With the bothersome land subsidence problem whipped by a water injection program, the city now can be confident of new expansion of naval facilities—long one of the top economic factors.

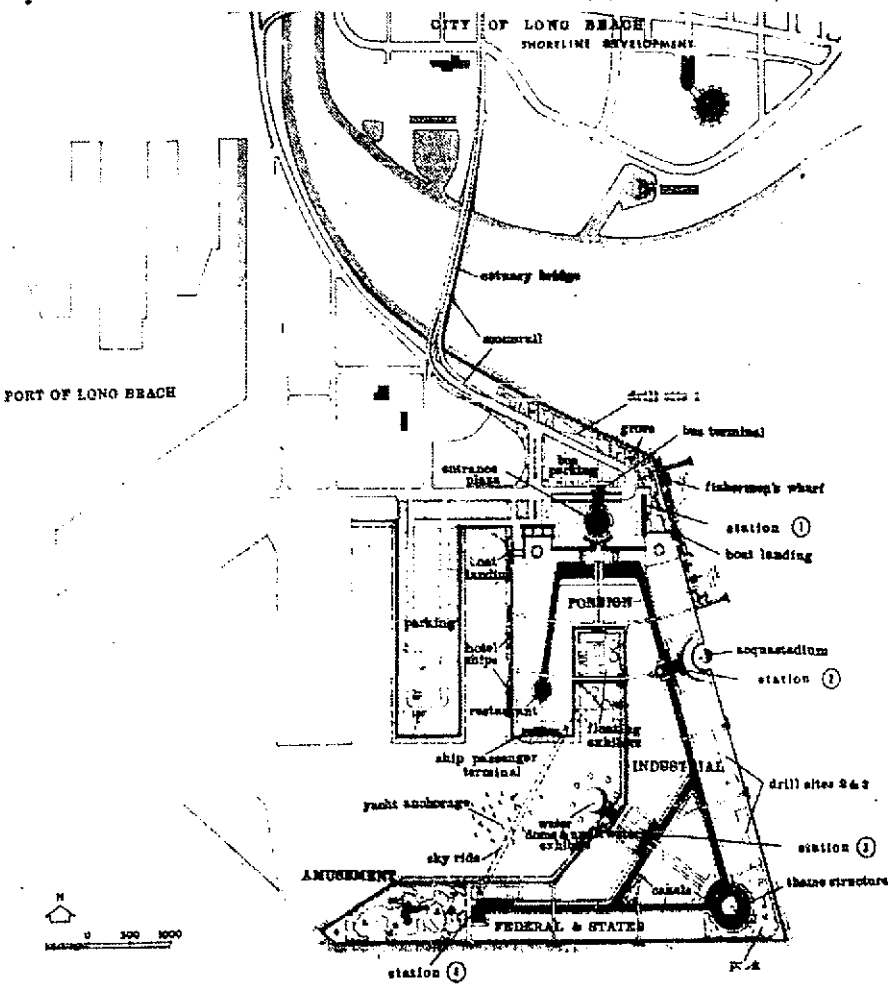
WHAT ABOUT taxes? Let City Manager Mansell tell: "Because of this favorable outlook, and despite rising costs of operation, it has been possible for my office to recommend to the City Council a budget which envisions no increase in the property rate of \$1.37 per \$100 assessed valuation. This is possible only because we enjoy a high level of economic growth."

End of subsidence is of utmost importance, for now outside investment capital is taking a solid look at Long Beach and recognizing its tremendous potential.

Mansell is impressed with a "new attitude" of Long Beach citizens toward progress in recent years. Support, and not just lip service, is being given to city officials in promoting this area as a good place to live, play, work, visit and invest money.

THEN THERE IS oil!

Many problems, but many millions of dollars—even



with the state moving in on the city's black gold resources.

The way is being smoothed for a major shoreline development program for urban redevelopment in the West Beach Area; and for improved public transportation.

But these, too, involve problems. Great strides must be taken, and soon; especially with all that must be done to assure success of the projected California World's Fair to be located on Pier J, now under construction.

Smoother flow of traffic is of paramount importance. Answers must be found to business building vacancies.

Will there be a downtown Mall?

There must be proper planning for high-rise buildings, an era which already has begun.

Problems! Yes. But, as Krusz says:

"A review of present business conditions makes it clear that the economy of Long Beach is on solid ground and will continue to expand in proportion to the courage and vision of the business, government and civic organizations and the citizens of the community."

SO, TAKE A LONG LOOK at Long Beach on this, its 75th anniversary:

For its front yard, an ocean and miles of beach; air conditioning by Nature herself.

Ready Board President Mould puts it this way:

"Your panorama is high, wide and handsomely garnished with stately palms, exotic South Seas flora. It has the best of two worlds: the vitality of a self-sufficient metropolis and the leisure of sun-tanned suburbia."

"Compare its varied facets—shimmering white caps;

pointsettias in radiant bloom; the graceful sway of tall palms; a fiery sunset; the annual pageant of feminine charm vying for the crown of Miss International.

"Within an hour's drive via network of freeways lie a month's supply of the nation's most frequented attractions, including Disneyland, Marineland, Knott's Berry Farm and Santa Anita and Hollywood race tracks. You are two hours from Catalina by steamship.

ONE REQUEST . . . lead off your itinerary with our high points: the Long Beach Marina (there's none larger); a day-long deep sea fishing cruise; the historic Rancho Los Cerritos; a tour of the ultra-modern port facilities. We provide 'instant vacation' here, or near, if you can wrench yourself away from that broad expanse of beach.

"This International Port City is no sleepy-eyed resort. Its economic muscles flex with long established oil, aviation and shipping industry. A new-business influx is creating fresh sinew."

"From oil has sprung the world's most modern port—a network of 32 operative docks with more on the drawing boards."

"Terminal Island provides a major haven for the U.S. Pacific Fleet. And California's largest beach city plans just as vigorously as it toils, growing up and out—skyward in spacious new high-rise office and living structures."

Coming soon, Long Beach will host a World's Fair . . .

"The Long Beach District Board of Realtors extends (Continued Page 102, Col. 5)

FORTY-SEVEN

YEARS AGO . . .

WOOLWORTH

OPENED THEIR FIRST STORE
IN LONG BEACH!

When Long Beach received its charter in 1888, Woolworth's was already a nine-year-old successful chain of "five-and-dime" stores . . . but it was 28 years later, in 1916, when the first Woolworth's was opened in Long Beach. This store had just seven employees . . . today the five Woolworth stores in Downtown Long Beach, Los Altos, Lakewood and Bellflower employ over 268 people. Each of Woolworth's 2700 stores is an integral part of its community, actively participating in all civic enterprises.

YOUR MONEY'S WORTH MORE AT

WOOLWORTH'S



America's Favorite Store Since 1879

5 CONVENIENT LOCATIONS

DOWNTOWN LONG BEACH

LOS ALTOS CENTER • LAKEWOOD

TORRANCE • BELLFLOWER

How to Charm a New Yorker

By TEDD THOMEY

Somewhere in the stone canyons of New York City dwells a gentleman I would dearly love to amuse and entertain.

His name is Scott Meredith. He is a literary agent. He is also a millionaire. He lives in an electric world of high-level conferences, multi-million-dollar movie and book sales. TV spectaculars and coffee breaks with such clients as Sammy Davis Jr., Evan Hunter and P. G. Wodehouse.

But Meredith is also a man of more common stuff, human enough to enjoy making a lowly \$35 first sale for a budding writer. His fee for such a sale is a modest \$3.50—his usual 10 per cent.

In addition, Meredith is a man of mystery. His clients include hundreds of writers who have never met him. He works with hundreds of the nation's top publishers, editors and film and TV producers—a majority of whom have never met him.

MEREDITH'S MAGIC instrument is the telephone, which enables him to conduct dozens of long-distance conferences every day with writers and editors in Hollywood, Chicago, Miami, London, Paris, Tokyo—and even Long Beach, California.

Meredith has been my literary agent for over 15 years. I have never met him, but I have talked with him on the phone. I know he is still a comparatively young man, approximately 40. His voice is calm, polite and restrained. He has a dry, crackling sense of humor.

For years I have had a seething ambition. I don't merely want to meet the man who has been the master of my literary fate for, lo, these 15 years. I don't merely want to visit New York and spend a half hour with the great literary lion in his office.

NO, INDEED. I want Scott Meredith to come to Long Beach and spend a week with me. I want him to forget his jangling telephones for seven days and nights while he and his wife have the time of their lives relaxing in our clean, fresh city by the sea.

Have you ever seen a real New Yorker? They are often puny. They are pale and have a hunted look. They have lice, smoke too much and have sour stomachs from chewing their food improperly while conversing at top speed with clients at El Morocco, Twenty-one or Luchow's.

I'm not sure that Scott Meredith fits the foregoing physical category. He might turn out to be an Atlas with bulging muscles. But no matter. I am sure after his years in New York's stone and neon jungles he is in need of at least the mental rejuvenation which a week in Long Beach would produce. Naturally, in order to woo him here, I would vow on bended knee to refrain from discussing literary or business matters during his entire stay.

I AM CONFIDENT that Meredith would be pleasantly surprised by the size of youthful-looking, 75-year-old Long Beach. Its sweeping beaches, its clean (generally) streets, beautiful amounts of palms and fragrant pepper trees would doubtlessly begin his enchantment at once.

The first afternoon I would suggest something as modest as a stroll with our wives around Rainbow Pier, where the golden sunshine and brisk, antiseptic ocean air would cleanse us gently.

Dinner that night would also be an easy affair—perhaps fine, juicy swordfish steaks at Welch's on Atlantic Avenue. Welch's would give our visitors a good impression of what to expect in Long Beach's better restaurants—spaciousness, refinement and casual elegance.

I would recommend that the Merediths go to bed early that first night to get plenty of rest for the enjoyments to come. Their suite at the Breakers International Hotel, Edgewater Inn or Lafayette Hotel would not be costly, by New York standards, but their comfort would be serene.

THE SCHEDULE the next day might go like this: A leisurely outdoor breakfast beside the sparkling blue pool in the Lanai area at the Lafayette. Then a drive to Signal Hill where our visitors would be delighted by their views of Catalina Island basking in the blue offshore waters, gray warships at anchor off the hulking breakwater and the city's skyline.

The latter naturally cannot compare in size to New York's. But is size everything? Of course, not. Even so Long Beach's skyline, with its new civic center buildings, Edison building and steel skeletons of skyscrapers to come, can be ranked proudly among the most beautiful sights in the world.

Luncheon might be the time to impress our friends with one of Long Beach's most dazzling restaurants—Mr. C's, a Pacifican extravaganza owned by Councilman Rob-

ert Crow. Located at 5305 E. Pacific Coast Hwy. near an exclusive residential area sometimes called Pill Hill (because of the preponderance of physicians who live there), Mr. C's is a lavish tropical palace in which are displayed artifacts representing all the cultures of the Pacific's island groups, China, Japan, and other nations.

THE MID-AFTERNOON TREATS could be a visit to the quiet cool waters of Colorado Lagoon followed by luxurious sun baths at the beach. We will be in no hurry. We will waste pleasant hours on the sand and then proceed to find some wave-washed rocks where sea life abounds. See those strange plant-like objects fastened to the rocks? Those are sea anemones. Touch one with a fingertip and it will close up like a flower, rewarding you with a strange rubbery kiss.

By this time Mr. Meredith and his gracious wife should be captured entirely by Long Beach's charm. I can hear the literary lion's enthusiastic comment now: "A wonderful place for fun. I hope I never see New York again."

He's fibbing, of course. The kind of a fib you expect from a happy guest.

THE DAYS WILL PASS in calm but intriguing ways. There will be trips to Long Beach's fresh, salad-like parks, Recreation, Bixby, Lincoln and El Dorado. We'll listen to an open air concert by the Municipal Band—and I'll bet it's been a long time since Meredith encountered anything as pleasantly enjoyable as that.

From time to time we'll drop in for a bite to eat at small places like the Hot Dog Show on Broadway, or maybe have a hamburger at the Rancho on Anaheim Street. I wish the Merediths had arrived in town a few years ago so I might take them to an even more interesting small place—Martin's Alley Cafe.

BILLY MARTIN and his wife were among Long Beach's first restaurant operators. Forty years ago they owned a cafe in a downtown alley. Among their regular customers were such early silent screen stars as Fatty Arbuckle, Mabel Normand, Hazel Tranchell and Slim Pickens who made flickers at Sixth Street and Alamitos Avenue when Long Beach rivaled Hollywood in film making.

Billy Martin prepared wonderful steaks and baked potatoes. He's gone now—but the memory of his food lingers on. I am sure our visitors from blase New York would have enjoyed an hour in Billy's company. Billy was a great story teller who might have given our literary friend some brilliant ideas for TV or film scenarios.

From the site of the old Alley Cafe it's only a hop and a skip back to modern Long Beach and such attractions as the Long Beach Arena, a really fabulous place for sports events, ice shows and circuses. Nearby is the Pike, which is sort of honky-tonk but its rides and carnival concessions are fun, no matter who you are or how old you are.

Soon we might go from the carnival atmosphere of the Pike to the sublime elegance of the Skyroom atop the Breakers International Hotel. Sipping our beverages beside a broad picture window we would see a Technicolor spectacular more magnificent than Cinerama or Todd-AO.

ALL AROUND US would be twinkling lights, shining like the gems in a maharaja's treasure. There are the red and green jewels of a seaplane making a landing. Nearby are the lights of destroyers, minesweepers, oil drilling rigs, the naval shipyard and manufacturing plants. To the north march the lights of Long Beach, offering perfect geometric patterns in glistening colors, stretching as far as the eye can see, even to an outlying village known as Los Angeles.

I could go on and on, imagining more treats for the palate as well as the eye. I would love to take our guests to such fine local restaurants as Brower's Continental, the Parisian Room at the Edgewater Inn, the Apple Valley Steak House, Jack's Corsican Room, the Manhattan, Alfred's, De Palmas Little Italy, Hoeflys, the Hawaiian, Jones Dining Room, Ashley's, the Reef and Sam's Sea Food in nearby Surfside.

But, of course, all good things must terminate—even Scott Meredith's sojourn at Long Beach-by-the-sea. Thoroughly refreshed, perhaps a bit sunburned, he and his wife will fly back to New York brimming with stories about a wondrous, never-never land they hadn't realized existed.

Naturally I will have picked up the tab for everything they enjoyed. It will cost a small fortune, but I won't mind. When he returns to the literary wars of New York, Mr. Scott Meredith will quickly crush all opposition. He will also quickly make another million.

And because his vacation in Long Beach had been responsible for his vigorous new strength, he should look with favor upon my next request.

I'll only ask for 10 per cent of everything he makes.

World's Greatest Cornet Soloist

For many years Long Beach numbered among its residents the "world's greatest cornet soloist."

Herbert L. Clarke, who won that title as cornet soloist with John Philip Sousa, directed the Long Beach Municipal Band from 1923 until 1943 when he resigned because of ill health. He died two years later. Clarke played with Sou-

soloist with the Ellis Brooks and Victor Herbert bands; he directed the Seventh Regiment Band of New York and the Huntsville, Ontario, band.

During his career as a cornet soloist he traveled 800,000 miles; he played 5,000 programmed cornet solos, including 473 in one season (then considered a world record); he played in 1,000 different cities and 14 countries. He made a world tour, four European tours and 34 tours of the United States and Canada.

In 1934 Phillips University in Enid, Okla., conferred on him the degree of Doctor of Music.

red on him the degree of Doctor of Music.

HE SERVED as president of the American Bandmasters Association.

Clarke built the Long Beach Municipal Band from 27 members to 52 members. A civic birthday party was given him in Municipal Auditorium in 1938, marking his 70th birthday. Several thousand persons attended and telegrams and greetings came from over the world.

At Dr. Clarke's request, his ashes and the ashes of

Mrs. Clarke, who had preceded him in death, were interred beside Sousa's grave in the Congressional Cemetery in Washington, D. C. A long-time friend, Frank McGrann of the Conservatory of Music, Cincinnati, Ohio, who succeeded Dr. Clarke as cornet soloist with Sousa, directed a band made up of 15 musicians from the Marine, Navy and Army Air Force bands stationed at the national capital. Among other numbers, the band played Dr. Clarke's arrangement of "Nearer My God, To Thee."



HERBERT L. CLARKE
Friend of Sousa

sa's band at the Columbian Exposition in Chicago in 1893 and the World's Fair in Paris in 1899. He was associated with Sousa three times, the last period from 1904 until 1917.

HE ALSO was cornet


First Traffic Law Didn't Cover Autos

The first Long Beach traffic law was enacted Feb. 8, 1898.

The statute declared it unlawful to "ride or drive a horse or other animal, or propel a bicycle, tricycle or other vehicle on any street in the city at an immoderate or dangerous rate of speed."

Cheap Real Estate

The Board of Education bought an entire city block on Long Beach Boulevard (then American Avenue) for \$1,520 in 1896, as a site for a high school.



AN INSTITUTION IN MUSIC SINCE 1922

1922 began the musical teaching career of CORTLAND GILMORE. Since that year he organized the famous Gilmore Boys Bands, taught over 10,000 youngsters the art of playing musical instruments, and enriched their lives through the world of music.

One of these students was his eldest son GLENN GILMORE. During his Long Beach school years, Glenn participated in many musical activities. His dance orchestra was well known to the social set of the '30s.

Gilmore Music is now an institution in Long Beach, specializing in what Father and Son know best. Selling the finest musical instruments in the world and maintaining the finest professional teaching staff in this area. Among professionals, Gilmore Music is known to have the finest instrument repair department in Long Beach.

When you walk through the doors of Gilmore Music, you will find yourself in the most beautiful and modern music store designed and owned by GLENN GILMORE.

"Home of the Long Beach Symphonic Orchestra"

GILMORE MUSIC

1935 E. 7TH ST. . . . AT CHERRY, L.B.
HE 7-7469

Speed Laws Date to 1915 Locally

First defined speed limits for the City of Long Beach were established by the City Council in 1915. "One mile in three minutes" was the maximum any vehicle could be driven. The area between Main and Alamitos Avenues and south of Seventh Street was designated as a "congested" area and the limit there was a mile in not less than four minutes.

Barney Oldfield Didn't Like City

When pioneer auto racer Barney Oldfield came to Long Beach in 1904 to test the "racing strip" along the beach from Pine Avenue to Alamitos Bay, he left in disgust. He was able to get his Oldsmobile up to 20 miles an hour but had to quit it with sacks of wet sand, he said, because the beach was "too rough."

First Shipbuilder

The shipbuilding industry began here in 1907, when the Craig Co. constructed a plant that, at the time, was surrounded by sloughs and marshland.

Original Grounds

The Virginia Country Club, a private golf course, once occupied the site of Recreation Park, which contains now two public golf courses.



Pacific Theatres and Pacific Drive-in Theatres

IN LONG BEACH SINCE 1933

Pacific Theatres and Pacific Drive-In Theatres in Long Beach since 1933, bringing the finest in movie entertainment during the growth years of our great city.

TOWNE THEATRE

4123 Atlantic

GA 2-1221

"JOHNNY COOL"
"LOVE ME OR LEAVE ME"

STATE THEATRE

104 E. Ocean

HE 7-2721

"MONDO CANE"
"SKY ABOVE, MUD BELOW"

RIVOLI THEATRE

525 Long Beach Blvd.

HE 6-3207

"WOMEN OF THE WORLD"
"LOVER COME BACK"

LONG BEACH DRIVE-IN

29130 Santa Fe Ave.

TE 4-6135

"BEACH PARTY"
"LOVE IS A BALL"

COMPTON DRIVE-IN

2111 E. Rosecrans

Compton

"TWILIGHT OF HONOR"
"THE BREAK"

CIRCLE DRIVE-IN

At Traffic Circle

GE 9-9513

"MONDO CANE"
"SKY ABOVE, MUD BELOW"

LAKEWOOD DRIVE-IN

Carson & Cherry

GA 1-9931

"TWILIGHT OF HONOR"
"THE BREAK"

LOS ALTOS DRIVE-IN

Bellflower & Spring

HA 5-7122

"JOHNNY COOL"
"LOVE ME OR LEAVE ME"

HI-WAY 39 DRIVE-IN

Nr. Gdn. Gr. Blvd.

JE 4-6282

"TWILIGHT OF HONOR"
"THE BREAK"

ROSECRANS DRIVE-IN

8861 E. Century

Paramount

"IRMA LA DOUCE"

FOR OVER 44 YEARS

Harris Furs have served this area with one of Southern California's largest selection of quality furs.



CAPES—STOLES
JACKETS—COATS

Our reputation
is our
hallmark!

Quality need not
be expensive. There
is a Harris Fur within
Everyone's Budget.
A fur for you...
a fur for everyone.

AIR CONDITIONED
FOR YOUR
SHOPPING COMFORT

BUDGET
TERMS
AVAILABLE



GA 7-7417
Free Parking

FAMILY OWNED AND OPERATED IN
LONG BEACH SINCE 1919

Movie 'Cleopatra' Long Beach Production

A long time before Elizabeth Taylor made "Cleopatra," Theda Bara made it. Only Theda Bara's movie was "The Serpent of the Nile."

And it wasn't filmed in Rome, England, of the coast of Sicily, etc. at fabulous expense.

It was shot at Dominguez Slough, on a budget that might—just possibly might—cover one day's shooting of the current shocker.

The femme fatale of the silent screen—we're talking about Theda Bara—was rowed through the reeds on a barge, manned by Central Avenue "slaves" in gunnysack breech-clouts.

THE BUXOM Miss Bara (her figure was described as "carved with a spoon from peach ice cream") made a good Cleopatra, even though the daughter of the Ptole-

mies was a diminutive lass. That was back in the 19-teens, when Long Beach had what was described enthusiastically as the largest motion picture studio in the world. Certainly it was the largest independent studio, Hollywood at the time still was a sun-drenched patch in the mesquite, no glamor at all.

The Balboa studio, operated by the Balboa Amusement Co., occupied an eight acre lot at Sixth Street and Alamitos Avenue behind a high fence with guards to be sure there were no gate crashers.

IT HAD several buildings one with more than 10,000 "props." There were 250 regular employees, and the daily payroll of \$2,000 was one of the largest in town.

Most of the featured players lived at or near the four corners and when they

stepped off the porches they were in business.

However, some of the high-paid stars lived on Ocean Boulevard. Roscoe (Fatty) Arbuckle had a fine home on Ocean, and Theda Bara lived across the street. The two houses were the centers of movieland entertainment.

WHEN THEDA Bara finished "The Serpent of the Nile," she threw a party for movie folks at the Seal Beach Inn at Seal Beach. (Long Beach was dry in those days, but Seal Beach

wasn't.) Thick steaks and champagne were served.

Even at the party, Theda Bara wore a dark veil over her face. It gave her mystery, she and her studio thought. However, her deep throaty voice was unmistakable, even if it came through a hundred veils. (Ask Grampa if he remembers Theda Bara's order, "Kiss me, my fool!")

Other Balboa stars were Al St. John, a nephew of Arbuckle; Pearl White—that's right, of "Perils of Pauline" fame; Jackie Saunders, Ruth Roland, Mabel Normand.

One-reelers were made in a week, often without a script, the actors ad-libbing as they went.

Films were shot inside the studio gates, on railroad tracks that ran along Alamitos Avenue, plus the beach, the Pike, Naples Ca-

nals and other locations around town. Westerns were made on Signal Hill (long before oil was discovered there!) or in a field near Alamitos and Orange Avenues. One-reelers were ground out in a week; three reel serials took up to three weeks to film.

Townsppeople often earned \$5 a day as extras.

Hazel Tranchell, 312 St. Joseph Ave., who appeared in 150 pictures for the Balboa studio, recalls that she earned all the way from \$250 a week to \$2,000 per month. She appeared in authentic "chiff hangers."

Honored by Navy

Clint T. Farrer, Chamber of Commerce armed forces committee chairman for 15 years, was the first recipient of the Long Beach Naval Base "Friends of the Navy" award in 1963.

hooked up in a harness and thrown off a cliff, dangled by piano wire from tree tops, etc.

SHE PARTICULARLY remembers "The Uneven Match," filmed on the plain at Los Alamitos. Hazel, 4 feet 8 inches tall, and her "bridegroom," towering 6 foot-6 Slim Pickett (also known as Slim Pickens) were blown up in a model T.

"I went through the roof and he was blown down through the floorboard," she says. To film the sequence, she had to chin herself on a high bar to get the effect of flying through the air.

E. M. Horkeimer, former New Yorker, started the studio in 1913 with one building and \$7,000. Shortly, his brother, E. D. Horkeimer joined the enterprise. By 1920 Balboa Studio

was worth a half-million dollars. Although it was an independent company, its films were released through Fox, Paramount, Mutual, Comedy-art and others.

LONG BEACH was a good movie town for the distributors. Along the Pike roughly from east to west, there were the Theatorium, Fairylard, Joyland, Wigwam, Rialto, Hoyt's, Bijou and two stock company theaters, the Bentley Grand and the Boston. Later the Laughlin was built at Fourth Street and Pine

Avenue.

What happened to the Balboa, its luminaries and its bright promise?

After World War I, Hollywood came into its stride as a movie town. The Horkeimer brothers cut down on productions. There was less and less activity at Sixth and Alamitos, and the buildings grew shabby.

In the early 1920's the whole works—structures, cars, costumes, furniture and countless properties—were sold at auction—Vera Williams.

First Railroad

The city's first railroad was the "American Colony Railroad" that operated horse-drawn cars between the Long Beach townsite and the end of the Los Angeles-Wilmington Railroad in 1882. The Southern Pacific took over the three-mile right-of-way in 1884.

2 LOCATIONS-1 QUALITY-THE BEST!

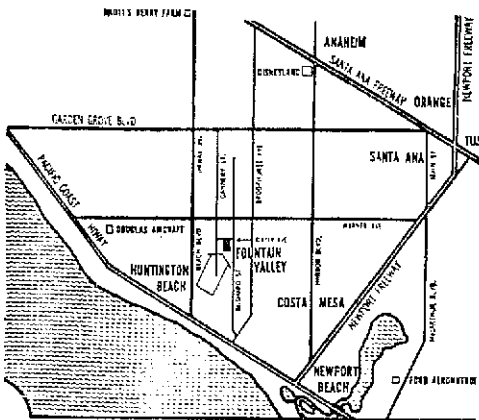


IN FOUNTAIN VALLEY

The Huntington Beach area's first luxury home community... just five minutes from the Beach. Big! Luxurious! And now with the big FREE second story "Bonus Room"—wonderful for playroom, rumpus area or two extra bedrooms. Up to 2300 sq. ft. on a big 7200 sq. ft. deeded lot—largest in the beach area! Brand new unit—choose plan and choice of For East, Provincial, or Contemporary designs. Flexible terms.

PRICED TO THE MODERATE INCOME

3-4-5 Bedrooms—Up to 3 Baths



From Long Beach and Douglas area, drive East to Highway 39. Then go South about 3 miles to Warner. Turn left (East) on Warner about 1 mile to Cannery, then right (South) to Slater and the models.



Visit the New Westmont Unit Today... Make Your Reservation for Delivery This Fall! Some homes also available now for immediate occupancy.

Record sales say "don't wait." We are selling now for Christmas delivery... three months ahead of our projected schedule!

From Long Beach and Douglas area, drive East to Highway 39. Then go South about 3 miles to Warner. Turn left (East) and stay on Warner 1 mile to the tree-lined entry to Model Homes.

new WESTMONT

In Fountain Valley... The Huntington Beach Area's Complete Planned Community

3-4-5 Bedrooms
With Family Room
and Bonus Room
Moderately Priced

FHA-Vet Terms

Also Low Bank Financing

A brand new unit now available... select plan, exterior, colors, location! Or choose from homes available in current unit for immediate occupancy. Every home includes—without extra charge—the big, wonderful "Bonus Room"... and it's only at Westmont.

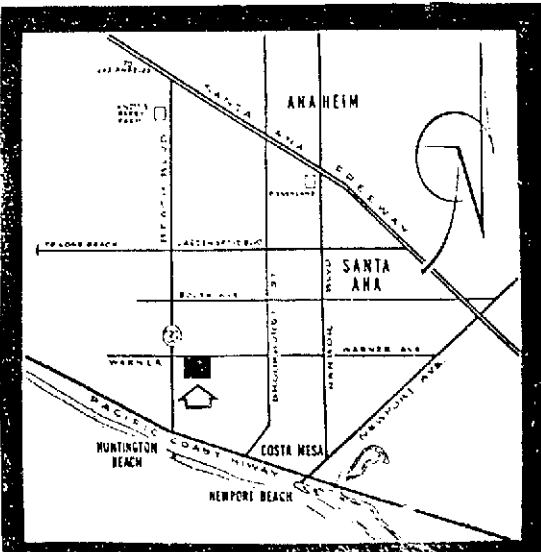
The Perfect Family-Community



One of California's true master planned communities. Here you'll live adjacent to schools, a park, shopping center, enjoy true suburbia—yet be within minutes to beaches, freeways and metropolitan centers.

In the fabulous Huntington Beach area

Balanced Power Homes





They Smashed the Fashion Barrier

By MARY ELLIS CARLTON

I, P-T Fashion Editor

Women, like Long Beach, have been busy the past 75 years changing the structure of things.

During that short span of time, they've shed the handicaps of hoops and hobbles. They've demanded—and won—emancipation from the tortures of wood, steel and whalebone corsets.

Today, they wear bikinis on the beach and pants on street (but dress to the teeth for important occasions). They run businesses, pilot planes, hold public of-

fice, build buildings and invade all fields once held sacred to men.

They've thrown off shackles in custom and clothes—and, in many instances, California women have led the way.

MOST SAY it was a happy coincidence of history and social upheaval.

Seventy-five years ago, when Long Beach and its coastline lured the first settlers, in cross-country train excursions from the Midwest, the New Woman was emerging in this country.

The chief liberating force, chroniclers say, was a new national enthusiasm for sports, feminine variety—mainly roller-skating, cycling and lawn tennis.

The whole idea was a natural for our adventure-some forefathers (and mothers) who, leaving behind cold climes and the rigorous life, swept West for a new, unprecedented rendezvous between man and nature.

Here—in their fertile frontier, their sunny playground—transplants were to give impetus to the country's rising zest for sports—adding swimming, boating and fishing to the list of national pastimes.

They were to become, women not excepted, the greatest outdoor sports enthusiasts in the world. Outdoor living was to become a way of life, a way of dress—an influence that today has spread to the four corners of the world.

BUT IT didn't happen overnight.

The first women settlers, coming to a land of which they knew nothing but rhapsodical rumor, brought along their heavy coats and overshoes, their corsets and corset covers, their high collars and leg-of-mutton sleeves, their bustled skirts and high-topped shoes.

They swept through the

90s in their long skirts (stirring up quite a dust on unpaved Pine Avenue) and minced through the early 1900s in hobble skirts.

Decorum, rather than weather or activity, was the early-day concern.

Women picnicked on the beach in clothes fit for Sunday go-to-meeting, including all the trimming and trappings from corsets and petticoats to hats and gloves.

The same attire, a bit more tailored, was also par for the golf course.

AND THEY WORE more clothes for swimming at the beach than the modern woman wears to church.

Most generally the costume consisted of a blouse, a circular or pleated skirt (usually mid-calf length or longer) and knickerbockers. Bathing stockings were a must, usually black silk or ribbed cotton. Some wore shoes.

And then, of course, there was the corset.

This fashion note is from the June, 1900, issue of Harper's:

"It is hardly possible to conceive of a figure so perfect, according to present rules of fashion, as to permit the swim costume to be worn without corsets, but the new bathing corsets are very flexible and do not compress the figure, so it is possible to swim."

And to top that, a hat was worn. Usually it was a straw brimmed affair that undoubtedly made swimming more difficult than the corset.

SWIMWEAR in those early days brought wave after wave of controversy and lifted not a few Midwestern eyebrows.

As witness this letter, written by Miss Hattie Whitney to the City Council in 1911 and reprinted in the May 21, 1930, issue of the Long Beach Press-Telegram:

"I have been in Long Beach over two years, and I am making an art of my swimming, aspiring to do fancy and fearless work. I am designing a suit that I can wear without endangering my life. I do not want to go to the expense of making it unless I will be permitted to wear it.

"The suit is a modest jersey with drawers that reach to the knees, covered by a skirt of knee length. It will have either very short sleeves or be sleeveless and will have a low neck. With this suit I will wear shoes and stockings.

"Now, I want to know if I can wear my coat to the water's edge, have my swim and put my coat back on without being molested? I don't want to break any of your laws, but it is impossible to swim in the long full skirt that the ordinary bathers wear.

"Assuring you that the suit will be perfectly modest, I await your reply."

The permit, according to the report, was granted.

PERHAPS it was just such laxity as that on the part of the City Councilmen that led to a growing tendency for exposure on the beaches," wrote an early-day news reporter.

Climaxing all previous efforts to stem the wave, Councilman William Peek fathered the Peek Ordinance which brought wide comment from paragraphers in metropolitan newspapers both far and wide.

The ordinance, passed Oct. 19, 1920, provided that "no person over the age of six shall appear on any highway or public place or on the sand or beach in the Pacific Ocean in Long Beach clothed in a bathing suit which does not completely conceal from view all of that portion of the trunk of the body below a line around the body even with the upper part of the arm pits, except a circular armhole for each arm with the maximum diameter not longer than twice the distance from the upper part of the arm pit to the top of the shoulder and which does not completely conceal from view each leg from the hip joint to a line around the leg one-third of the way to the knee joint and without such bathing suit having attached a skirt made of opaque material completely surrounding the person and hanging loosely from the waistline to the bottom of the suit."

The penalty for violation: \$500 fine or imprisonment in city jail for six months.

THE LAW came to be known as the "anti-Peek-a-bon Ordinance" and gave the Long Beach police force

a man-sized job. Just how were they to measure the armholes of women's suits or determine whether lengths conformed with the Peek idea of propriety?

Three years later (November, 1923), the law was repealed.

Not many years after, the flapper era hit, sending skirts on the streets higher than they had been on the beach.

And you can bet your old tin lizzy that California and its flickers did more to shorten the dress and lower the waistline, bow the lips and crop the hair of the nation's flapper than all the designers of Paris and New York put together.

IN FACT, it was during this period that California emerged as the fresh, new fashion influence of the nation.

Clothes inspired by the examples of glamorous movie sirens and a climate uniquely suited to patio and poolside living inspired California designers to establish a school of casual fashion that, in its own way, is the most stimulating in the world.

While other parts of the country... the world, really, lived their lives in the "little black dress," the chic, casual, peripatetic California woman turned heads wherever she went.

SOON AN entire industry was born.

Today, Los Angeles ranks as second largest apparel manufacturing center of the world and makes two-thirds of the bathing suits worn in the nation.

It takes lead over Chicago, Philadelphia, Boston, St. Louis, Paris and London, and is second only to New York, both in number of firms, unit production and dollar sales.

From California came the first latex swimsuits and the first soft-collared sports shirts for men, also the first up-lift bras and panty briefs for women. It was California that brought cotton out of the kitchen and into fashion significance, took the one-season look out of clothes and gave nature lovers their first culottes, shorts and patio pants.

And the California influence is still destined to go places.

Robert E. L. Johnson, board chairman of Woodward & Lothrop in Washington, D.C., predicted in Women's Wear Daily recently: "The world fashion center 50 years from now will be in Los Angeles."

So there's the moon, ladies. By 2000, perhaps 10 years ahead of schedule, you may be setting the fashion pace for women in their race to outer space!

There was a time in fashion history when a visitor from outer space might have been excused for thinking that women were all wool, a yard wide and mounted on rollers. Thanks to the pioneering ladies above, there's very little doubt today about what little girls are made of.

PHOTO CREDITS
Hal—James Schilling, Courtesy of W. L. Phillips, Jr.
Gall—Security First National Bank Building, Salt—Green
All others from the Winslow Collection, Courtesy of Long Beach Public Library

Pat Walker says

Time Was

when a lady gained a slim waist by being torturously laced into a corset.

But Now They Prefer the Pleasant, Easy



PAT WALKER STAUFFER SYSTEM

way to a slim figure

FREE TRIAL TREATMENT AND FIGURE ANALYSIS

Under Pat Walker's scientific, personalized guidance, women can slim down as quickly and easily as the 5 million women who have successfully reduced with this service. You can lose where you need to lose and you'll enjoy doing it. Pat Walker's personalized, comfortable service makes slenderizing a pleasure.

Try it! You can have a complimentary treatment and figure analysis at no obligation. Most women see changes in 10 days. Visits are only \$2.00.

For more information phone MEtcalfe 4-0672 or HE 2-2973, 8 a.m. to 9 p.m. Monday thru Friday. Collect calls invited!

PAT WALKER'S STAUFFER SYSTEM SALONS

LONG BEACH

423 EAST FIRST ST.
HEmlock 2-2973

Hours: 8 a.m. to 9 p.m.

LAKEWOOD CENTER

4996-78 FACULTY
MEtcalfe 4-0672

Hours: 8 a.m. to 9 p.m.

THE VALLEY

7254 RESEDA BLVD.
DIckens 5-1213

Hours: 8 a.m. to 9 p.m.

PASADENA

532 SOUTH LAKE
SYcomore 5-8888

Hours: 8 a.m. to 9 p.m.

HONOLULU

1551 KAPIOLANI BLVD.
Phone 95-296

Hours: 8 a.m. to 9 p.m.

One Dream Coming Up

(Continued From Page 99)

its congratulations to the City of Long Beach in celebration of 75 years of advancement."

★ ★ ★

THUS, THE CHALLENGE of the "future unlimited" lies ahead for Long Beach. The city has begun to "toot its own horn"—in contrast to previous years of just trying to be a quiet seaside resort. It is in tune with modern living.

Expanding freeways are a valuable asset to growth of the city as a prime industrial center and a great place to live.

Think of the thousands of persons "back east where winters are cold" who even now are dreaming of moving to California. They are part of the business prospects of Long Beach.

Three-quarters of a century have been good, on the whole. Lucky, indeed, are the coming generations with such a heritage.

Acknowledgements

It is not possible, except in this general way, to acknowledge the assistance given by the citizens of Long Beach and the officials of the many public agencies and private companies in gathering material for this Diamond Jubilee edition. Wherever possible, picture sources have been identified, both to give credit and to provide a reference for future Long Beach historians. We sincerely hope that the material itself, and the manner of its presentation, will serve as a tribute to the efforts of all involved in its production.

MARK CLUTTER, Editor

BRYAN HODGSON, Art Director
Diamond Jubilee Edition

The Play's the Thing in Long Beach

By GEORGE ERES

Theatrical traffic between Long Beach and the world for a long time was one-way—away from Long Beach. All the action was somewhere else.

But in the past 10 years there has been a change in the picture. Long Beach is not quite the jumping-off place it used to be.

The change here is part of the drama change throughout the country. There is more intense interest in "live" theater. Theater is decentralizing. Milwaukee has a major repertoire theater. New York drama can be found in the city elsewhere than on Broadway. Eva LeGallienne is starting off on another National Theater tour; ten theaters are pitching their wares with first rate casts throughout the country.

LONG BEACH groups have been turning from the strictly non-professional to part professional theater.

And Actors Equity, the union which has jurisdiction over legitimate stage and musicals up to the stature of grand opera, is beginning to look at Long Beach as something beside breeding ground for drama fodder.



MRS. WALTER CASE
Long Beach Drama Pioneer

Name actors from the Hollywood area are getting more interested in Long Beach, said Lee Harris, West Coast representative of Actors Equity.

"We are making a survey of the situation in Long Beach at the direction of the board of directors. Our policy will be evaluated on the basis of the survey," he said.

WHAT THAT means is there is a possibility that Long Beach will be able to come under the Hollywood area type of contract which calls for payment of lower minimums to professional performers than it currently does.

What caused Equity to sit up and take notice of Long Beach was first, the operation of Magnolia Theater, which moved into the part-Equity field; and Community Music Theater, a newly formed musical theater production group, which jumped in with both feet into major productions here with use of not only "name" players but "star" performers.

The previous impression of Long Beach was based on the policy—still adhered to by Civic Light Opera and Community Playhouse as the best policy for their operations—of use of non-professionals.

COMMUNITY PLAYHOUSE, at 5021 E. Anaheim St., has presented weekend performances since 1929 when it was organized as the Long Beach Theater Guild and produced its first plays in the Courtyard Theater of Wayside Colony—a structure recently demolished to make way for a motor court at Atlantic Avenue and First Street.

Community Players prospered. By 1951, they had their own theater at the present site—the first center-stage theater in the United States. It was un-



EARLY-DAY THEATER-GOERS in Long Beach saw such dramas as "Through Many Waters," starring Mrs. Russell Pray and Stuart Oghorn, and presented by the Long Beach Community Players, which was then known as the Players Guild.

subsidized, non-profit and solvent. It seats 200 and is currently valued at \$150,000, according to Mrs. Walter Case, administrative business manager, who almost from the first was the guiding light of the organization. Mrs. Case and full-time director Larry Johns share the view that little theater should continue nonprofessional—at least in Community Playhouse.

In addition to the philosophy of non-Equity perform-

ance, Community's policy is that of "family theater." It can be said that Community puts on plays that will not irritate anyone—although there are some of the players and members of the group who do not agree with this policy.

NEVERTHELESS, Community Playhouse has been a force in the community. It has presented entertainment and served a useful education purpose as well as—by remaining continu-

ously in operation—provided a place for players to perform. It is quite possible that with some other policy, it would never have been able to "stay in business."

It is self-evident that it fills a need in the community—it has a large, influential body of vigorous supporters and has been the training ground for a large number of stage, screen and television performers, some of whom have become the biggest box office attractions in the country.

Onslow Stevens, actor and director, was active at the Playhouse as a "volunteer" in the early 1930s when the group was doing theater in an improvised playhouse, "Green Court," on the site now occupied by Sears and at the Pacific Coast Club.

LARAINÉ DAY, who adopted the name of Playhouse director Elias Day, played her first role at 13 in 1934 at the Playhouse and was discovered there by an MGM scout in 1937.

Robert Mitchum, one of the films' top box office attractions, began acting at Community in 1938. His first big role was as Duke Mantee in "Petrified Forest." Forest Rucker, known professionally as Gale Drake, has his own national radio and television shows, was a player and director at Community.

Robert Cornthwaite, one of television and films' best actors, trained at Community as did Hugh Beaumont, of screen and TV.

MARVIN CLOYD, president of the organization, has spearheaded a drive to raise \$50,000 for an addition to the structure which will greatly expand the program of the playhouse. A two-story Dramatic Arts Center is on the drawing boards. For the lower floor,

a 34-by-39-foot studio room adjoining the present lobby is planned. The second floor will house a 62-seat Balcony Theater with an end stage and dressing rooms.

Cloyd's proposal is for expansion of Playhouse activities to include "acceleration of the program of one-act plays and concert readings; lectures by pro-

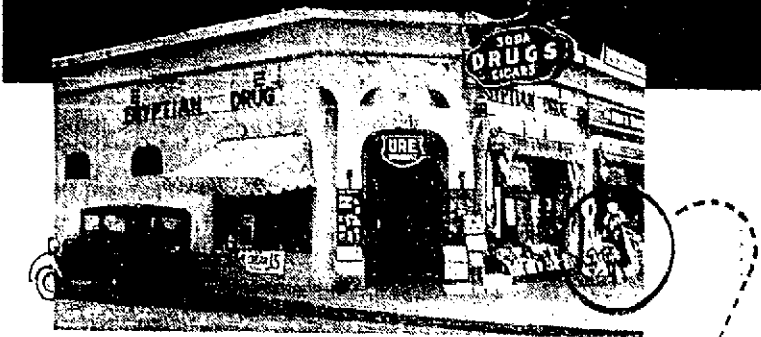
fessionals; production of original plays and experimental theater; increased dramatic opportunities for teen-agers; workshop in drama and technical skills; a talent showcase to serve as a clearing house of performers from all segments of drama and music for special showings before major studios and agents.

establishment of a drama library.

In Cloyd's view the theater in Long Beach is in "a pretty healthy condition." He sees Community as filling a need as well as Magnolia and Off-Broadway. "Young people—if they are interested and want to work in theater

(Continued on Page 104)

THE OLDEST BUSINESS HOUSE IN BELMONT SHORE



back in 1927

this shopper

looked with confidence to Egyptian Drug Co. for her pharmaceutical and beauty needs. More than likely she is still a customer today because she relies on our long-standing good reputation.

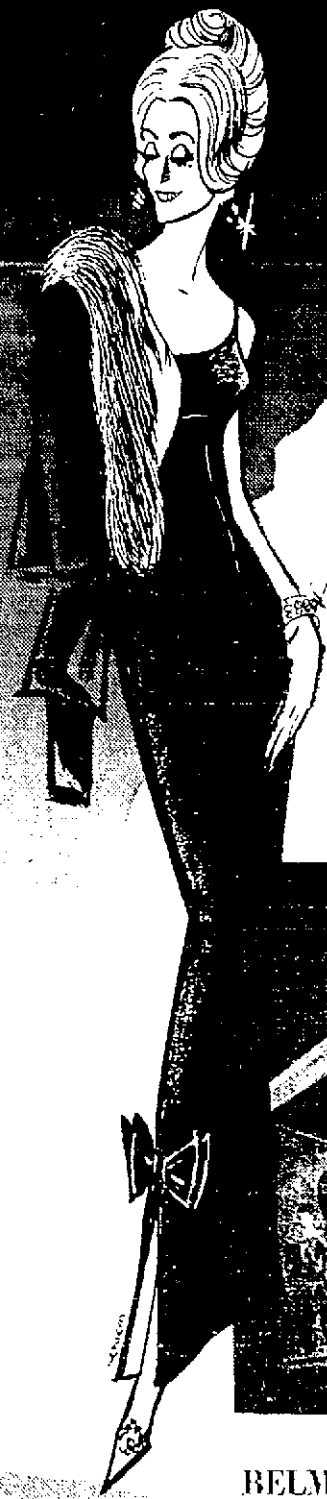
Our 1963 store is new, modern and beautiful! Our sense of responsibility is still as dependable as it was 36 years ago!



no wonder people keep coming back to . . .

Egyptian
PHARMACY

5128 East 2nd Street . . . corner of Nieta . . . BELMONT SHORE



Something wonderful has happened...

. . . and you, Long Beach, have helped it happen! From this small narrow shop, we've grown to an exciting complete fashion store. It is deeply satisfying to be in the business of helping the fashion-conscious women of Southern California to be more fashionable . . . and we thank you, Long Beach, for making it possible!



*in our 24th year
of fashion
leadership*

Greta's

BELMONT SHORE'S FAMOUS FASHION STORE . . . 5012 E. 2nd STREET

The Play's the Thing in L.B.

(Continued From Page 103)
have every opportunity here."

THE PHILOSOPHY of theater as practiced by Community Playhouse was not satisfying to many people in the theater and two producing groups in the past decade have established themselves to fill what they believe corresponds more with what a "live" theater should be. They are Magnolia Theater and Off-Broadway.

Magnolia Theater, now starting its tenth year here, was organized by Gerry and Pat Brown, who after some homeless years settled down in a remodeled supermarket at 2400 Magnolia Ave.

The original intent was for a theater that would play every night in the week, but it soon became evident to the Browns that there was not a big enough theater audience here to support this type of activity and it settled back into the routine which most little theaters have found workable — weekend performances. The Elizabethian name, "The Theater," was dropped and the more localized name, "Magnolia Theater" was adopted.

THE BROWNS came to Long Beach with theatrical background and soon were engaged in a program of presenting some plays which Community perhaps never would stage as well as a few off-beat productions.

The Browns embarked on a policy of bringing professionals to the theater as leads, selling the productions on a "name" basis. The theater was able to work out an agreement with Equity whereby "name" actors could appear at less than the \$150 a week set minimum for non-Hollywood areas. Established actors with an honest desire to appear in live theater—after long stints before TV and film cameras—appeared at Magnolia. In some cases, they appeared for the minimum plus, percentage of the house.

Not all plays featured "name" performers, but enough Hollywood people appeared to fix Magnolia in the public mind as the playhouse where professionals appear more or less regularly. Some of them returned for more than one show. Among the more or less regular group of professionals who have played at Magnolia are Robert dine, Lyle Talbot, Richard Erdman, Juanita Moore, Vanessa Brown and William Talman along with other lesser known professionals.

MAGNOLIA'S aim is for professionalism in the theater, and the "nut" is not

always easy to crack where the overhead runs \$1000 a week for three staff members, advertising, mailing, program actors, utilities, lease and royalty fees plus production costs and other expenses that crop up. The Browns report an average 65 per cent of their capacity attendance for their subscription series of shows.

The subscription series concept for Magnolia was introduced three years ago. The first season Magnolia attracted 250 subscribers; the second year, 1000. This year's goal is 2500. A total of 72 productions have been staged in the nine years the theater has been in existence.

So while Community Playhouse over the years has been engaged in developing actors and sending them off to the white ways, Magnolia with a different concept has been bringing back performers who have made "names."

WHILE THE use of equity people in the little theaters has certain obvious advantages of draw, better performance for audiences and giving the non-pros the experience of acting with professionals, it has the obvious disadvantage of possible financial strain on the playhouse. Theater is a gamble and sometimes it doesn't pay off.

Off-Broadway Theater, 211 Lime Ave., is a case in point.

Off-Broadway, in existence about five years in a made over dance studio that seats 136 in its end-stage theater, took a chance on William Talman.

Talman did outstanding business at Magnolia where he played in "Born Yesterday." His leading lady was Doreen Porter, (Mrs. Rod Whaley) and whereas she might not be a major attraction elsewhere, in Long Beach, where she is well known, it is possible that she was a major draw. At any rate, between the two of them, the theater played to sold-out audiences and was held over.

OFF-BROADWAY took a chance and cast Talman in two one-acters, "No Exit" and "Way and Means."

But at Off-Broadway, whether because of Talman over-exposure here—he had recently concluded the Magnolia run — or choice of plays, the theater lost money.

As the youngest of the three little theaters here playing regularly, Off-Broadway is probably the theater least able to suffer financial loss.

Nevertheless, Eleanor Shibley, vice president of the players, says the experiment payed off in publicity and prestige. Talman is a publicity-conscious performer and sells the shows

he appears in in TV and other public appearances. Reviews in the trade publications in Hollywood rated his performance as excellent and incidentally got Off-Broadway notice in the professional field.

THE OFF-BROADWAY people come the closest to the philosophy of "the hell with the box office — we want exciting theater" school. It has more than any other group, brought contemporary theater of the "off-Broadway" variety to Long Beach. It is not entirely blind to the need for money however, and has not hesitated to throw in "something sexy" to feed the box office.

But Off-Broadway has steadily been building a reputation for doing the off-beat. While musicals and the partially draped female figure have helped financially, they have played such works as "The Chairs," "The Respectful Prostitute," "Playboy of the Western World," "The Immoralist," "The Connection," "Waiting for Godot," "A Taste of Honey,"—the latter directed by Jay Adler who for a time conducted a workshop at the theater without pay.

The Off-Broadway has been more willing than other theaters to experiment with original plays by local authors and has a Children's Theater which has staged three productions.

Mrs. Shibley, a product of the New York theater, said the theater grossed \$10,000 last year and should do better this year, but without the support of a long-established community backing such as Community Playhouse has or the support of "name" players such as Magnolia has drawn, there is a constant air of desperation—a not unattractive quality in little theater that confesses itself willing to take chances on plays and has not too much concern with building a big treasury.

"Our name," says Mrs. Shibley, "suggests the type of plays we do. We have complete freedom in our theater—freedom of ideas, freedom to experiment. We do family type plays to avant garde—as long as it is good theater. No play is ever censored. We develop directors as well as actors and writers."

THE EQUITY VS. non-Equity viewpoint carries over into the two musical theaters here.

Civic Light Opera, established as Singers Workshop by Henri Scanlon here in 1948, makes a point in its casting calls of its non-Equity status, but at the same time boasts with some justification of its professional standards of performance. It incorporated in

1952 and in 1960 took the Civic Light Opera name.

Approximately 50,000 people attended productions of Civic Light Opera in the 1962-63 season and average production costs were about \$30,000, said Harvey Waggoner, general manager for the non-profit organization.

Civic Light Opera makes its way with receipts from subscription ticket sales, individual ticket sales, contributions and allocations from the City of Long Beach and the County of Los Angeles.

WAGGONER said the big stumbling block to further growth of the Civic Light Opera is need for a theater "which would be available for continuous use and occupancy for a regular, sus-

tained period of time."

A Long Beach Civic Light Opera Guild has been organized dedicated "to raising necessary funds for expansion and increasing the social prestige of the CLO association."

A total of 37 productions have been staged by the association, growing from the four performances of two productions in 1952 to the current season's 32 performances of four productions.

Four productions are scheduled for the 1963-64 season: "South Pacific," "Unsinkable Molly Brown," "Vagabond King," and "The Sound of Music."

"We feel we are fulfilling the twofold purpose under which the organization started," said Waggoner: "to raise the cultural level



ACADEMY AWARD nominee Juanita Moore thrilled audiences at Magnolia Theater with her portrayal in the famed drama of Negro life, "Raisin in the Sun."

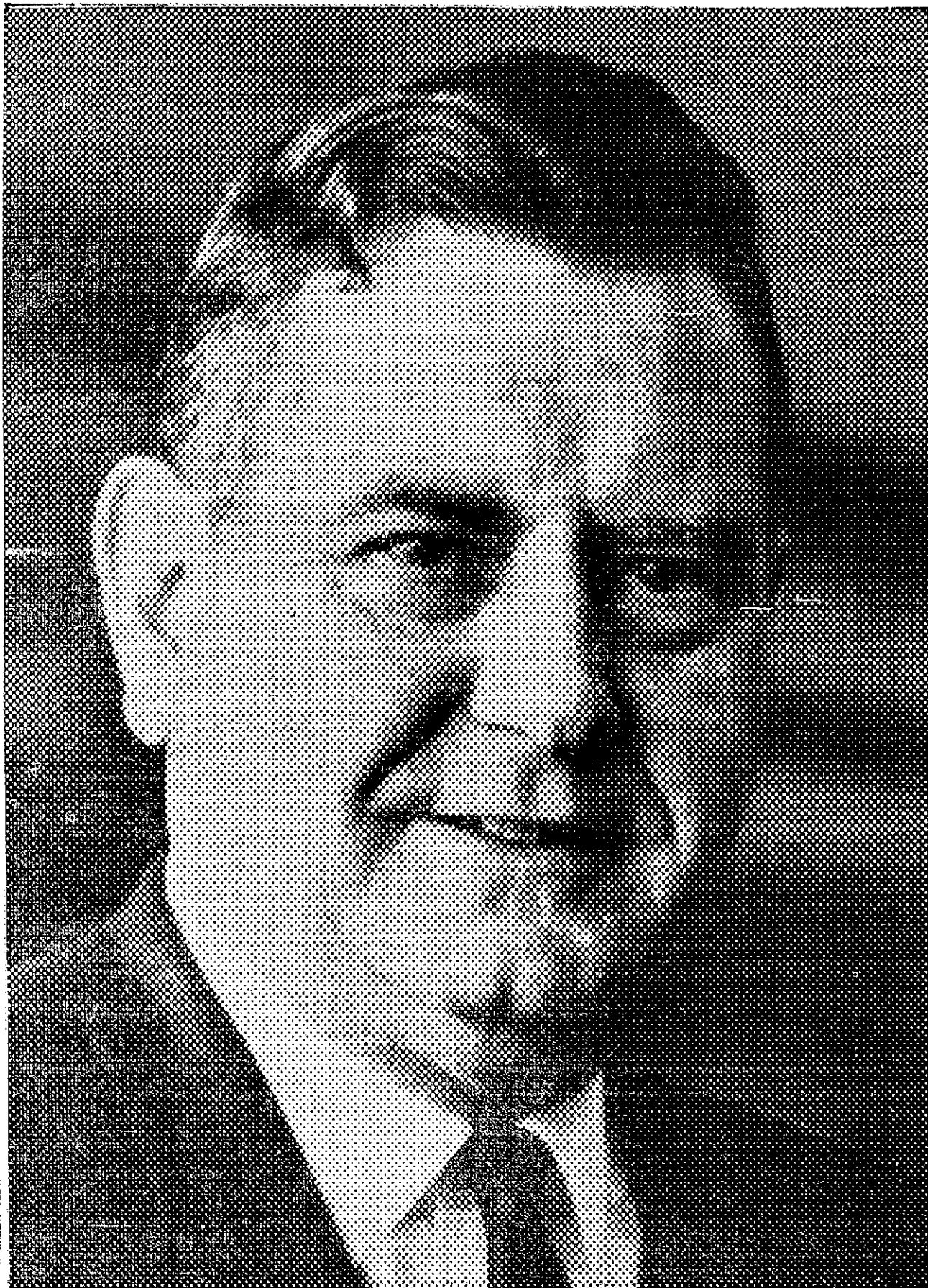
of the community through the production of musical theater and to provide the medium of expression for the talents of those who are interested in actively par-

ticipating in the theater."

COMMUNITY MUSIC THEATER, organized in 1962 with emphasis on use of Equity players in leading

roles staged its first four productions with not only "name" players but "star name" players and grossed about \$110,000—but will

(Continued Pg. 105, Col. 1)



J. Murray Yunker, President, Certified Grocers, the world's largest retailer-owned wholesaler

"We're not health insurance claims experts. And we don't want to be. Blue Cross man Herb Kinsman showed us why it pays to let their people handle claims administration. Our claims are handled fairly, promptly, accurately—and at no extra cost to us. It's all in a day's work for Blue Cross, and it saves us plenty of headaches." (Find out more about the health plan that's professionally run. In Long Beach, get in touch with Blue Cross man Bob LaBarthe at GARfield 6-6101.)



Works more ways to give more value

Just 3 Years in Long Beach

But very much
in the picture!



In fact, we have one of the largest selections of pictures . . . prints and original paintings . . . in the Long Beach Area. Come in and see our tremendous display.

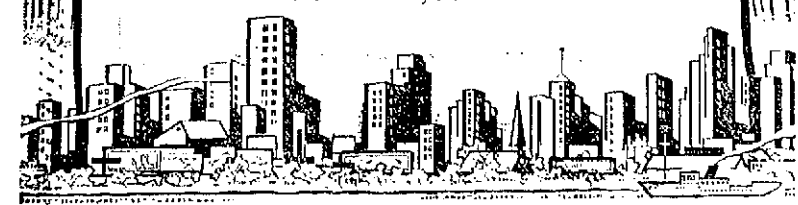
Frames . . . we have hundreds of stock frames. Most any standard size in a wide variety of style. Custom framing, too.

PICTURE & FRAME MART

4435 Atlantic Avenue GA 8-1549

In Bixby Knolls adjacent to Towne Theatre

Store Hours: Daily 9:30 to 5:30



Drama Stages LB Comeback

(Continued From Page 104)

show a loss for the first season, according to Mrs. Sven Runolfsson, musical director and board member. The announced aim of bringing as fully professional a performance as possible was carried out with casting of McDonald Carey in "The Music Man," Byron Palmer in "Annie Get Your Gun," Anne Jeffreys in "The Most Happy Fella" and "Bye Bye Birdie" with Sherri North, Del Moore and Lynn Barrie.

"We're in the process of auditing now," said Mrs. Runolfsson. "We expected and probably will show a loss for our first season. But we accomplished what we set out to do—use more Equity performers—bring professional entertainment to the city. We have established a reputation with agents, stars and audiences. Approximately 30,000 persons viewed performances of the shows."

Community Music will have a professional general manager next season, said Mrs. Runolfsson. Like Civic Light Opera, one of the problems is to find a place to perform. Originally, the group had planned an October production but because of the inability to find a time period at Municipal Auditorium, the group's next production has been put over to February.

ALMOST EVERY week-end of the year, something is doing on stage in Long Beach—in the "little theater," the music theater, City and State College, Jewish Community Center, and to a lesser extent in the high schools which admittedly do not have a very extensive program for drama.

While the mainstays of the local theatrical scene are the many nonprofessional housewives, or people who work at the various non-theatrical trades, and pro-

fessions the schools are the source of material for the stage.

City College and State College drama department staff members have been active in the independent theater productions—David Emmes of City College directing and acting at Off-Broadway as well as directing his regular program of plays at the school; Dr. David W. Sievers of State College in his own college program and as director for Magnolia's production starring Robert Cornthwaite, "The Egg."

OVERALL, there is an awareness of all the groups of the need for a program of promotion of theater in the city. This recognition brought about the organization of the Council of Living Theater, which Dr. Sievers has headed for the two years it has been in existence. It's principal accomplishments thus far have been the development of a Drama Day held each year where common problems are discussed and the establishment of a play-writing contest.

COLT's formation was stimulated by the greater local interest in theater and in turn has attempted to greater stimulate interest of the general public in theater.

There are, of course, varied responses to the question of what is the state of the theater in Long Beach. To some it is good, to others depressing; to some it is exciting while some do not consider that Long Beach has any theater worth the name.

A game sort, most of the theater people themselves sometimes are apt to be a bit optimistic about the condition of things. However, all will admit the box office can stand more traffic.

While in all cases, the play not always been the



WILLIAM TALMAN enacts scene from "No Exit" with Long Beach actress Norma Crowley in successful presentation at the Off-Broadway Theater.

thing, theater in Long Beach has continued to grow over the years. There is more and better theater here today than there was even 10 years ago. Some of the theater is bad, some is good; none of it is indifferent. They eat, sleep, live and love their theaters—

from the one-time actor who worked in a professional show to the starry-eyed young thing who has made up her mind she is going on the stage. They're a dedicated group. If they

weren't, little theater wouldn't exist, except in the institutions where nobody must worry particularly about budgets, critics' reactions or who's going to pay the rent.

Scenic Tour

The cruise boat Shearwater leaves Navy Landing (foot of Magnolia Avenue) daily at 2 p.m., from Pierpoint Landing at 2:30 p.m., to make scenic tours of the Long Beach Harbor.

Port Serves Entire Southwest

Long Beach Harbor is an international shipping point for the nation's second largest and fastest growing population center and

its market hinterland covers most of the Southwestern U.S.

The municipal port handles imports and exports for cities as far away as Denver, Omaha, Chicago and Carlsbad, N. M.

The harbor's primary market, where about 90 per cent of its cargoes are bound or originate, is the sprawling Southern California megalopolis, a region that is growing at the rate of 1,200 new residents each day.

Within a 75-mile radius

of the port there are more than eight million people.

THE SECONDARY market, which includes areas in Nevada, Utah, Colorado, Arizona and New Mexico, has a population in excess of 20 million persons.

This market is reached through more than 1,000 truck lines and three transcontinental railroads—Southern Pacific, Union Pacific and the Santa Fe—which service the port.

The port's primary trading zone encompasses the nation's number one pro-

duction area for agriculture, electronics, aircraft and missiles. It also leads the U. S. in new construction and employs the largest building trades work force in the western hemisphere.

First Directory

The first directory to list Long Beach names was the Los Angeles County edition of 1886-7. It numbered 21 business firms and noted proudly that the area contained no saloons.



J.J. Newberry Co.

Starting in 1911 with one small store in Broadwing, Pennsylvania... Today Newberrys are continuous with over 577 stores serving the entire U.S. with popular priced merchandise that fills the needs of most American families. The Holland House Cafeteria in most Newberrys stores serve the highest quality foods available. Please visit us soon.



433 PINE AVENUE • DOWNTOWN LONG BEACH • HE 5-1521



The Long Beach District Board of Realtors

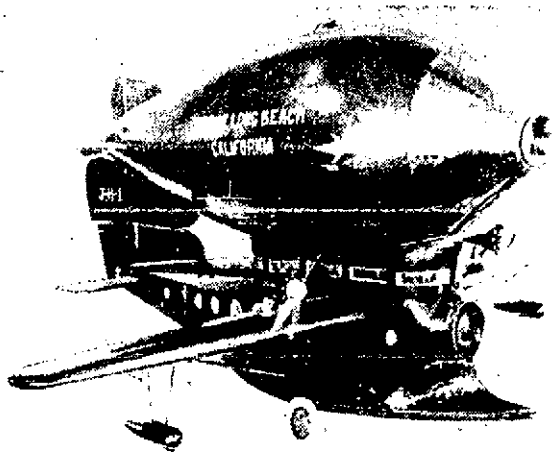
WHOSE MEMBERS BELIEVE IN THE AMERICAN WAY OF LIFE

Salutes the City of Long Beach on their 75th Anniversary as the ideal place in the world to live that life.

Long Beach District Board of Realtors
3747 Long Beach Blvd., Long Beach, Calif.



Taking a Flyer to the future



Wintress Collection, Courtesy of Long Beach Public Library
When Long Beach Inventor John Hodgdon Designed His Dirigible-Boat-Aeroplane (Above) in 1929, He Had His Eyes Fixed Firmly on the Future. For Another Version of the Shape of Things to Come, Read On . . .

Enter the time vehicle, set the dial for 2038 and let's have a look at Long Beach on the occasion of its 150th anniversary.

The time tourist from 1963 is shocked by the seeming emptiness of the city. There are many tall towers—some of them more than 100 stories high—but between them is open park land. Streets are few. The cars are silent and emit no fumes. There are many horses on the park hidle paths.

The official tourist guide anticipates the questions the visitor wants to ask. "Here," he says, "is the result of a revolution that was just beginning in 1963. The automobile with its streets and freeways was slowly strangling the metropolis. The automobile was the most inefficient machine ever invented. It burned fantastic amounts of fuel to carry perhaps one man to a destination. By 1975 people knew that the auto had to go. By 1990 it was gone.

★ ★ ★

"THE PRIMARY REASON for its disappearance was the decreasing supply of petroleum. Gasoline prices went up and up. The cars we use now are electric and they are used for short trips only, but you can drive your car onto the express train and drive off in downtown Los Angeles in five minutes.

"Suburbia began to disappear with the automobile. People realized that there was really no direction to go but up, so they replaced individual homes with skyscraper apartments. This made it possible for more people to enjoy outdoor living in the parks. Long Beach now has a population of 750,000—and 20 times as much park land as it had in 1963."

The guide takes the visitor on a tour. First stop is at the huge water distillery south of Seal Beach. "The flow of desalted water from this one plant alone is greater than the flow of the Colorado," he says. "There are a dozen plants like it up and down the coast. California no longer has arid land except for a few small deserts maintained as national monuments."

★ ★ ★

THEIR NEXT STOP is the spaceport where they arrive in time to see the shuttle blast off for the pleasure satellite. "Before you leave you must go out to the satellite," the guide says. "Most people find it quite exciting to orbit the world, and weightlessness is a pleasant and restful experience."

"What about travel to the moon?" the visitor asks.

"Well, that's still terribly expensive. We maintain scientific colonies on the moon and on Mars, but the cost and hardship pretty well close them to tourists."

★ ★ ★

AT DISNEYLAND the guide points out the 20th century city. "If you would like to, we can go for a drive in a Thunderbird," he smiles.

As they travel around, the visitor observes the people. He is struck by their vibrantly healthy and happy appearance.

"The possibilities of medicine and psychology were just beginning to be guessed in your day," the guide explains. "Most medicine now is preventive. The physician finds and treats weaknesses which could result in disease. Likewise, the psychologists work to prevent unhappiness.

★ ★ ★

"I'M NOT SAYING that we have eliminated unhappiness. A person who has been injured or has suffered bereavement is unhappy. But we have done much to eliminate neurotic unhappiness."

"Can you tell me how the typical person lives in this Society?" the visitor asks.

"Well, education begins much younger than it did in your day," the guide says. "Infants are conditioned through various techniques and devices for acquiring knowledge. Going to school is no longer an emotional struggle. The

children want to go to school, want to learn. Consequently our 18-year-olds are better educated than your doctors of philosophy. We aim at educating the whole person. Our children are all proficient in athletics.

★ ★ ★

"ON FINISHING school at 18, they go into the government service. This is the outgrowth of ideas like your Peace Corps. Most of them choose to follow some specialty in lands that are still underdeveloped. Some men go into the Army. There are still nations where peace is maintained by guns.

"After their five-year tour of duty they enter their chosen professions. Automation long ago did away with most jobs classified as labor. This does not mean that people no longer work with their hands. On the contrary, everybody does. The psychologists discovered that manual labor, especially when it involves creativity, is a way in mental health. Everybody excels in one or more crafts.

"Some of our ideas of progress may surprise you. You've noticed the great number of horses we have. Well, the psychologists discovered that man needs the company of animals. After all, throughout history until the 20th century man lived in constant relationship with beasts. Man suffered great psychic loneliness when he isolated himself from other creatures."

★ ★ ★

IN THE HARBOR they visit a great submarine freighter. "The atomic submarine has put most of the working ships of the world under water," the guide said. "There are no storms below the surface, and fuel is used more economically.

"The 20th century saw man's adventure into space. The scientists of the 21st century are devoting themselves mostly to this earth, and especially to the sea. We mine and harvest the bottom of the sea. We fertilize great areas to increase the supply of fish. There are even homes under the sea. One can sit by his picture window and watch the continuous movement of sea life."

Entering a flying machine, they visit the countryside. "You will notice that almost no one lives in the country any more," the guide said. "The farms are tilled and harvested by automatic machines guided by a radio control tower. Today's farmer is a scientist and technician. The land is sacred to him. The soil is constantly enriched. The farms of America today have better soil than in the days of the pioneers.

★ ★ ★

OUTSIDE OF THE big cities, most of America today is either farmland or wilderness. Strict laws govern the exploitation of wilderness. The mountains are protected for enjoyment by people."

Back in Long Beach, the visitor asks about the crime rate. "It is approaching zero," said the guide. Crime happens, of course. You will never get rid of wrong-doing unless you get rid of freedom too. That would not be desirable. But the things that drive men to crime—extreme poverty, injustice and neurotic compulsion—are pretty well under control. The emotional drive toward self-destruction has been lessened. Alcoholism, for example, is so rare that most doctors have only academic knowledge of it."

Back at the time vehicle, the tourist asks: "What are the goals of this society? Where are you going from here?"

Instead of answering this question, I would like to ask you one: This is your future as envisioned by the best intellects of your day. What are you doing to achieve it?

The future can only be prophesied in part. Fine minds of 75 years foresaw the air age and even space travel. Our time tourist saw only one of the futures available to us.

Another future is that of the day after World War III when the remnant of mankind—there is always a remnant—begins the centuries-long task of rebuilding a society.

Perhaps even more frightening is the future in which the erosion of human and natural resources through exploitation and neglect creates a degraded society. It happened in Rome. It could happen here.—MARK CLUTTER,

New Public Library Needed

(Continued from Page 98)

boards, shelving and lighting may be nearby. Storage areas in 4 buildings now used by the general maintenance man will be combined in the "New Main" with construction materials, equipment and work-bench planned for efficiency and safety. The custodian's of-

fice and janitorial supply room will be nearby, too. IBM tabulating equipment and circulation control for loans from branches as well as Main will probably be near these other "noisy" functions.

SOME PLACE in the building there will be office space for the city librarian and administrative staff; for branch library headquarters, coordinator of work with boys and girls, the young adult coordinator and such other key personnel as may be needed.

Locker and staff facilities will provide for an increased library staff. With approximately 200 library employees currently working, an assembly room able to seat at least 300 will be needed for the city librarian to hold meetings of combined branch and Main personnel. In-service training room. There will be smaller conference rooms for committee meetings, book selection meetings, monthly branch librarian meetings and book discussion groups.

With all these foreseeable needs to be met and

the knowledge that there are unforeseen needs, library planners sometimes wonder if they are projecting a large enough building. With elevators, air conditioning, walls and halls using up perhaps as much as 20,000 square feet, is a 150,000-square-foot building going to be adequate for 20 years?

But the big question is: "When in this space age are the voters of Long Beach going to vote bonds to provide the Library space they and their children need to cope with our second 75 years?"

Historians: Here Is Big Job for You

Here's a job for some aspiring writer with time and imagination.

Write a history of Long Beach.

We have one, you say? What's the matter with Walter Case's "Long Beach and Vicinity," the "Bible" of everyone who under any circumstances writes about Long Beach's past?

"Long Beach and Vicinity" covers the ground—like a blanket!—up to and including the middle of 1927. It covers the mastodons and camels, wild horses, giant sloths and oxen with huge branching horns that used to live where Long Beach now stands. It describes the Indian tribes, the Spanish explorations, the Spanish land grants, the fascinating stories of Los Alamitos and Los Cerritos ranches.

But 1927 was a long time ago. Long Beach has done a lot of growing since then, with many changes.

What's the matter, you say, with the history of the Long Beach area being compiled under Maymie Krythe, Vol. V of a 13-volume history of Los Angeles County?

Not a thing. Two dozen persons are working on the volume, and with Mrs. Krythe at its head, it's bound to be good.

But Long Beach is important enough to deserve a new, up-to-date history of its own.

How about it, you writers looking for a project?

—VERA WILLIAMS

FOX WEST COAST THEATRES

DIVISION OF NATIONAL GENERAL CORP.

"TALKIES"

COLOR

3-D

CINEMASCOPE

CINERAMA

STEREOPHONIC SOUND

In Long Beach

Since

1926

FOX
WEST COAST
THEATERS

"The Place to Go!"

Modern
as
Tomorrow

WEST COAST

333 E. Ocean Blvd.
HE 6-4209

CREST

4275 Atlantic
GA 4-1619

IMPERIAL

315 E. Ocean Blvd.
HE 6-3973

BELMONT

In Belmont Shore
GE 8-1001

BAY

340 Main St.
Seal Beach

Grand Opening
in February
THE NEW
FOX
ROSSMOOR

SERVING LONG BEACH SINCE 1934

Wine Mess

1770 E. BROADWAY
LONG BEACH



house of . . .
AMERICAN
AND
IMPORTED

WHISKIES
LIQUEURS
WINES
CHAMPAGNES

May we invite you to visit our most exquisite wine room where we offer personalized assistance in the selection of a proper wine to complement the food for your table. The Thanksgiving holiday is drawing near . . . Do give us the opportunity to aid in making this holiday feast most memorable.

THE WINE MESS

Cordially Invites You to Their . . .
26th ANNUAL CHRISTMAS SHOWING

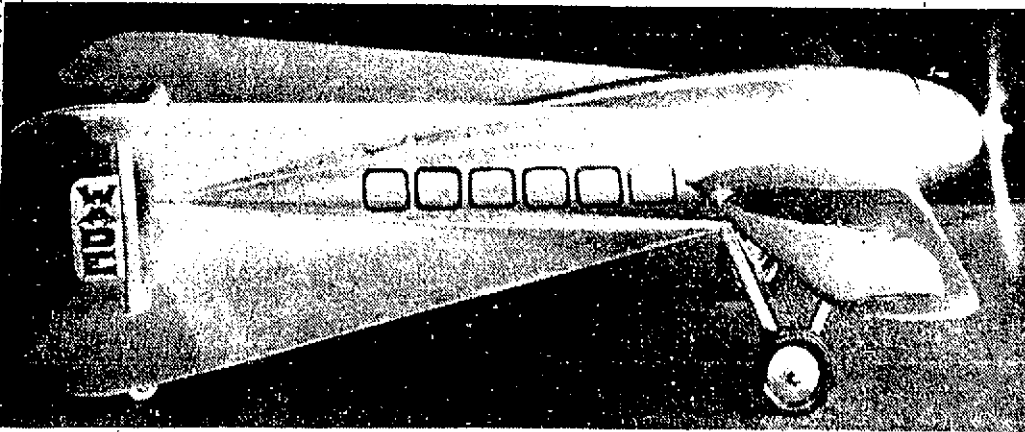
Don't Miss This Exciting Presentation of . . . Packaging of Fancy Liqueurs, Whiskies and Decanters . . . Including an unusual display of Gourmet Foods, Candies, and Bar Accessories. Wonderful selection of appropriate gifts for the Holiday Season — We Custom Pack —

PARTY ORDERS AND
PLANNING OUR SPECIALTY

Unusual Imported
DELICACIES

Glassware, Bar Gadgets, Gifts

HE 6-8901



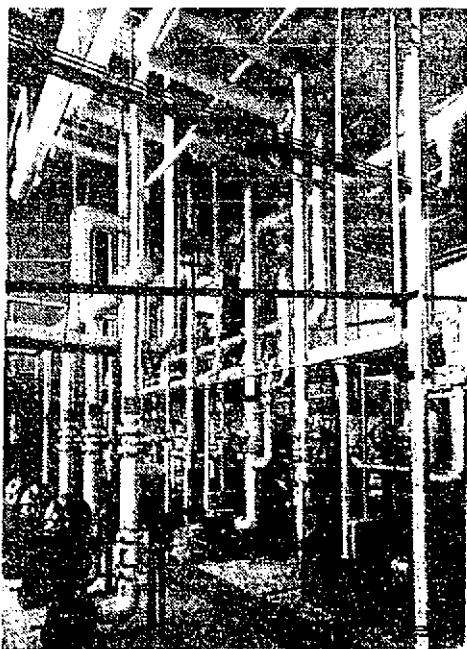
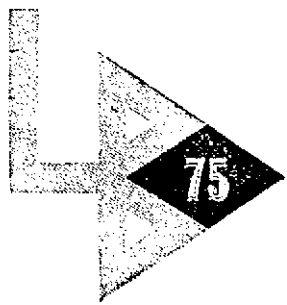


MARTIN A. NISHKIAN
Heads Outstanding Engineering Firm

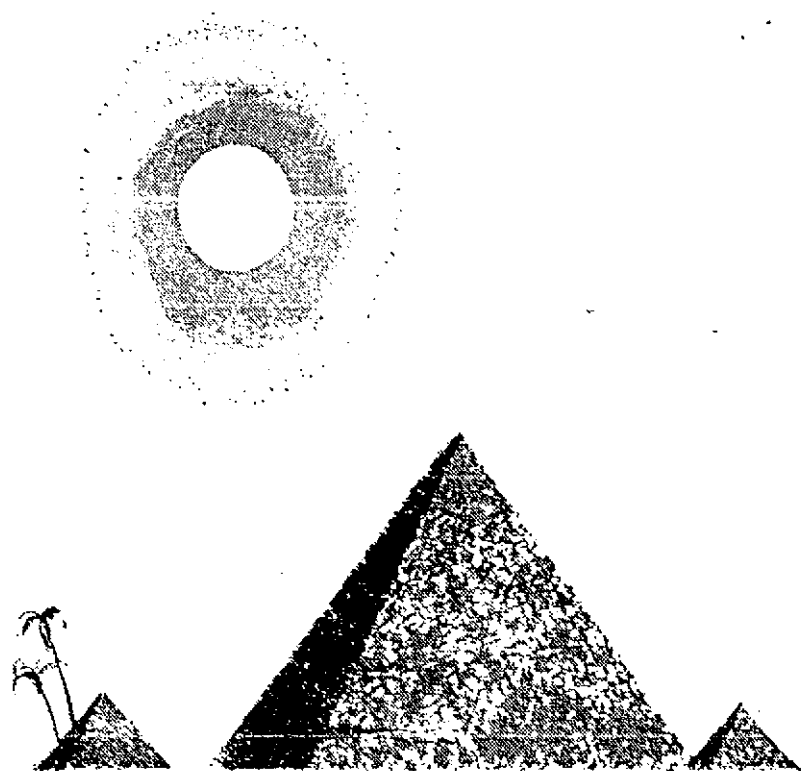
Martin A. Nishkian, prominent Consulting Engineer and Designer of Long Beach, California, enjoys an enviable reputation in all fields of engineering.

He was born in Fresno, and graduated from San Francisco Poly High School, and the University of California. He did post graduate work at the University of California and Stanford.

In October of this year, M. A. Nishkian & Co. was awarded an architectural-engineering contract by the State of California, Division of Architecture, for a Central Heating and Cooling Plant to serve the State Capitol Complex in downtown Sacramento. This contract is the largest of its kind awarded to date to any private firm. The ultimate construction cost will be in the neighborhood of \$15,000,000.00.



Central Heating Plant,
Miramar Naval Air Station

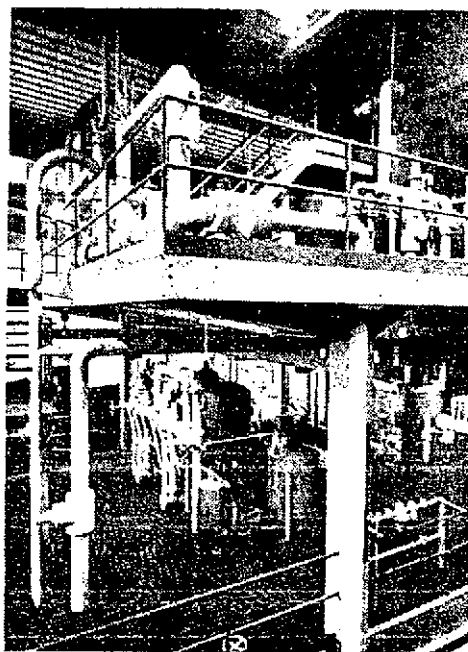


*He was there...
your consulting engineer*

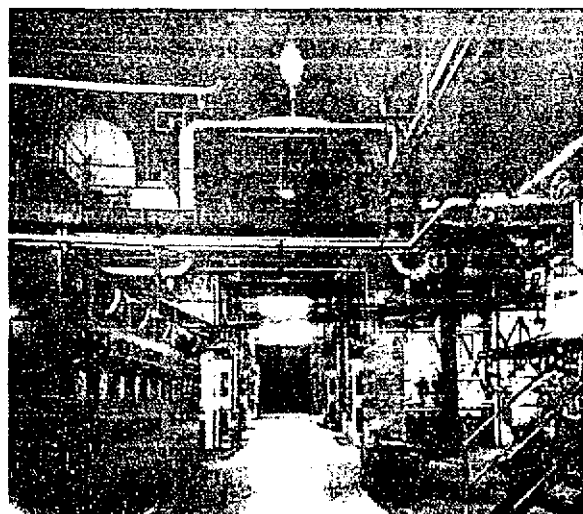
M. A. NISHKIAN & CO. • LONG BEACH, CALIFORNIA
Consulting Engineers

Design
Construction
Surveys
Appraisals
Engineering Reports
Economic Studies
Civil
Structural
Mechanical
Architectural
Electrical

Chemical and Petroleum
Process
Steam-Power & Refrigeration
Gas Compressor Stations
Gasoline Absorption Plants
Gas & Products Transmission Lines
Pumping Stations
Repressurization Facilities
Nuclear Facilities
Chemical Process Plants
Oil Refineries



Central Heating and Refrigeration Plant,
Los Angeles Civic Center



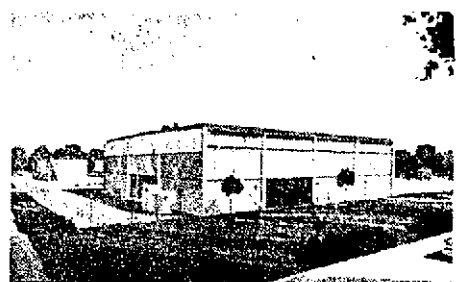
Central Steam Plant, Naval Training Center, San Diego



Los Angeles County Central Heating
and Refrigeration Plant



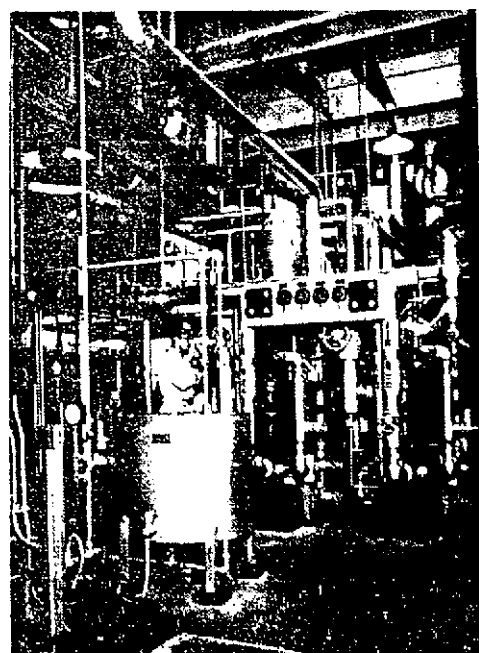
Central Heating & Refrigeration Plant
& Laundry, Los Angeles County
Harbor General Hospital, Torrance



Uni-Plant Corp. Douglas Space Systems
Center, Huntington Beach



Medical Services Bldg.,
Rancho Los Amigos Hospital



MTR Boiler Plant, Arco, Idaho

THESE FAMILIAR DIAMONDS SALUTE THE CITY OF LONG BEACH ON THEIR DIAMOND JUBILEE

**WALKER & LEE
INC.**

THE WALKER & LEE DIAMONDS HAVE BEEN THE
TRADEMARK OF QUALITY & INTEGRITY IN THE FIELD
OF SOUTHERN CALIFORNIA REAL ESTATE
FOR MORE THAN TWO DECADES.

LOOK FOR THESE DIAMONDS
WHEN YOU WANT TO BUY OR SELL A HOME

OFFICES

ACREAGE DEPARTMENT—NEWPORT BEACH
2043 Westcliff Dr., Suite 305 Midway 6-7716
BUENA PARK
8031 Stanton Taylor 7-2130
CARSON STREET—LAKEWOOD
4100 Bellflower Boulevard Harrison 5-1214
COMMERCIAL & INDUSTRIAL—ANAHEIM
2580 West Lincoln Avenue Jackson 7-8817
CORONA DEL MAR
2760 E. Pac. Cst. Hwy. & Goldenrod 675-3171
COSTA MESA
2629 Harbor Boulevard Kimberly 5-9491
DUTCH VILLAGE—LAKEWOOD
5549 Woodruff Avenue Harrison 1-1211

EUCLID—KATELLA—ANAHEIM
1742 South Euclid Prospect 2-0075
FULLERTON
1718 West Orangethorpe T-Rajan 1-1542
GARDEN GROVE
11501 Brookhurst LEhigh 9-7753
LINCOLN—MAGNOLIA—ANAHEIM
2580 West Lincoln Jackson 7-5138
LOS ALAMITOS
3542 Cerritos GENEVA D-7564
LOS ALTOS—LONG BEACH
2060 Bellflower Boulevard GENEVA 3-7493
GENEVA 3-0993

NEWPORT BEACH
2043 Westcliff Drive Midway 6-7711
Kimberly 5-3029
PARK ESTATES—LONG BEACH
5201 E. Pacific Coast Hwy. GENEVA 4-7426
GENEVA 8-4822
RESIDENTIAL INCOME—LONG BEACH
853 Atlantic Ave. Hemlock 7-6427
SANTA ANA
2231 South Bristol 546-0022
TUSTIN—SANTA ANA
13892 Tustin Avenue Kimberly 7-6471
WOODRUFF CENTRE—LONG BEACH
3010 Woodruff Ave. HA 1-6445, HA 9-5924

**WALKER & LEE
INC.**

real estate

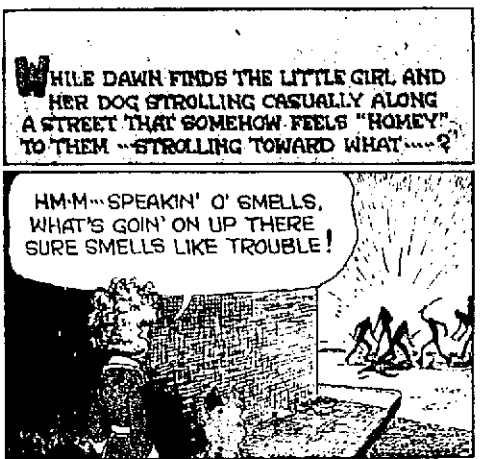
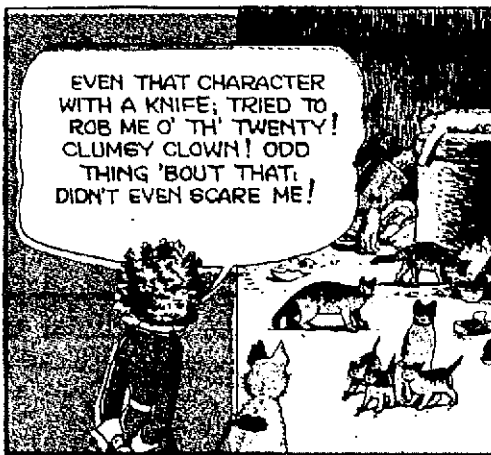
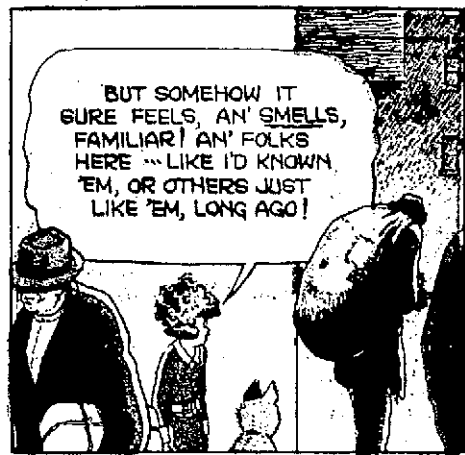
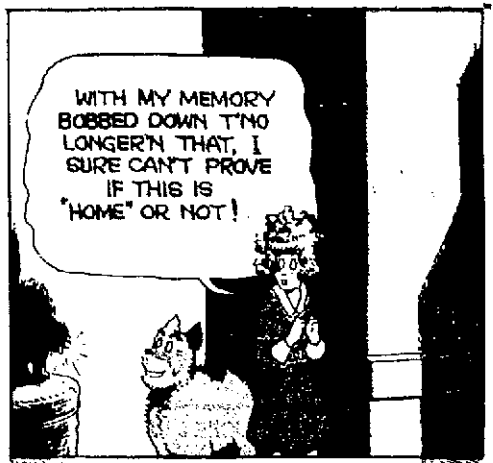
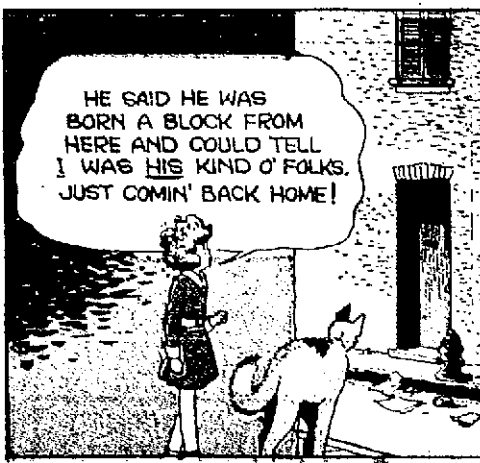
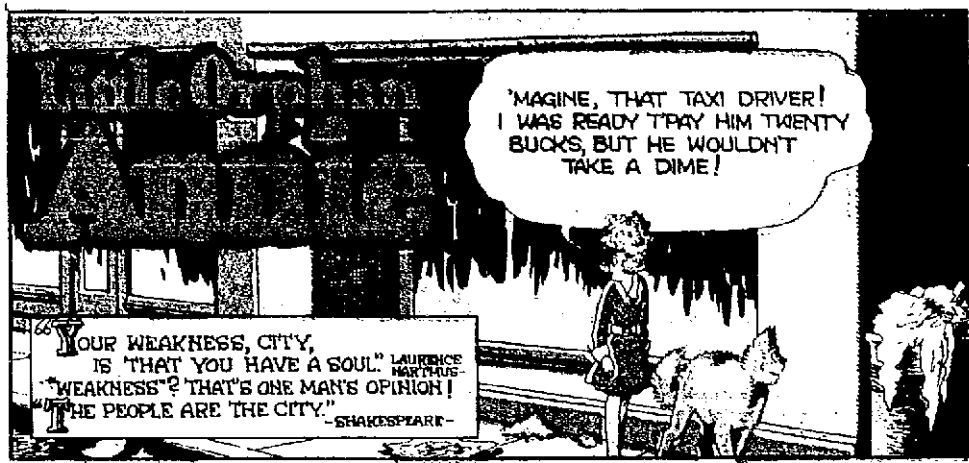
"THE ONE TO SEE IS FROM WALKER & LEE"

SUNDAY

I.P.T. DIAMOND JUBILEE EDITION

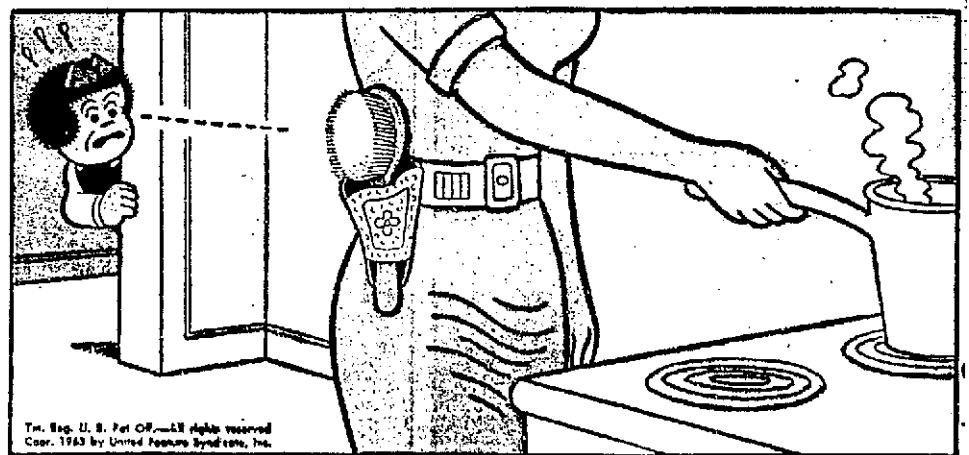
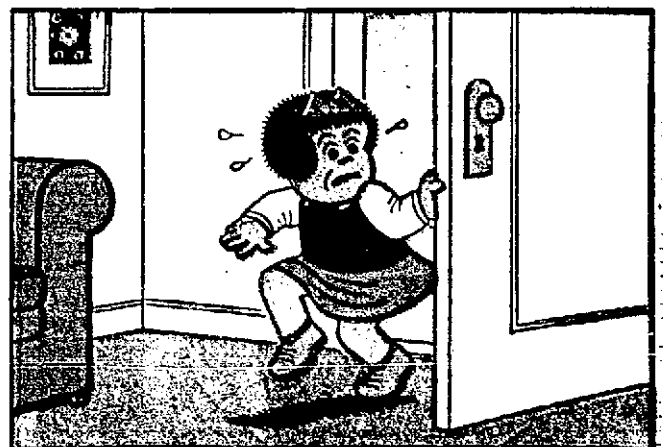
75 YEARS OF A CITY'S GROWTH

LONG BEACH, CALIFORNIA—OCTOBER 27, 1963



NANCY

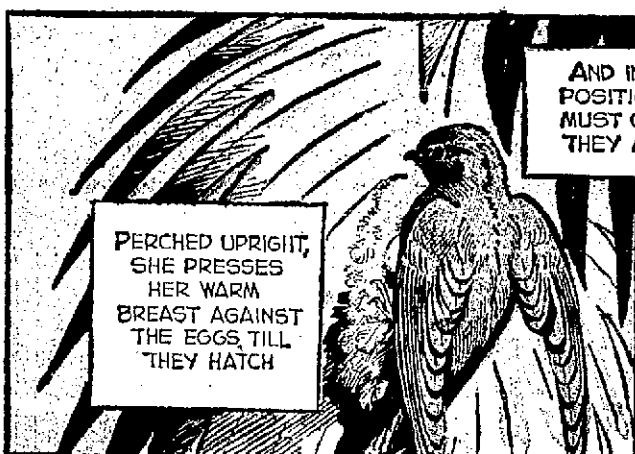
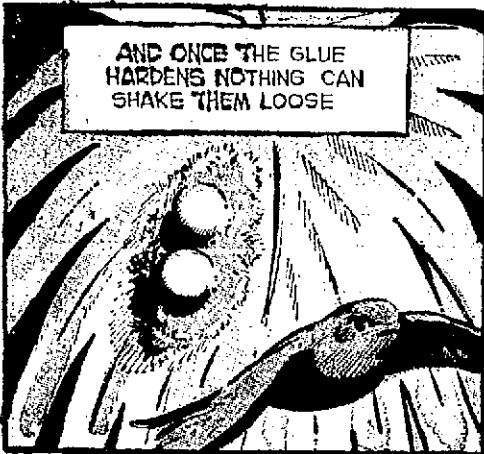
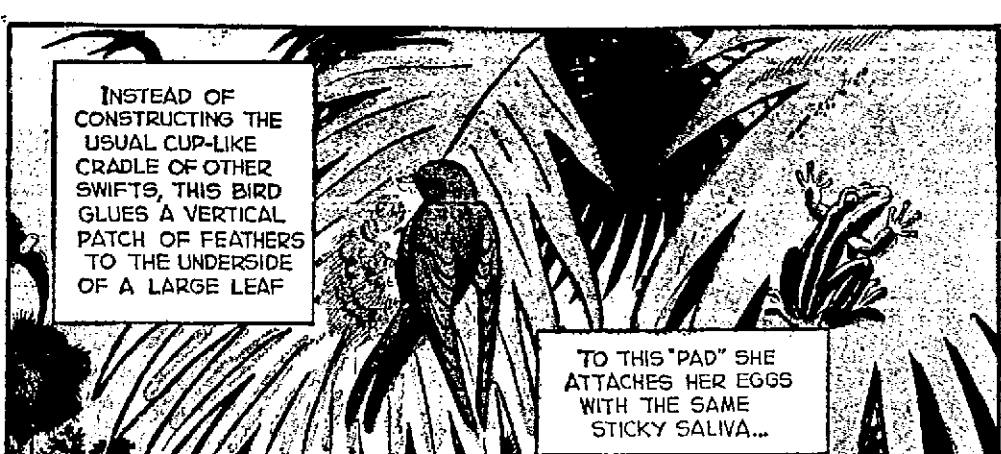
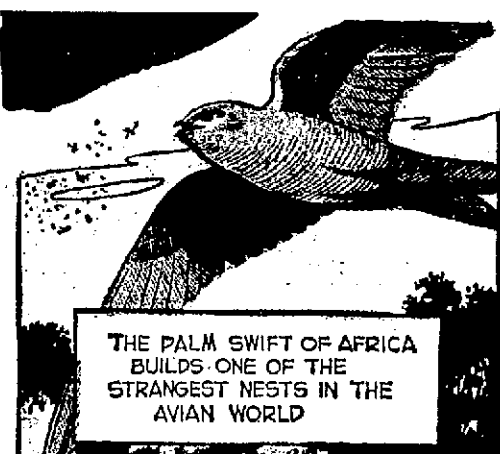
By Ernie Bushmiller



Tm. Reg. U. S. Pat. Off. All rights reserved. Copy, 1963 by United Feature Syndicate, Inc.

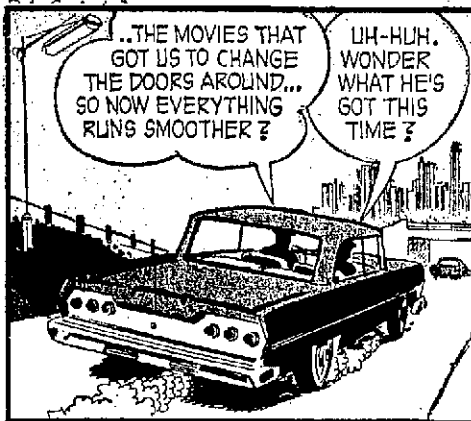
MARK TRAIL

by ED DODD



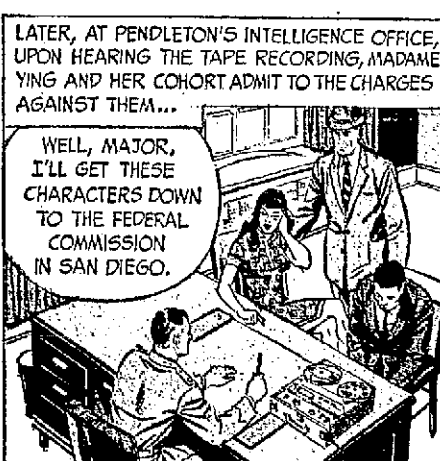
JOE PALOOKA

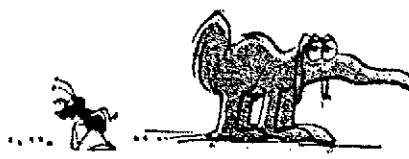
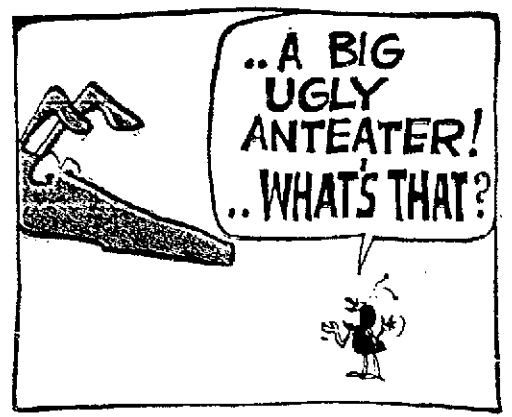
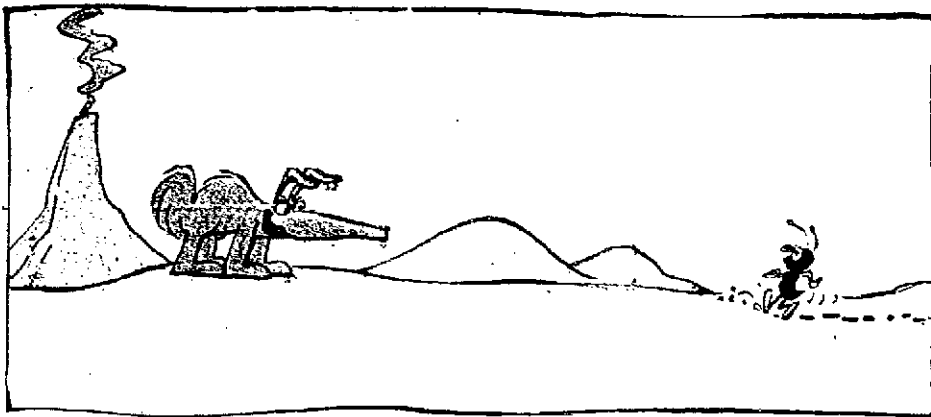
By Ham Fisher



Dan Flagg

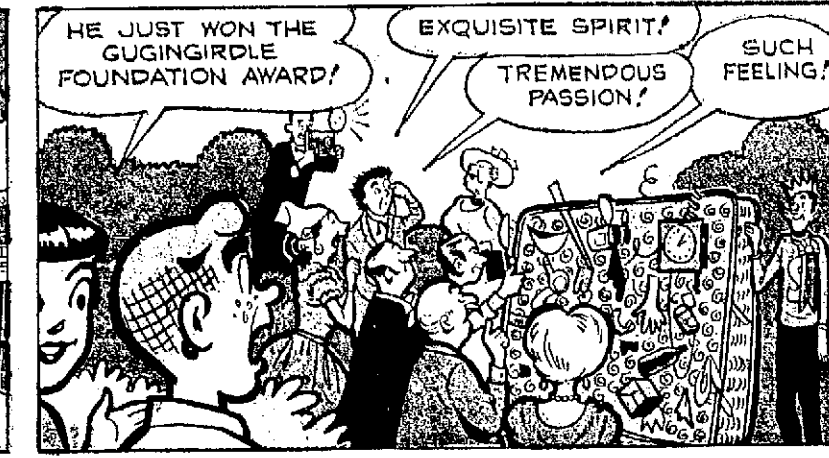
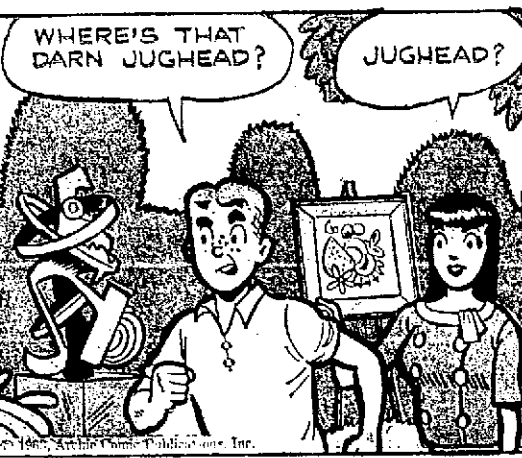
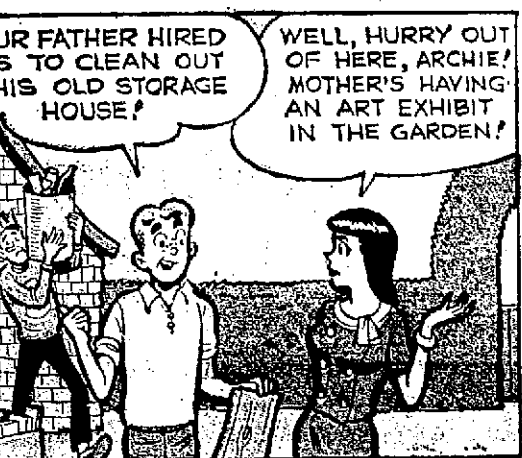
by DON SHERWOOD





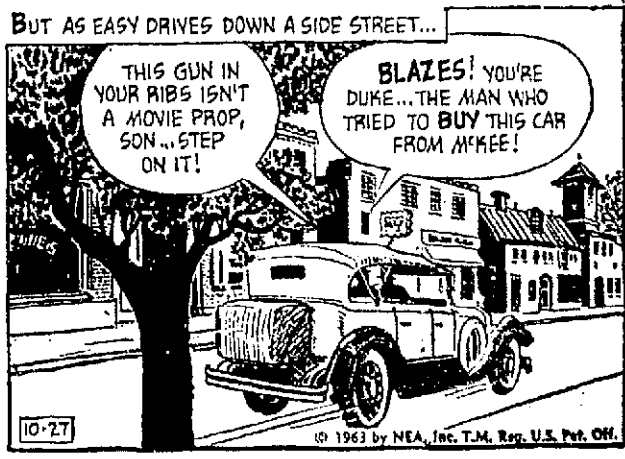
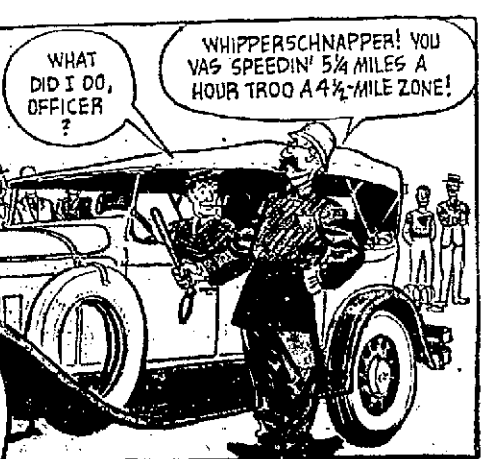
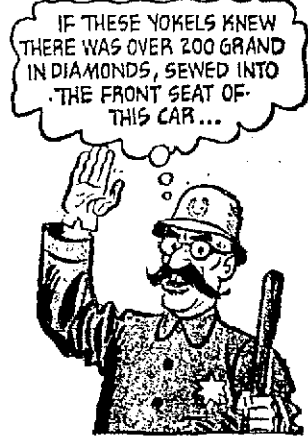
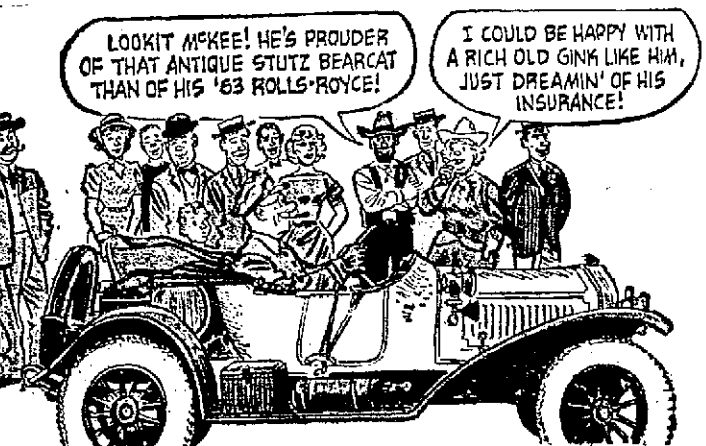
AIRCHIE

by BOB MONTANA



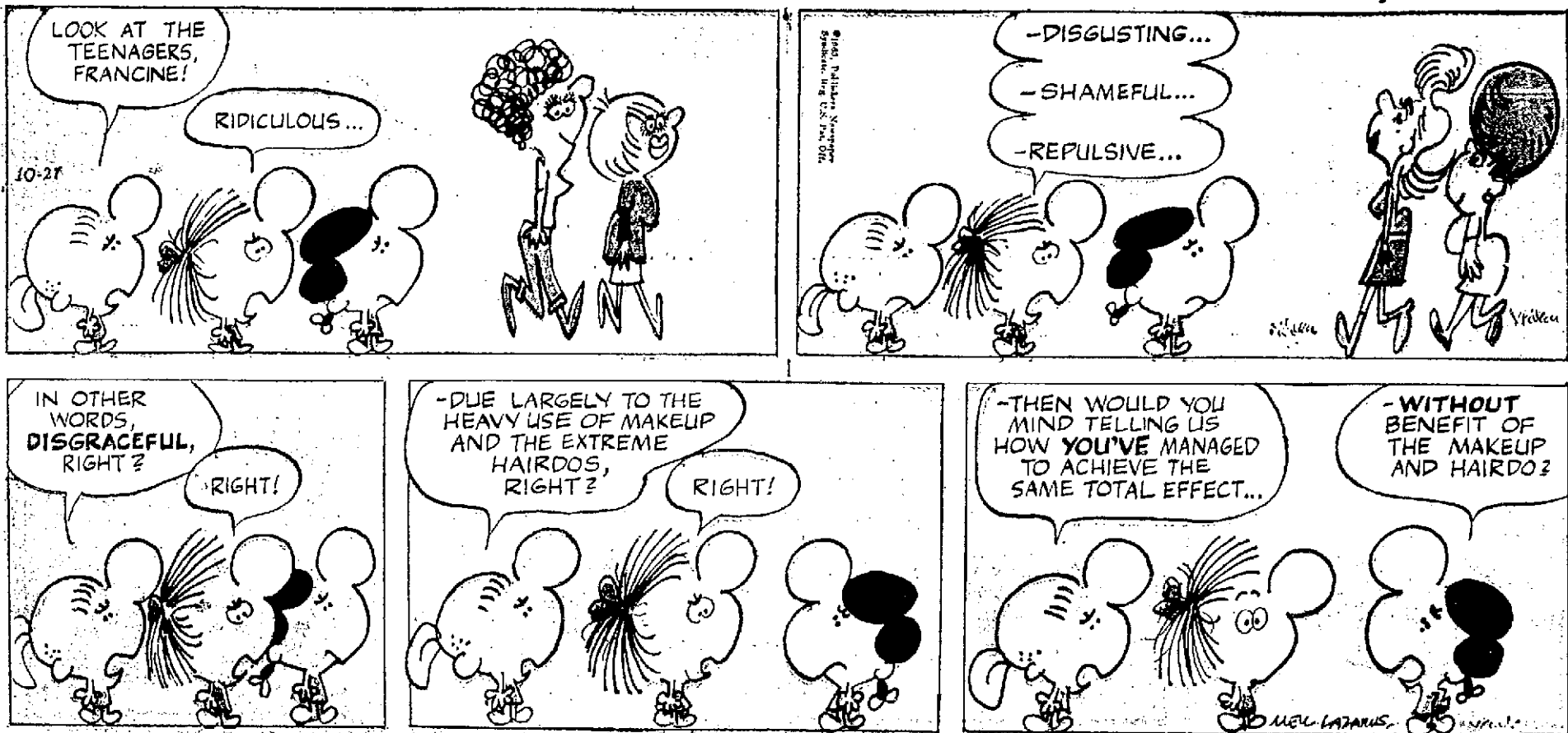
CAPTAIN EASY

By Leslie Turner



MISS PEACH

By Mell



ABBIE AN' SLATS

By Raeburn Van Buren



Disability Payments

When you get hurt and can't work!

HERE IS WHAT YOU CAN COLLECT in accordance with policy terms

MINOR ACCIDENTS When there is no disability, policy covers your doctor bill expense up to \$15.00 (limit \$3.00 per visit); plus X-ray expense up to \$10.00.

DISABLING ACCIDENTS For most accidents at home, at work, at play, etc. Disability Benefits up to \$120.00 at \$30.00 per month; X-ray expenses up to \$10.00; Ambulance expenses up to \$10.00; PLUS Hospital Benefits to \$300.00 at \$5.00 per day. Maximum total \$440.00.

For Auto and Pedestrian Accidents, maximum total increased to \$620.00; for other Specified Travel Accidents, maximum \$920.00.

FATAL ACCIDENTS \$500.00 for most accidents at home, at work, at play, etc. \$1,000.00 for Auto, Pedestrian, certain specified Travel accidents. Up to \$10,000.00 for other specified Travel accidents.

MONTHLY INCREASE Important Death Benefits increase 1% each month you are insured--up to 50% maximum.

ELIGIBILITY Issued to men, women and children between ages 1 and 79--except those who have lost both hands or feet or sight of both eyes.

LIMITATIONS Benefits reduced one-half after 65th birthday. No reduction in benefits first year.

EXCEPTIONS Benefits paid in accordance with terms of policy form HM 2624-A which is renewable at option of Company. Does not cover accidents in a mine; in railroad yard or train except as fare-paying passenger; wartime, auto races; expense items paid under Compensation Insurance.

Provided as a Reader Service of

one of many worthwhile features of this
ACCIDENT INSURANCE

Only 50¢ A MONTH

Independent Press-Telegram

It costs a whale of a lot to be laid up by an accident--any kind of accident. When the family bread-winner is hurt and can't work, his income is usually reduced or stopped entirely. Result? The family savings are drained so much that it may take years to recover from the high accident costs.

Bills for medical treatments, X-rays, hospital rooms, wheel chairs and a dozen other unexpected expenses, take a big chunk out of anyone's hard-earned savings.

This insurance is designed to help you solve the Accident Expense Problem. You may find it hard to believe, BUT

this policy--at a cost of little more than a penny a day does pay the benefits shown below, for accidents at work, at home, in your automobile, on the street, and even at play.

Hundreds of claims are paid every week to men and women, like yourself, who never expected to be hurt. But they realized that, since one American in every 12 gets hurt each year, they just couldn't afford to be without this low-cost protection.

Take advantage of this great Reader Service--the personal accident insurance that brings you cash when you need it most! Send in your application today!

Mail this APPLICATION today!

To: Resident Agent,
National Casualty Co., care of:
Registrar Agent,
National Casualty Co.,
Independent Press-Telegram
Long Beach, California

I apply for "Accumulative" Accident Insurance, to become effective day policy is issued and dated. I understand that it takes about 10 days to issue a policy and agree (1) to pay the premium of 50c per month; (2) designate person who collects for my newspaper as my messenger to deliver premium to above office; (3) that policy will automatically expire if I fail to pay premium when due. Insurance does not cover persons who have lost both hands and feet, or the sight of both eyes.

☐ FOR FIRST POLICY IN FAMILY -- Send no money. Pay carrier 50c each month at the same time you pay for paper.
☐ FOR EACH ADDITIONAL POLICY IN FAMILY -- Enclose \$5.00 Annual Premium with each application.
☐ I NOW SUBSCRIBE TO THE INDEPENDENT.
☐ I NOW SUBSCRIBE TO THE PRESS-TELEGRAM.

Applicant's Full Name (Print given name like "Helen M." and last name)

Age (1 to 79) Phone No.

Address (Street and No. or RFD) (City and State)

Name one beneficiary, either a blood relation, family member or "Estate"

Name of Beneficiary (Print given name like "Helen M." and last name) Relationship

Dennis
The
MENACE

by Hank
Ketcham

YOU LIKE TO SEW, MOM?

UH-HUH.

THAT'S GOOD.

WHY?

'CAUSE I JUST TORE MY PANTS!

YA WANNA SEW UP THIS LITTLE HOLE, MOM?

NOT NOW.

'CAUSE YOU'RE BUSY, HUH?

THAT'S RIGHT.

YOU DON'T EVEN WANNA CHAT, I GUESS.

I'D RATHER NOT.

WANT ME TO OIL UP YOUR OL' SEWIN' MACHINE FOR YA?

NO! BUT YOU CAN PICK UP THAT BOBBIN FOR ME.

THAT WHAT?

OVER THERE, DEAR. ON THE FLOOR. THAT'S A BOBBIN.

NO, IT'S NOT.

WHAT?

IT'S NOT A BOBBIN. IT'S JUST LAYIN' THERE!

WHAT ARE YA SMILIN' AT ME FOR?

OH, I DON'T KNOW. I GUESS I JUST FEEL LIKE IT!

THE
BOBBS

by CARL GRUBERT

PETER! SEE IF THE BABY IS ALL RIGHT!

HAH

I SAID I THOUGHT I HEARD JIMMIE COUGH!

YOU'D WAKE UP IF HE TOOK A DEEP BREATH!

AH-HUM!

MAN WORKS FROM SUN TO SUN....

A WOMAN'S WORK IS NEVER DONE....

KEEPING HER MAN ON THE RUN!

I'VE BEEN ON THE NURGERY NIGHT SHIFT ALL MY LIFE, SO WHY SHOULD TONIGHT BE DIFFERENT?

ALL THE KIDS ARE SOUND ASLEEP!

OKAY, DEAR... THAT'S FINE!

THUD

HOW DO YOU LIKE THAT? I COULD LIE HERE ALL NIGHT WITH A BROKEN NECK AND SHE WOULDN'T WAKE UP!

PRISCILLA'S POP

By Al Vermeer

IT'S MORNING, CARLYLE! WAKE UP!

BOY! WAIT TILL YOU HEAR ABOUT MY DREAM!!

WE WERE LIVING OUT WEST!!

POP AND MOM OWNED A BIG RANCH!

HONEST?

Every afternoon we'd all ride the range...

CAN I HAVE FIRST SHOT TODAY, POP?

...to chase off a desperate band of cattle rustlers!"

"And at rodeo time, guess who won first prize? You did!!"

YOU MEAN I EVEN HAD MY OWN HORSE?

"You sure did! A big golden palomino!"

JEEPERS! AND I SLEPT THROUGH IT ALL!

10-27

THERE OUGHTA BE A LAW

OLD PINCHPENNY IS STILL OUT THERE, WAITING FOR THE MONEY I OWE ...!

HMM... HOW CAN I GET PAST HIM?

I'LL TRY PLAN 26-B! WHERE'S MY JANITOR DISGUISE?

HOME ON THE RANGE

HO, HO! A CLEAN GETAWAY!

J. P. BULGEBOTTOM AND CO.

DOWN ELEVATOR!

I WALTZED RIGHT PAST HIM! PINCHPENNY ISN'T AS SMART AS HE USED TO BE!

THAT'S WHAT YOU THINK, BULGEBOTTOM!

PINCHPENNY!

I KNEW YOU'D TRY SOMETHING LIKE THIS!

BUT... WHO WAS BEHIND THE NEWSPAPER?

MY BROTHER-IN-LAW! LET'S GO BACK AND DIG OUT YOUR CHECKBOOK, HUH?

WHAT UTTER TREACHERY! I'M LOSING FAITH IN THE HUMAN RACE!

SHORTEN & Whipple

STEVE ROPER

By Saunders and Overgard

NO LUCK ON THESE PRINTS FROM THE POISON BOTTLE AND THE HOTEL SUITE, LIEUTENANT!...IF THE DEAD MAN'S CALLER LEFT THEM, LOCATING HIM WON'T BE ANY NOON-HOUR CHORE!

TELETYPE THEM TO WASHINGTON, STAN! AT HIS AGE, HE PROBABLY WAS IN THE SERVICE!

MEANWHILE, MIKE IS RE-PLAYING THE RECORDED INSTRUCTIONS-

TO EACH OF MY DAUGHTERS, I AM SENDING A SMALL GIFT...BY YOU! FROM THEIR REACTIONS, YOU WILL DECIDE WHICH HARBORS THE LEAST HATRED FOR HER UNWORTHY FATHER!

TO HER, YOU WILL GIVE THE KEY WHICH IS IN THE ENVELOPE WITH YOUR \$1,000 FEE!...IT OPENS A LOCKER AT EASTGATE AIRPORT!

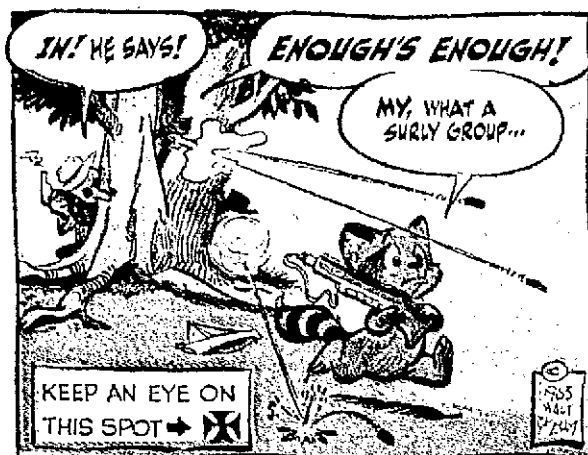
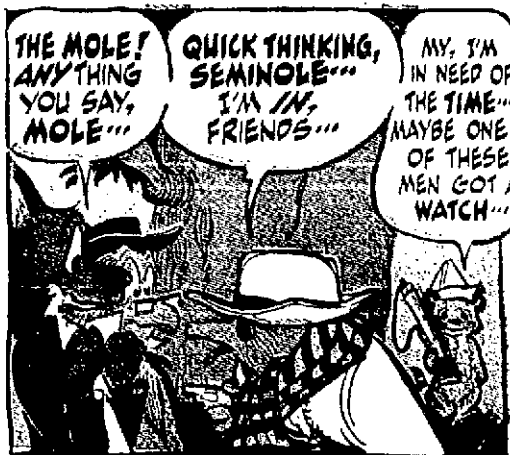
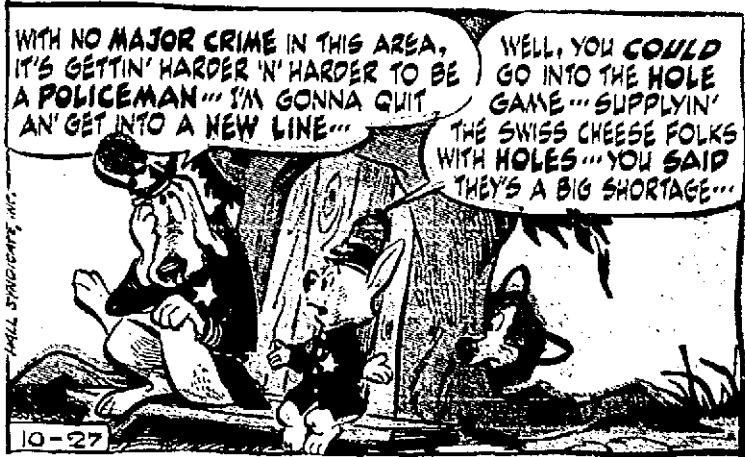
OKAY, MR. "GAFF" GRAFTON!...IF I'M TAKING YOUR G-NOTE, I'LL EARN IT!

FROM THE LOOKS OF THE DAUGHTERS, THAT OLD JOKER MUST'VE PICKED HIMSELF FOUR MIGHTY KEEN WIVES!

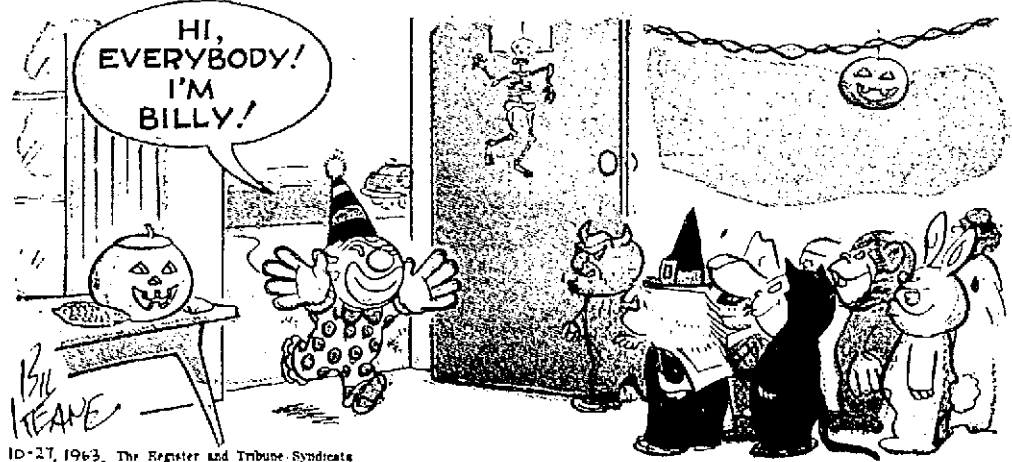
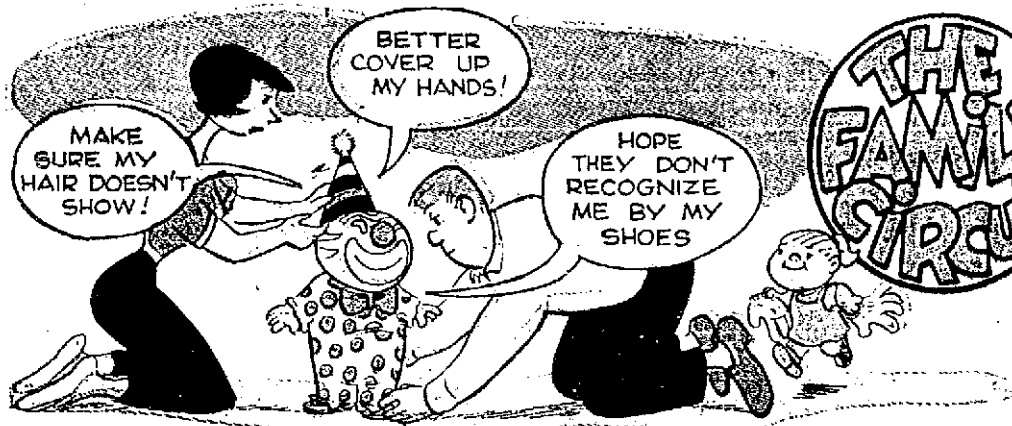
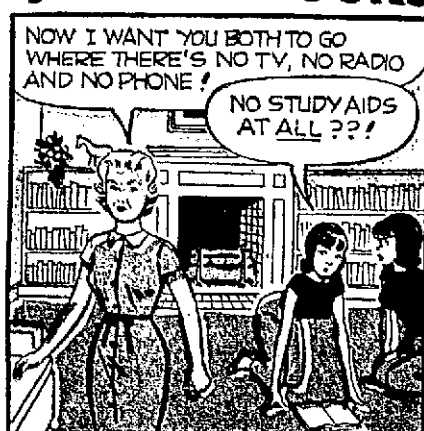
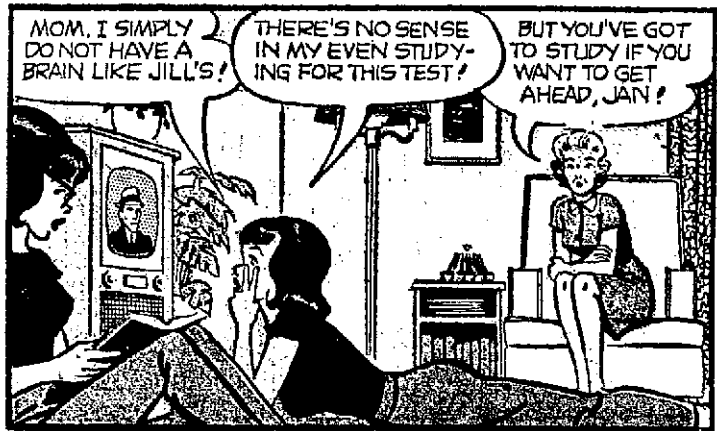
THIS DELIVERY JOB MAY HAVE SOME INTERESTING MOMENTS!

MIGHT AS WELL START WITH YOU, DOLLY!

OVERGARD
SAUNDERS
10-17



THE JACKSON TWINS



THE FAMILY CIRCUS

Sideshow

MINCE PIE
- MARCUS L. SCHMIDT
2275 CONGRESS ST.
ALLENTOWN, PA.

MUMMY AND POP
- CHAS. FERRILL
BURNELL, W. VA.

CARRYING A TUNE
- BOB FRANKENBERGER
8 MANASTON AVE.
WESTBURY, N.Y.

INDIAN SUMMER
- SUZAN HECHT
2306 CALUMET CT.
LINCOLN, NEBR.

PULLING A STICK-UP
- ZEE WILKIN
251 HUGHES DR.
DUBLIN, CA.

A MATADOR
- LYNN KASANEWSKI
1638 SO. 22ND ST.
MILWAUKEE 4, WIS.

A QUARTER TO JUAN
- WALTER COYNE
844 STEVIE
QUEEN, CANADA

THIS IS WHERE I CAME IN
- DAVID WEBER
911 N. ROUTE 107
SANTA ANA, CALIF.

TOM SWIFT
- DENNIS TANNER
PO BOX 51
GYMUM, KANSAS

ALLEY OOP

By V. T. Hamlin

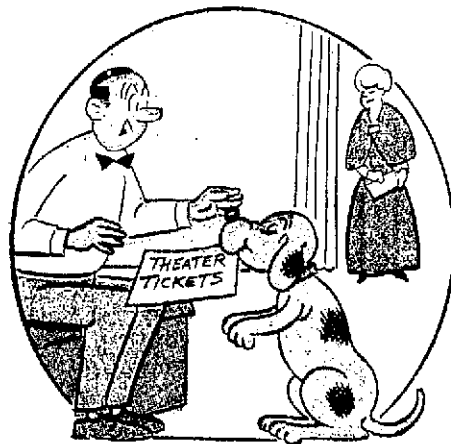


OFF THE RECORD

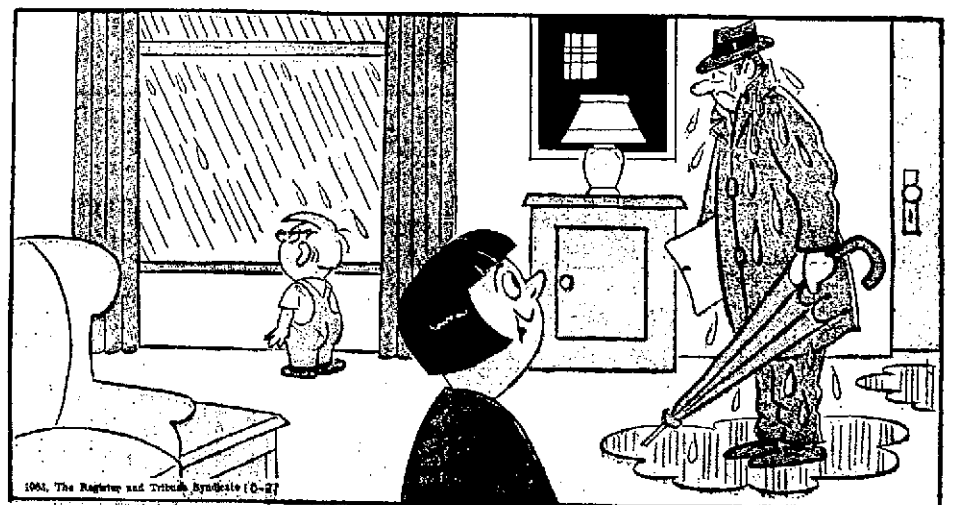
by ED REED



"Pop kept buying tickets but we never got to ride the horses."



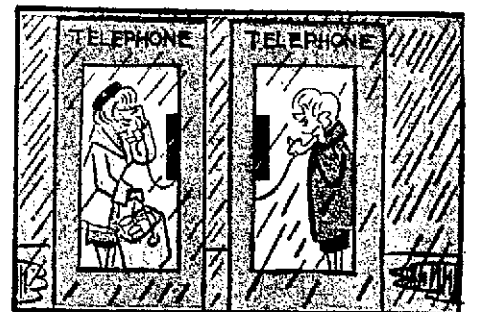
"You were sent to fetch my slippers!"



"Can you jolly Junior up a bit, Dear? This weather has ruined his afternoon."



OH DEAR, IT'S RAINING — WE'LL HAFTA STOP OUR NICE CHAT.



MORTY MEEKLE

By Dick Cavalli



T.M. Reg. U.S. Pat. Off.



DICK CAVALLI



10-27



© 1963 by NEA, Inc.

A Great New Hospital Opens Its Doors Today

Advertising Supplement of the
Independent Press-Telegram
Sunday, October 27, 1963



THE BOARD OF DIRECTORS

MEDICAL STAFF

LOS ALTOS HOSPITAL

facilities at

3340 Los Coyotes Diagonal
Long Beach, California
Noon to 5 P.M.
CEREMONIES, 3 P.M.

Los Altos Hospital Opens With Public Open House at Noon Today

By BEN ZINER

LOS ALTOS HOSPITAL, Long Beach's newest general medical and surgical facility, opens for business Monday. The 99-bed hospital, located on a seven-acre site at the intersection of Wardlow Road and Palo Verde Avenue, will be open for public inspection from noon to 5 p. m. today. Built at a cost of \$1,600,000, Los Altos Hospital is framed in a 45,000-square-foot building that includes three operating rooms, two delivery suites, a postoperative recovery room and a four-bed intensive care unit.

EACH ROOM has an outside view since the building is constructed around a landscaped patio. Available are private rooms, two-bed wards and four-bed wards. Beds are electrically operated and may easily be raised, lowered or tilted by the patient himself. Thanks to a special communication system, the patient may talk directly to the nursing station at any time. Oxygen is piped to every room. A telephone is beside each bed. Television is available. Sixteen bassinets are in the nursery.

IN THE SURGICAL department is such modern equipment as a binocular microscope to facilitate delicate ear surgery and an ultrasound device to clean surgical instruments. Five isolation rooms are available for the care of patients with contagious illnesses. A new brain-wave tracing instrument has been installed to aid in the study of neurological disorders. Emergency room facilities will be available. A physical therapy department

has been established.

EVEN AS THE hospital opens, expansion plans are being shaped. On the drawing boards are a proposed convalescent unit and an adjacent medical-office building. Administrator for Los Altos Hospital is Lawson Jenkins, formerly assistant administrator for Memorial Hospital in Modesto. Jenkins also has been administrator for Lindsay District Hospital, Lindsay, Calif., and assistant administrator for Antelope Valley Hospital, Lancaster.

HE ALSO has held posts in French Hospital, San Francisco; Grant Hospital Chicago; and Herrick Memorial Hospital, Berkeley. He has been a member of the legislative liaison committee of California Hospital Association, secretary-treasurer of South San Joaquin Valley Hospital Conference and chairman of the Tulare-Kings Counties Hospital Council. Jenkins holds a master's degree in hospital administration from Northwestern University, Chicago, and a bachelor's degree in public health from the University of California, Berkeley.

HE ALSO has attended the hospital administrators development program at Cornell University, Ithaca, N. Y., and an institute conducted by the American College of Hospital Administrators. Members of Los Altos Hospital's staff and volunteer organization will be on hand this afternoon to guide visitors through the hospital. The hospital's address is 3340 Los Coyotes Diagonal, Long Beach.



LAWSON JENKINS.....Administrator

The Architect & Contractor

The architectural firm of KITE & OVERPECK ASSOCIATES, established in 1954, maintains a trained staff of architects and engineers with experience in acute and convalescent hospitals as well as medical office buildings. Because of this extensive experience in the field of medical architecture, they were retained for the design of the entire Los Altos Medical complex.

The WILLIAM SIMPSON CONSTRUCTION COMPANY'S record of successful buildings has earned for them the reputation for high quality and professional integrity. Among its distinguished clients in the medical field are:

Cedars of Lebanon Hospital
Children's Orthopaedic Hospital
Los Angeles County Medical Association
Orthopaedic Hospital

Kite & Overpeck staff instrumental in preparing the material for this project are:

Partner in Charge Robert Kite
Project Manager Willard Walters
Project Designer Norman Lacayo
Construction Management Lyman Steffen

DECOR

Effective Use of Color Creates Hospital "Environmental Therapy"

By EDWARD J. MEIER

Doctors, nurses and administrative officials of the Los Altos Hospital have coined a new phrase to describe the effect of Lora Alpert's distinctive interior design work for their new building . . . "environmental therapy."

Effective use of colors, well coordinated in both public and patient areas of the hospital, has given a bright cheerful, optimistic feeling that has seldom been achieved in previous times in public institutions and hospitals.

★ ★ ★

PUBLIC AREAS of the hospital such as the lobby, the dining room and pharmacy are bright, cheerful and endurable. Art work and paintings have been used in the lobby to create an atmosphere of friendliness and a home-like quality.

Color coordination is complete in the patient areas, also, with many colors and hues heretofore unused in hospitals being employed in the Los Altos building. The surgical wing is done in powder blue and the maternity wing in several shades of pink and olive. Another wing has been finished in powder blue and royal blue. Other wings and future buildings in the medical complex to be constructed at the Los Altos site will be color-keyed with the present new hospital opening this week.

★ ★ ★

THE DOCTORS' Lounge has been given special attention with sleep beds provided so that a doctor may have a place to stay overnight if an emergency develops. The sleep beds are an innovation since doctors often must find any place in the hospital they can to curl up and get a little rest while waiting out an emergency.

Reclining chairs and sofas for relaxing and TV viewing are comfortable and attractive. The Doctors' Lounge is in powder blue to coordinate with the surgical wing of which it is a part. Lora Alpert has made extensive use of vinyls throughout the hospital as a very desirable, attractive and necessary material. Almost unlimited color ranges are obtainable and the ease with which they can be cleaned and kept germ free is of utmost importance.

★ ★ ★

THE DINING room has murals on the walls with colorful draperies at the windows. Unique treatment of windows in the patient rooms affords easy control of diffused light. The black-out curtain is recessed and can be opened or shut with ease. Fiberglass hand-screened draperies are hung to give color and warmth to the room. Bedspreads and chairs are also color-keyed to the room wall colors and draperies.

Colors of tile used in service areas throughout the Hospital match the particular color scheme used in that wing or area . . . blue in surgical, pink in maternity, etc.

★ ★ ★

THE COLOR flow of the administration and business offices is keyed to the rest of the hospital but has its own unique motif. Walnut, blue and gold are the basic colors, with gold carpet and drapes and contemporary walnut furniture.

In planning the interior design of the Hospital, Lora Alpert says that the "environmental therapy" of her colors and furnishings is not only conducive to convalescence, but also raises the spirits and effectiveness of the working staff."

★ ★ ★

LORA ALPERT'S specialization in hospital interior design was prompted by a hospital stay that she had herself while convalescing some years ago. Seeing such a great need for improvement in appearance and general design, she made a survey of more than 22 hospitals in southern California including convalescent, psychiatric and general to determine what could be done. Discussing her survey with hospital staffs she came up with a number of colors to use and many that were to be definitely avoided for their psychological effects as well as safety and effectiveness of working.

★ ★ ★

ONE OF THE first hospitals that she designed in the area was done in French Regency motif, complete with Italian and

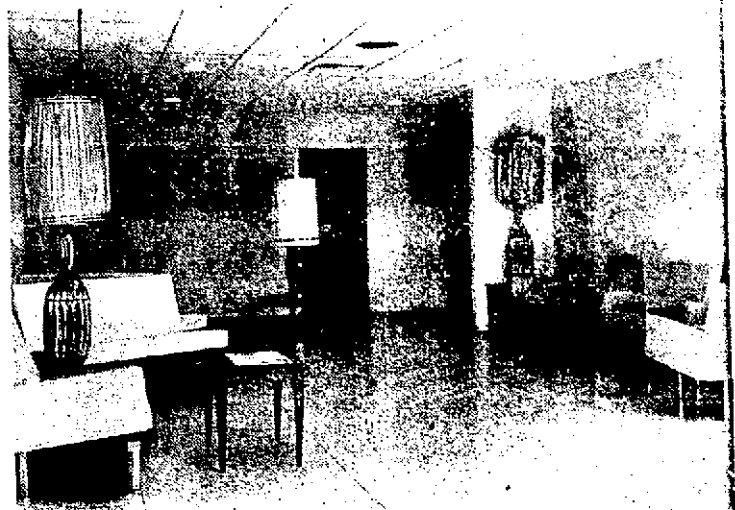
French furniture, crystal chandeliers, marble-topped tables, tufted vinyl sofas, etc.

After graduating from University of Michigan she studied at the Cranbrook School of Art and then spent several years in Europe. She opened her own studio about 10 years ago in Los Angeles and has done many residences for celebrities including Ernie Kovacs and Jesse Laskie, Jr., as well as institutional and restaurant design. Her hospital work includes interior designing in Phoenix, San Diego, Santa Barbara, and throughout Southern California.



CHIEF OF STAFF

Appointment of Francis A. Foresta, M.D., as Chief of Staff for Los Altos Hospital, is announced today by Lawson Jenkins, administrator.



LOBBY SHOWS GRACE, BEAUTY OF HOSPITAL

Beautiful decor of lobby entrance to Los Altos Hospital shows the grace of the Long Beach area's newest complete medical and surgery service.

Congratulations to the Los Altos Hospital

Inspection and Testing of the Materials
Used in This Project by



Twining Laboratories of Southern California, Inc.

Inspection and Testing Engineers • Soil Foundation Analyses • Chemical Analysis

1635 W. GAYLORD ST.

HE 5-7493

LONG BEACH, CALIF.

KITCHEN EQUIPMENT

BY

WESTERN

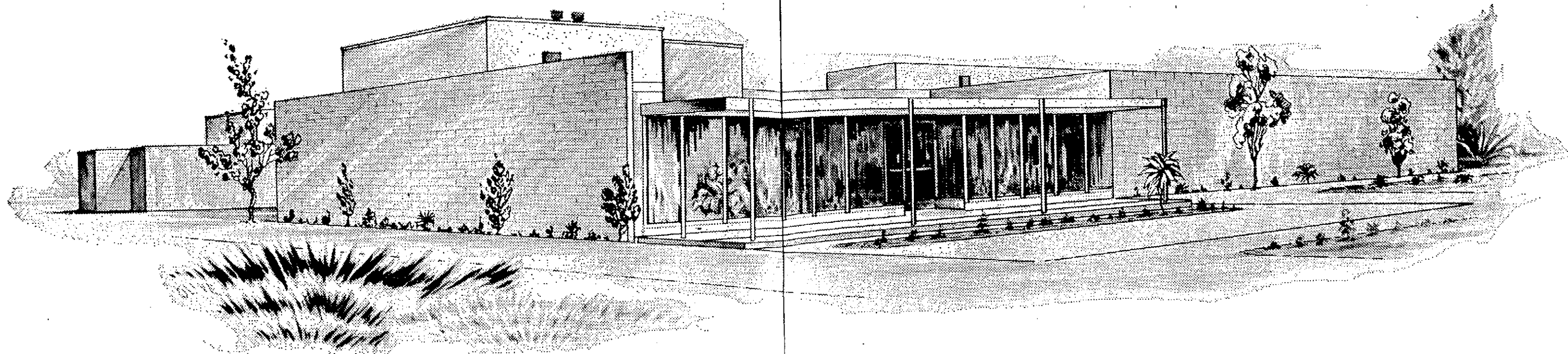
RESTAURANT

EQUIPMENT CO.

3781 Catalina St., Los Alamitos, Calif.

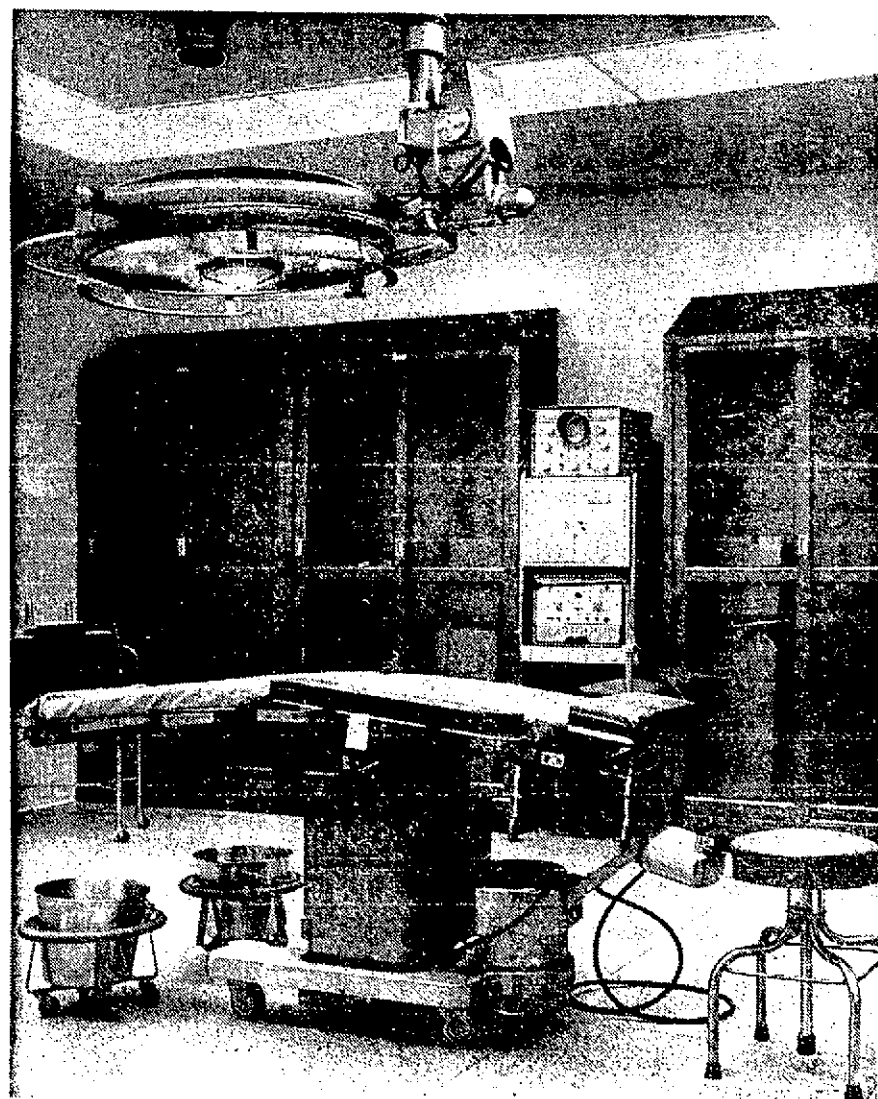
GE 1-2569

Three



Los Altos Hospital, Area's Newest Facility, Open to Public Today

THIS NEW HOSPITAL, AT LOS COYOTES DIAGONAL AND PALO VERDE AVENUE, WILL BE OPEN FOR PUBLIC INSPECTION TODAY FROM NOON TO 5 P.M.



MODERN, COMPLETE SURGERY

The most modern and complete surgical facilities and equipment are available in three complete suites at New Los Altos Hospital. Provisions have been made to add a fourth surgical suite to the hospital's facilities.

Congratulations to Los Altos Hospital

•
This outstanding medical facility is a welcome addition to the community of Long Beach.

•
We urge the public to inspect this fine building today, from noon to 5 p.m.

•
And we congratulate the people who envisioned and planned this magnificent service!

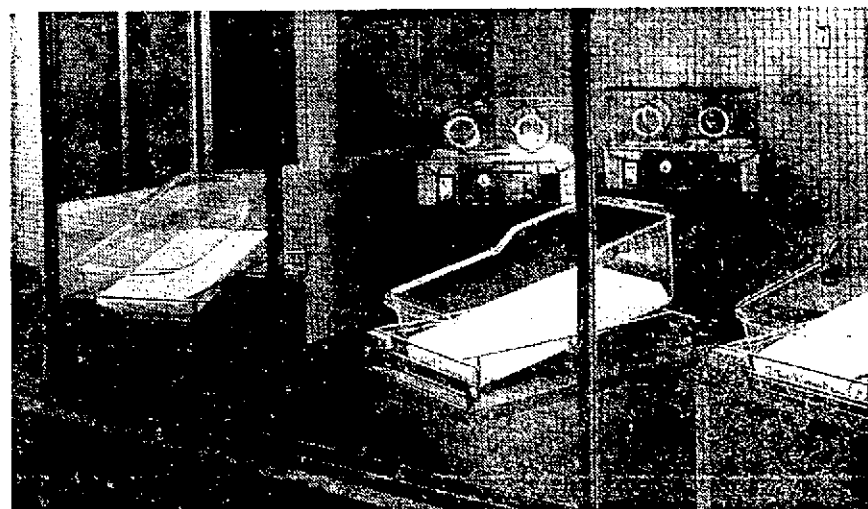
*Ladies' Auxiliary,
Los Altos Hospital*

CONGRATULATIONS
ON YOUR GRAND OPENING!

U. S. GUARD SERVICE

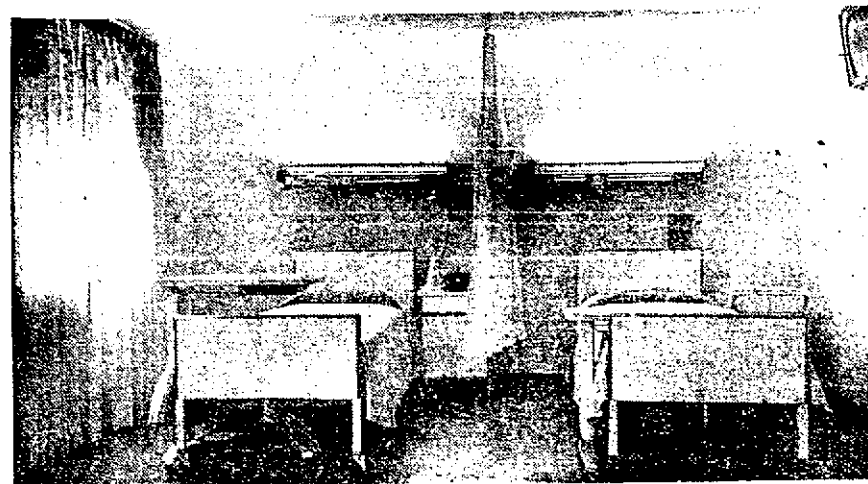
4729 E. OLYMPIC LOS ANGELES
Phone: ANgeles 8-6718

CONGRATULATIONS
FROM A FRIEND OF
LOS ALTOS HOSPITAL



NURSERY FACILITIES

Los Altos Hospital's nursery suites are part of its complete obstetrical service that opens Monday. Again, cheerful decor and the most modern facilities grace this section of the hospital.



PATIENT ROOMS

Patient rooms of Los Altos Hospital are equipped with such features as built-in, instant communication with the nursing desk, soft and indirect lighting, all modern and complete medical services — and even television!

Salute!

To: a great hospital!
To: an excellent staff!
To: Men with vision!
To: The medical profession!

•
*Welcome to the Community
of Long Beach!*

The Long Beach
Chamber of Commerce

RCA AUDIO-VISUAL
NURSE CALL EQUIPMENT

• • • • •
RCA WIRED REMOTE
CONTROLLED TV SETS

• • • • •
RCA AM & FM
SOUND AND PAGING SYSTEM

• • • • •
RCA DOCTOR'S REGISTER SYSTEM

INSTALLED AND SERVICED BY

RCA SERVICE CO.

(A Division of Radio Corp. of America)

960 So. Santa Fe Compton, Calif.
GA 3-5417 NE 5-7151



MRS. SUE CAMPBELL NOAH . . .

Nurses Guided by Rules of Procedure

By LYNN VORBERGER

For the first time since their premedical days, many R.N.'s in Los Altos Hospital will be on probation. The probationary period will be for three months instead of the customary six given student nurses, according to Mrs. Sue Noah, director of nurses at the new hospital, 3340 Los Coyotes Diagonal.

"Every nurse that I have on my staff has been hired on a 90-day probationary period. I'm going to have good nursing care or they won't stay," she said.

★ ★ ★

"DOCTORS ADMIT a patient to the hospital and they expect good nursing service, and I think they have a right to expect it," she added. "Poor nursing service can ruin a hospital before you get started."

The 31-year-old nurse, described as a "serious and dedicated young woman" by a colleague, continued: "I've hired shift supervisors and if none of the girls under them do good nursing care perhaps the difficulty is at the top. The bottom will always take an example from the top."

★ ★ ★

AN INFECTIOUS grin occasionally brightened her conversation. Mrs. Noah, who started work at the new hospital while it was still incomplete, was wearing navy capris and a white midly blouse trimmed in red. Her duties to date have included ordering equipment for the nurses' stations, medical equipment and preparing a procedure book and book of hospital routine. Her procedure book combines what she considers to be the best methods of nursing care in five hospitals in the Los Angeles, Long Beach and San Francisco areas. It starts with the basics of how to give a bath and make a bed and includes instruction in isolation techniques and the use of positive pressure machines.

★ ★ ★

HER ROUTINE book will tell how to admit a patient to Los Altos Hospital, what to do before discharge and the procedure for laboratory work and X-ray.

Mrs. Noah was graduated from Los Angeles General Hospital School of Nursing in 1955. Her first job was in the office of a general practitioner. She has also worked at Holly Park Hospital in Inglewood in obstetrics and surgery, and was evening supervisor at Dominguez Valley Hospital in Compton and also at Norwalk Community Hospital.

★ ★ ★

A NATIVE of Effingham, Ill., she moved to California with her parents after graduation from high school. "I wanted to be either a nurse or a teacher and then I decided that nurses are teachers, too—are always teaching good health habits and oral hygiene—nursing was the one place where I could combine my interests."

Mrs. Noah, who lives in La Mirada, hopes eventually to teach nursing students.



PEDIATRICS ON A PATIO

A pediatrics section bed overlooks the graceful patio about which Los Altos Hospital is built. The pediatric facilities, as are the other services in the hospital, are the most modern, complete and comfortable available to the Long Beach area.

CONGRATULATIONS!

From

CALIFORNIA CIGARETTE CONCESSIONS

and

INTERSTATE VENDING

13100 SO. BROADWAY

FA 1-4990

LOS ANGELES

ALL ELECTRICAL WORK

BY

SUTTON and FROST ELECTRIC CO.

5443 E. WASHINGTON BLVD.

Los Angeles, Calif.

Phone: 723-9463

THE AIR CONDITIONING SYSTEM OF THIS HOSPITAL

Installed by

WEATHERITE CO.

3840 FLETCHER DR.

Clinton 6-4124

LOS ANGELES

We Are Proud to Have Been Chosen
to Serve the Los Altos Hospital

BABY FORMULAS, INC.

6115 MANCHESTER BLVD.

BUENA PARK, CALIF.

LA 1-3910



MRS. DENIS MURPHY . . . Auxiliary Chairman

Ladies' Auxiliary Will Serve Hospital

A Ladies' Auxiliary to Los Altos Hospital is being organized to serve the patients, Administrator Lawson Jenkins announced Saturday.

Under the chairmanship of Mrs. Denis Murphy, the group of volunteers will begin operation of a gift shop, provide book service for patients, and increase the scope of patient service.

"We hope," Mrs. Murphy declared in accepting the chairmanship of the Auxiliary, "that we can help create the warm and friendly atmosphere that is so necessary to the ailing patient."

"We believe that the concept of volunteer hospital service, as practiced in the leading hospitals of the nation, is an excellent one. It affords the volunteers an opportunity to perform a worthwhile and needed service."

Volunteers may notify the hospital, Mrs. Murphy said, if they wish to become a part of this organization.

Plans Being Drawn For Medical Center

Plans have been drawn for the construction of Los Altos Medical Center, adjacent to the new Los Altos Hospital at Los Coyotes Diagonal and Palo Verde Avenue, Drs. Alvin S. Morrow and Francis A. Foresta announced Saturday.

The center will have direct covered communication to the surrounding hospital facilities through beautifully landscaped gardens, and each doctor's suite will have its own parking area.

★ ★ ★

THE BUILDING will accommodate approximately 20 doctors, and the combined area is 25,000 square feet, of which 20,700 will be occupied by the tenants and the balance to entrance, lobby, circulation and services.

The public entrance will be designed to allow visual integration of the gardens and lobby. The lobby will be finished with terrazo floors and vinyl wall covering, the motif that will be carried through to the corridors.

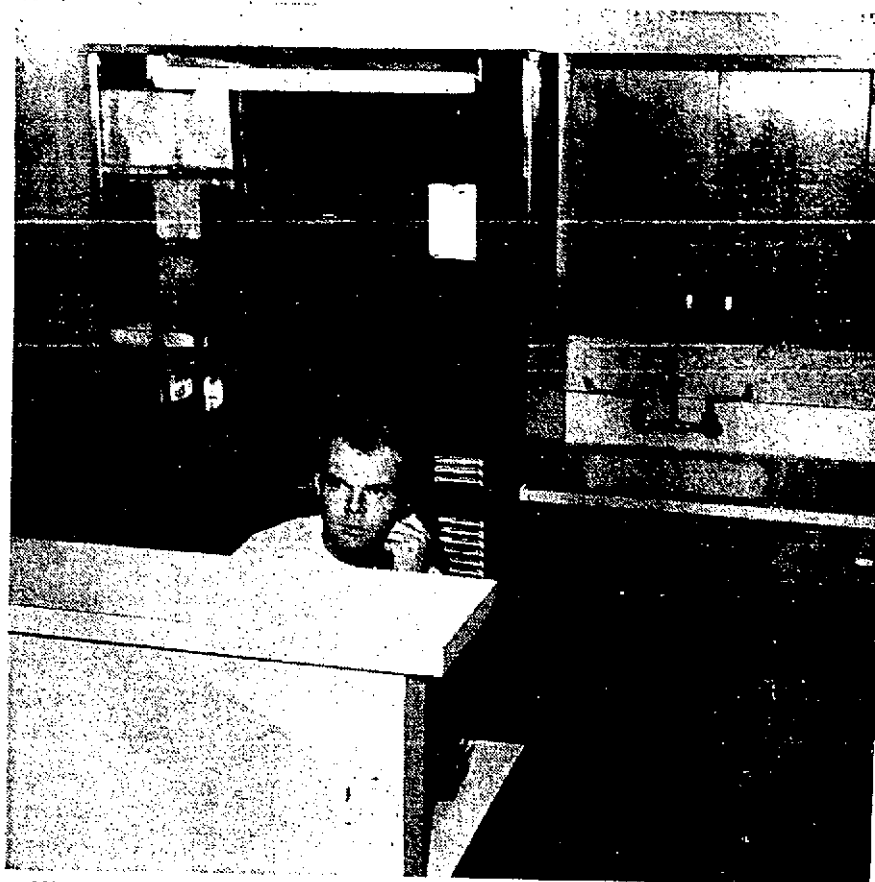
★ ★ ★

LOS ALTOS MEDICAL CENTER will be supplied with a completely refrigerated filtered, multi-zoned cooling system throughout.

The architectural firm of Kite and Overpeck Associates, established in 1954, was retained for the design of the entire Los Altos Medical complex.

Robert Kite is partner in charge, Willard Walters project manager, Norman Lacayo project designer, and Lyman Steffen in charge of construction management.

The William Simpson Construction Company is the general contractor for the entire complex. Among previous distinguished building projects handled by this firm are the Cedars of Lebanon Hospital, Children's Orthopaedic Hospital, Los Angeles County Medical Association and the Orthopaedic Hospital.



NURSES' STATION

Completely modern facilities are at disposal of nursing staff of Los Altos Hospital. Orderly mans central station serving new hospital facilities.

CONGRATULATIONS!

FROM

NATIONAL CYLINDER GAS

11711 SO. ALAMEDA

LOS ANGELES, CALIF.

BEST WISHES

to the

LOS ALTOS HOSPITAL

BUSINESS FORMS SUPPLIED BY

BUSINESS SYSTEMS, Inc.

1037 E. MARKET

GA 3-3958

LONG BEACH

Best Wishes to

LOS ALTOS HOSPITAL

Insurance Serviced by

CALIFORNIA INSURANCE ENGINEERS, Inc.

4004 ORANGE AVE.

LONG BEACH

PAUL GOODMAN

GA 4-5226

THOMAS J. INGLOTT

A Great New Hospital ... And A Great Future!

NEXT ON OUR SCHEDULE:

Los Altos Medical Center

THE SITE

The site is located on Los Coyotes Diagonal and Palo Verde Avenue near Wardlow, adjacent to the new LOS ALTOS HOSPITAL. The medical center will have direct covered communication to the surrounding hospital facilities through beautifully landscaped gardens. Landscaping has been carried out throughout the parking area. Each doctor's suite will have parking for 4 to 5 cars plus staff and hospital parking.

GENERAL DESCRIPTION

The architectural solution combines efficiency and economy without compromising the esthetic quality necessary to create a pleasing community image.

The building will accommodate approximately 20 doctors. The total combined building area is 25,200 square feet of which 20,700 square feet is net tenant area. The balance is dedicated to entrance lobby, circulation and services.

The public entrance is designed to allow visual integration of the gardens and lobby. The lobby will be finished with terrazzo floors and vinyl wall covering, which will be carried through to the corridors. These materials were selected to endure the heavy traffic. All doors opening to public areas will be walnut finish floor to ceiling height. Vertical transportation will be assisted by elevator. The building will be steel frame with concrete floor slab. Exterior finishes will be primarily glass with aluminum trim and masonry.

The building is supplied with a complete refrigerated, filtered, multi-zoned cooling system throughout. The system is designed to maintain minimum 75° temperature. All zones have modulating thermostat controls. All toilet rooms are exhausted for continuous air change through separate systems.

FOR LEASING INFORMATION CONTACT:

LOS ALTOS HOSPITAL

3340 Los Coyotes Diagonal

Long Beach

Phone: GARfield 1-5933

October 27 1963

TURN TO TRAVEL SECTION

What to See and Do in Hawaiian Islands

Pages 28 to 31

Southland

MAGAZINE OF THE SUNDAY NEWS AND THE INDEPENDENT-PRESS-TELEGRAM



Part-Time Van Goghs . . . See Inside

Color Photographs by Roger Cook

OPEN 5 NIGHTS: Mon., Wed., Thurs., Fri., Sat. 9:30 A.M. 'til 9:15 P.M.; Tue. 'til 5:30

SEARS
ROEBUCK AND CO.

One Phone Call Can Modernize Your Kitchen

Call HE 5-0121, Ext. 265 or Your Nearest Sears Store

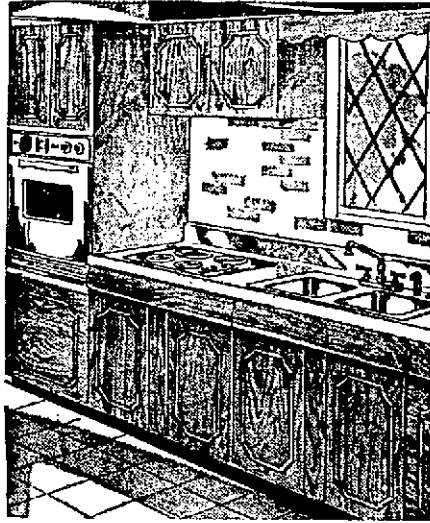
• Estimates • Credit • Installation • Materials



**Sears Arranges
Installation ...
Ask Kitchen
Planning Consultant
at Sears Long Beach**

Use Sears Convenient
Credit Plan with NO
MONEY DOWN Up to 5
Years to Pay on Sears
Modernizing Credit Plan

A Sears planning consultant will
give a free estimate in your home.
No obligation.



Visit our model kitchen displays

• ALL ROADS LEAD TO SEARS SOUTHERN CALIFORNIA STORES...PARK FREE!

LOS ANGELES—Vermont & Slauson	BUENA PARK	GLENDALF	LONG BEACH	SANTA ANA
LOS ANGELES—E. Olympic Blvd. & Soto	COMPTON	HOLLYWOOD	PASADENA	SANTA MONICA
LOS ANGELES—W. Pico Blvd. & Rimpas	EL MONTE	INGLEWOOD	POMONA	TORRANCE
				VALLEY

Shop Monday, Wednesday, Thursday, Friday and Saturday 9:30 A.M. to 9:15 P.M.; Tuesday to 5:30

You Ask, We Answer

By Haskin

Q. Why don't U.S. standard time zones follow specific meridians? Why do some of the boundaries run east-west?

J. G.

A. When standard time was first adopted in the U.S., in 1883, on the initiative of the railroads, the meridians of 75, 90, 105 and 120 degrees west from Greenwich became the time meridians of the four zones. By an Act of Congress in 1918, standard time was made the legal time throughout the U. S., and authority to readjust the boundary lines between the time zones was given to the Interstate Commerce Commission. In May 1928 the Commission made a readjustment to bring the limits of the zones as nearly half-way between the standard meridians as the junction and division points of common carriers (railroads) would permit. Since that time there have been many changes of boundary, as these became necessary in order to serve the best interests of the railroads and of the communities affected. As a result, zone boundary lines at times run east and west as well as in a general north-south direction.



Q. Who were the palmer in old-time England? V. E.

A. The title "Palmer" was given in the Middle Ages to pilgrims who had returned from an expedition to the Holy Land, because they brought home with them branches of the oriental palm as proof that they had reached the Holy Land. So many of these pilgrims continued to wander about as itinerant monks after their return home that the word palmer eventually passed into colloquial speech as a verb meaning to wander idly about, and later became a surname.

Q. What is the origin of the name schooner for that type of sailing vessel? M.F.

A. Scoon or schoon is an old verb that means to skim or skip across the surface of water. The story is that when Capt. Andrew Robinson's new vessel of this type was launched, at Gloucester, Mass., about 1713, she sped over the water so fast that a bystander said, "See how she scoons!" and Robinson replied, "A scooner let her be!"

(As a reader of Southland, you can get an answer, by mail, to any question of fact by writing to Southland Magazine Information Bureau, 635 F. St., N. W., Washington 4, D. C. Please enclose return postage or self-addressed stamped envelope.)

GRAND OPENING

HUNTINGTON BEACH STORE

NOW ... Two Convenient Locations to Serve You Better!

To Celebrate This Expansion We Are Holding a Store-wide
Just in Time for the Fall Entertaining Season!

SALE

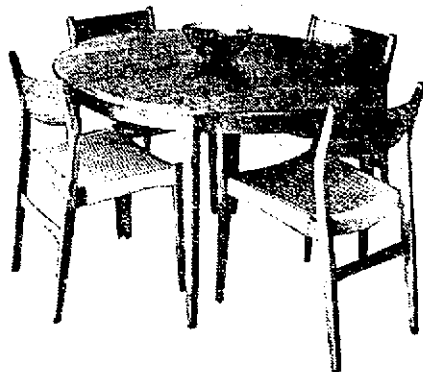
GENUINE HAND-RUBBED
TEAKWOOD

**48" DINING ROOM TABLE
AND 4 CHAIRS**

REG. \$379.00 VALUE

\$279⁰⁰

Complete with 2—20" Fills



MANY OTHER PIECES OF IMPORTED
QUALITY FURNITURE IN THIS SALE!

- SOFAS • COFFEE TABLES
- LOVE SEATS • END TABLES
- OCCASIONAL CHAIRS
- CORNER TABLES

NEW STORE

17837-39 BEACH BLVD.
HUNTINGTON BEACH
Phone 847-7979

K&R
Scandinavian IMPORTS

BOTH STORES

OPEN FRI. to 9 P.M. — SUN. 12 to 5 P.M.

OLD STORE

322 MAIN STREET
SEAL BEACH
Phone GE 1-8014

October 27, 1963

Southland

OUR COVER



Colloquially, one might say that you never know your neighbor when it comes to art. That's because art has left the realm of the few and become the activity of the many. When you are out with your canvas and brushes looking for a bit of something to paint . . . there might well be your neighbor, out doing the same thing. That's how art has taken over; everybody (almost)

is taking it up . . . and some with really fine results, too. Susan Loonan, an art student at Long Beach State College, is pictured by Staff Photographer Roger Coar at her easel as she paints a scene in the area back of Sunset Beach. The cover photo illustrates a trend that is rounded up by Mary Neth in "Part-Time Van Goghs," an article on Page 7 today.

CONTENTS

Child's Bedroom in Miniature	4
Hollywood at Night	5
Light Your House Number	6
Part-Time Van Goghs	7
The Death of a Town	8
Models of Humor	9
How Long Beach Repaid Carnegie	10
Lost Emeralds of the Santa Rosas	14
Pickle Barrel Clown	15
Lunchbox Treasures	21
Have Bandstand, Will Travel	22
Point of the Sea Wolves	26

DEPARTMENTS

You Ask, We Answer	2	Information Tree	23
What Your Name Means	11	Southland Gardens	27
Southland Homes	12-13	Travel - Resorts	28-31
Medicine and You	16	Pet Parade	32
Home Workshop	18	Crossword Puzzle	32
How Your Child Learns	19	Book Reviews	33
Recipe of the Week	19	It's New	34
		Meet Your Host	35

THIS WEEK

And speaking of the arts, as we were above, there's an interesting article coming up next week about the theater. Some sources say that the "little theater" movement here actually started in the Judge Dillon home on Signal Hill, and it was here that Josephine Dillon began her career that led to her becoming a dramatic coach, and eventually the wife of Clark Gable. Watch for Maymie R. Krythe's "When the Theater Came to Long Beach" in next Sunday's Southland.

Fred Taylor Kraft, Southland Magazine Editor

PINE AT BROADWAY DOWNTOWN LONG BEACH

SHOP MONDAY NIGHT TILL 9 P.M.

Buffum's

BRA BAR

"ALL WAYS" STRETCH BRA

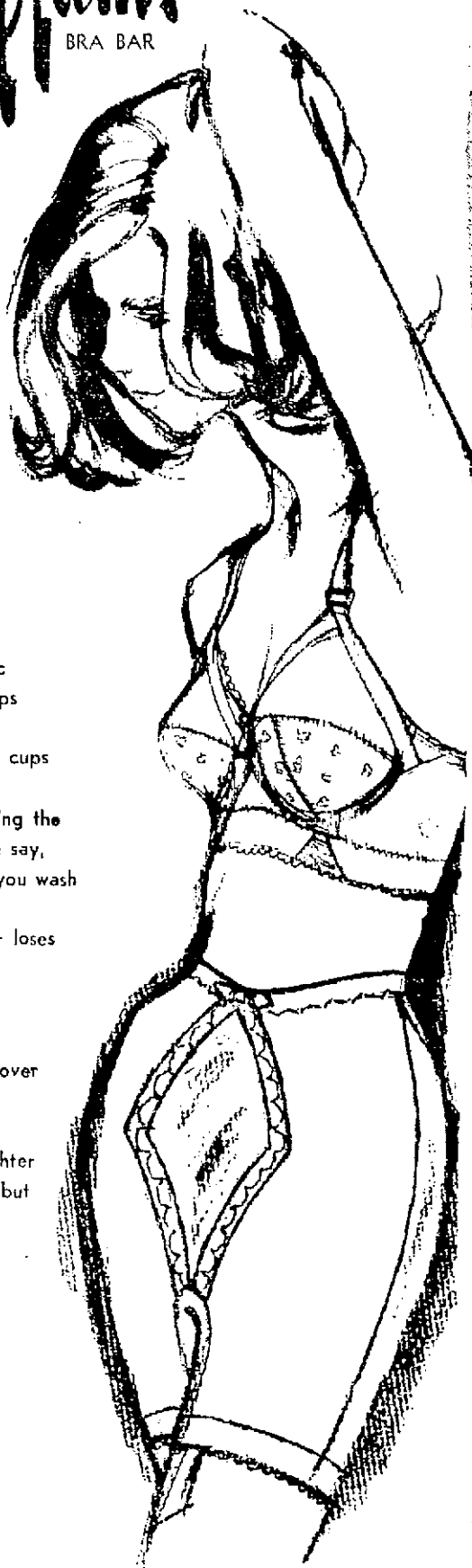
75

Exquisite Form gives you five good reasons for the free-est feeling bra made.

- stretch cotton fabric
 - stretch tangent straps
 - stretch back straps
 - stretch inserts under cups
 - stretch back
- and we're not stretching the truth one bit when we say, no matter how often you wash it, Exquisite Form with 'Floating action' never loses its stretch.

A, B and C cups

Complete the under-cover picture with Exquisite Form's split-hip Panty Girdle . . . softer . . . lighter . . . sheerer than ever, but with more long-lasting control, 7.95



Buffum's Autoport Parking . . . also in Lincoln Park Garage

Child's Bedroom in Miniature

AFTER remodeling a tiny, two-bedroom house into a spacious, split-level residence, Mr. and Mrs. Charles

Treffry, 109 Park Ave., had comfortable and ample living quarters for their large family which included eight

children. When the home was completed, there was one 6x8-foot room left—about the size of a large closet. Mrs.

Don't Buy Blind



Know what to look for and what to look out for in purchasing a new piano or organ. Know it from the area's most experienced keyboard merchant. Enjoy a lifetime of pleasure by taking advantage of Mr. Piano's (Bob Pierce) 37 years experience in the piano and organ business.

- Large Selection • Famous Makes • All Styles • Used Pianos & Organs
- All Finishes • Bank Terms • Sensible Prices

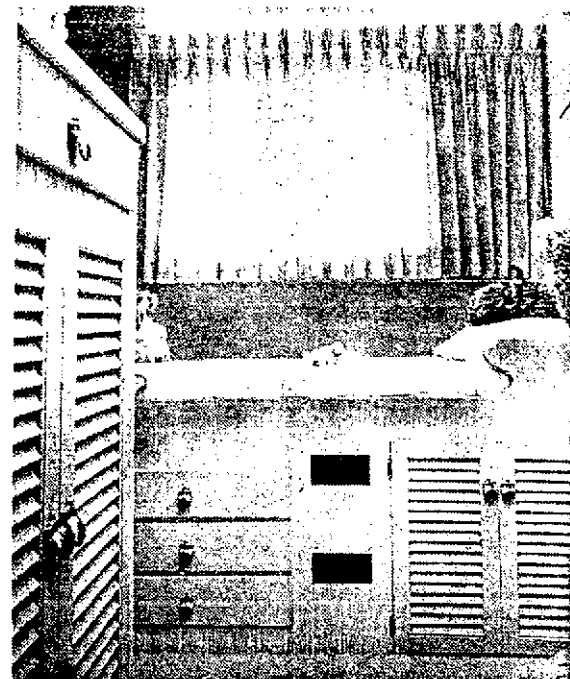
OPEN EVENINGS & SUNDAY **GIVE THE UNITED WAY**



2188 LAKEWOOD BLVD. GE 4-9987

LONG BEACH GE 9-0918

(Just North of the Traffic Circle)



Bunk bed and plenty of storage are features of this tiny bedroom designed entirely for Viviana Treffry.

Treffry transformed the area into a miniature bedroom for her 12-year-old daughter Viviana.

Modeling the room after a ship's cabin, she installed a bunk bed at one end of the room. Underneath the bunk are built-in drawers and a

storage cupboard. To the left of the doorway is a built-in closet with double shutter doors, and a large drawer above. Dainty drapes can be pulled across the window above the bed. The room is nicely appointed, suited for a young girl's liking.—STELLA GEORGE.

YOU'LL NEVER

AGAIN CONSIDER A POOL
THAT ISN'T ALSO A SPA

*Introducing
the totally automated*

SUNSET POOL Spa

Not only a beautiful pool, your own private Sunset Spa featuring the world-famed Jacuzzi Air-Injector Water Massage Unit.

Sunset leadership gives you the world's most advanced pool equipment

CALL NOW

**WINTER
DISCOUNT
PRICES!**



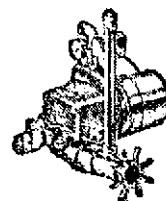
FREE

**Pool Maintenance
With Your
SUNSET POOL!**

**NO
DOWN PAYMENT**

Swim Now . . .
No Payment Till May, 1964

See Our Display at
3950 Cherry Ave.
GA 6-6458
TE 4-1305
TO 9-1713



Jacuzzi Water Massage Unit

From Europe's legendary health retreats comes the concept of water turbulence — health-giving live water massage created by Jacuzzi, world's greatest name in water therapy. Turn it on for an hour a day — and "come alive" again.

Hollywood at Night



Cute couple, Barbara Luna and Doug McClure, are busy in TV, films; celebrating their first new home.



Eartha Kitt and Judy Garland, both veterans of the night club circuit, meet for the first time.



Hollywood Press Syndicate Photos

Vivacious film star Carol Baker and her husband-director Jack Garfin deny reports of near-rift.

ROOM ADDITIONS—REMODELING

Remodel with the oldest remodeling specialists in the Long Beach area

- Family Rooms
- Bedrooms
- Kitchens • Baths

Visit our Display Room at the
NEW CAL HOME SHOW

**NOTHING DOWN ...
LOANS UP TO \$10,000
WITH 20 YEARS TO PAY!
OPEN 7 DAYS A WEEK**



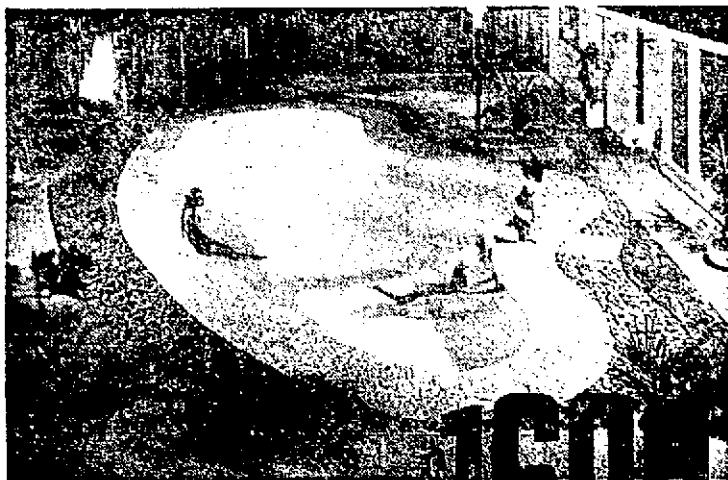
2610 E. Carson HA 1-8493

CALL ANY TIME DAY OR NIGHT
Bonded, Licensed and Insured—Experienced Craftsmen
We furnish notarized waivers of liens
upon completion or performance bonds

THERE IS NO SUBSTITUTE FOR EXPERIENCE

NOW—ANTHONY LOW PRICES—NO PAY TILL MAY 1964

(ON SEVEN-YEAR BANK FINANCING PLAN)



**15' x 31'
ANTHONY
BLUE LAGOON**

\$1690

This exciting pool will grace your yard with a touch of glamour—give your whole family the vigor of outdoor fun. Pool is 3 to 7 feet deep, 78 perimeter feet, 312 square feet. Features Anthony quality steel reinforced gunite construction, waterline tile, coping, filter. Price includes excavation, two coats hand troweled white plaster, copper plumbing, pump, motor, steps in shallow cove.

**YOU CAN
JOIN THE
POOL-FAMILY FUN**

FOR ONLY
\$2254

**A MONTH
ON 10-YEAR BANK
FINANCING PLAN**

*Price includes standard coping.
Special deck in picture is slightly
higher. Price based on normal
access and soil; subject to hillside
and higher costs in some areas.



HUSBAND AND WIFE TEAM
—Phil Anthony and wife Orelia, built
world's largest swimming pool firm.

MORE POOL PER DOLLAR! Anthony has built more pools by far than any other single builder. Huge volume buying of materials plus factory-to-you pricing of sub-assemblies and accessories plus the unparalleled efficiency of Anthony's teams of trained specialists, puts a plus into every dollar you invest in your pool. Anthony's policy of value through volume is still working for you. In the first eight months of 1963, for example, Anthony has exceeded the largest other pool firm (a group of franchised builders) in the greater Los Angeles area by 666 pools, and the third largest by 1139 pools.

Anthony has built twice as many pools as any single builder.

**ANTHONY
WORLD'S LARGEST
POOL-BUILDER**

SHOWROOMS—OPEN SEVEN DAYS A WEEK—VISIT OUR POOL DISPLAYS.

HOLLYWOOD, 8412 Beverly Blvd. • VE 9-8817, CL 1-3150
ANAHEIM, 2030 South Harbor • JE 4-3100
PASADENA, 3833 East Colorado • HI 6-6133, MU 1-6326
SOUTH GATE, 5871 Firestone Blvd. • SP 3-2210, TO 1-0381
SHERMAN OAKS, 13753 Ventura Blvd. • ST 8-3430, ST 9-4631
COSTA MESA, 170 E. 17th Street • 646 9651

GRANADA HILLS, 18121 Oakworth St. • EM 0 1877
RIVERSIDE, 5958 Magnolia Ave. • GV 6 6442
TORRANCE, 25412 S. Crenshaw Blvd. • 632-6391
WEST COVINA, 532 S. Glendora Avenue • 962 3641
WHITTIER, 14748 E. Whittier Blvd. • 696 6044, 521-5522
WOODLAND HILLS, 20343 Ventura Blvd. • 346 1661

Glendale CL 3-7755 • **Palmdale** OS 6-6359 • **Inglewood** 672-6858 • **La Habra** TR 1-9330 • **Long Beach** CA 3-0551 • **Newport Beach** OR 3-8416 • **Pasadena** PA 2-3549 • **San Bernardino** TA 5-6203 • **Thousand Oaks** 435 1444 • **Whittier** 698 8041, 521-8522

TRADE-IN SALE — SAVE UP TO 25%

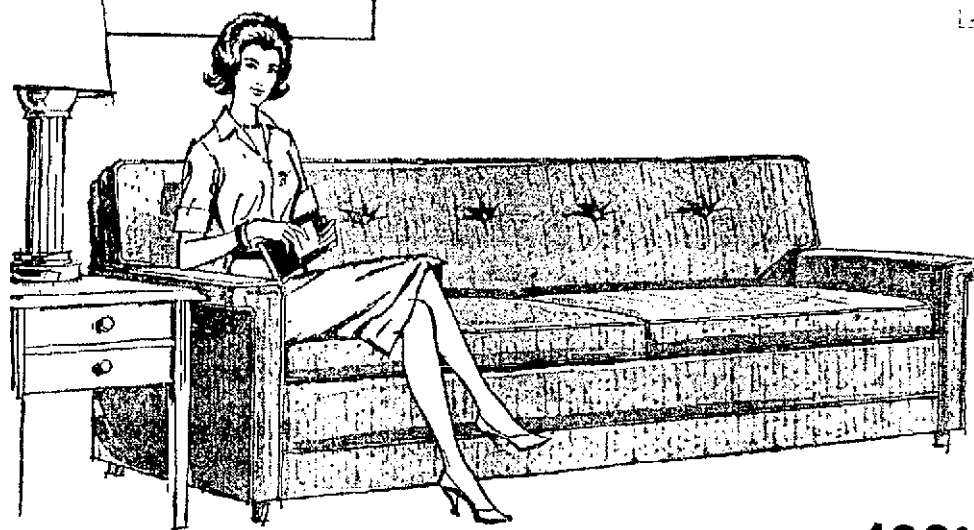
New Hide-A-Bed® Sofas with Comfort-Inspired KODEL® and FOAM Cushions

POLYESTER FIBERFILL

at no extra cost!

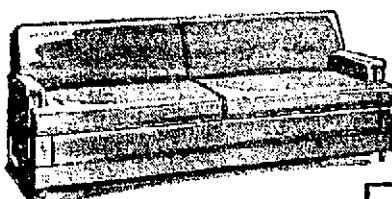
SIMMONS
Sitting Pretty Specials
FEATURE LUXURIOUS
NEW SEATING

Yes, we're showing these 5 Hide-A-Bed sofas with innerspring mattress included, specially designed by Simmons, to bring you something new in seating comfort. Simmons has combined Kodel polyester fiberfill with buoyant foam.



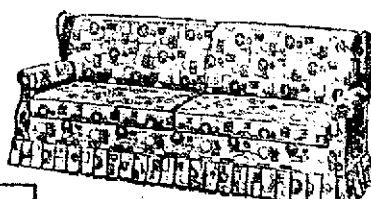
The Chelsea Gently curved shelf arms contribute to the contemporary design of this 70" sofa. Covered in tweed in a choice of 5 lovely colors.

199⁹⁵



The Greenwich Lovely T-cushion 69" sofa, yours in either modern weaves or modern pile fabrics.

229⁹⁵



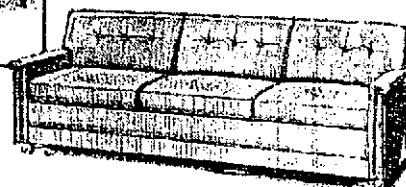
The Jefferson Early American 69" sofa in choice of tweeds or charming Colonial prints.

249⁹⁵



The Lawrence Traditional Lawson sofa with biscuit tufted back, channel arms. Full matelasso in 3 colors. 73-inches.

279⁹⁵



The Today Extra long 80" sofa with extra-large queen-size mattress. Ball casters. Ripple tweed in 4 colors.

299⁹⁵

Sleep Shoppe

5th at Long Beach Blvd.

"Across from Sears"

Open Daily 'til 6 p.m.—Mon. & Fri. 'til 9 p.m.

HE 7-3097

Southland's largest
selection of Simmons
Hide-A-Beds and
Beautyrest Mattresses



Metal horse fits with the red barn architecture. Visitors at night couldn't miss the house number hung high under lamp.

Light Your House Number

By Bertha Blanchard

DO LATE dinner guests breathlessly explain that they have been driving up and down the street for half an hour looking for your house number?

If your house is on a dark city street or in a suburban area you need a street-light over your house number that is placed where it can be most easily seen from walk or street. Homes which sit back some distance from the street or are secluded by fence or shrubbery also need identification near the street for the convenience of your friends or service people or mailmen.

If you can decorate your house number plate carrying out the symbolism of the family name, it gives a whimsical distinction and identifies the house for those who may have trouble in finding the number. Any metalworker will make such a wrought iron design that will give added charm to your front entrance. And any home handyman can cut a design from wood, such as the birds pictured with this article and cut by the man of the Martin household.



Photos by the Author

Obvious symbolism makes it easier for friends, postman, delivery men to locate this family by day or at night.



—Staff Photo by Chuck Sundquist
Mrs. Winifred Bush sets out with easel, and paints on typical sketching jaunt.

Art comes out of
its ivory tower

Part-Time Van Goghs

By Mary Neth



Charles Hoppi finds relaxation, satisfaction in his hobby as amateur artist.

FINE ART'S out of the ivory tower. It has gone comfortable in the suburbs and crafty in the cities and just about everyone is turning culture culture.

As to the galleries, they never had it so good.

What caused art to vacate its former lofty estate?

It's partly the result of the whirlwind of arty activity caused by today's part-time Van Goghs. They're painting up such a storm that no one can ignore the resultant deluge of water colors, oils, pastels and what-not.

Most of these Sunday painters (who'll take up a brush any day of the week) are the first to admit their art's not always so fine. But, they do take credit for the boom in art interest and they should.

AS A HOBBY, painting has given art a new push toward popularity. These days such greats as Rembrandt, Cezanne and Miro are practically household words and many a home has at least a print or so of their work. But, what caused the big rush for berets in the first place?

Some say it's a copy-cat movement. That such famed Sunday painters as Ike, Churchill and Jackie inspired others to follow suit—and don smocks.

Joseph Johnson, who has guided the hands of many amateur artists enrolled in Long Beach City College evening classes, agrees to some extent.

Says he, "Jackie's White House emphasis on culture has given art an official stamp of approval, all right.

"But, the upswing of interest is probably also due to modern life itself. People have more leisure, but more work-a-day tension. Art provides the answer to free-time relaxation."

JOHNSON has found most of his students hungry for knowledge — "they realize they've been taking everyday life for granted and are eager to awaken to the color and beauty around them."

One of his most enthusiastic pupils is Maria Searles, a housewife who came here from China in 1951.

"In Hong Kong there was no opportunity to study as I'm doing now," she says. "I've found great satisfac-

tion in tackling artistic problems—even learning how to draw a cube.

"Easy? I worked on one for eight hours—erasing and redrawing and erasing, again. Every moment was an absorbing adventure."

Which all goes to prove, she says, that "you don't need top talent to profit by a brush with drawing pencil or paint-daubed palette."

WINIFRED BUSH echoes the sentiment.

She gained her introduction to art through the gift of a box of pastels. "They looked like fun, so I scurried to the store and bought myself a pad of paper. Then and there, I was hooked."

Any art addict can tell the rest of

the story. Seems one item leads to another.

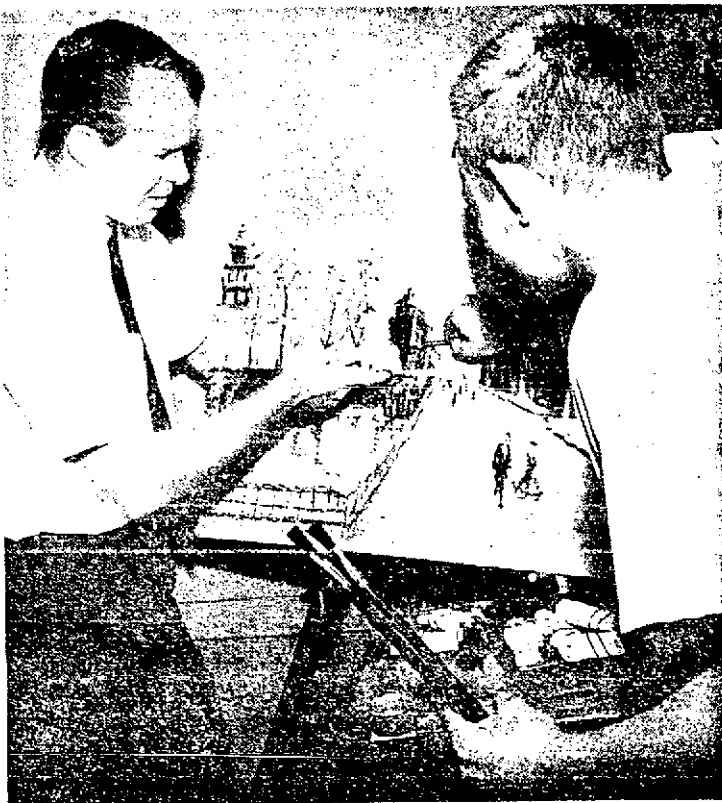
Next, Mrs. Bush was buying pencils and tubes of paint and sticks of charcoal and of course, turps and brushes and canvas and special sheets of textured paper.

Then came a whole series of how-to-paint books and the desire for competent instruction.

Now an inveterate art class-goer, who totes her supplies wherever she goes, "that's the nice thing about the hobby—it travels." Mrs. Bush gives that first box of pastels credit for a whole new view of life.

"I've gained in appreciation and made many friends, too."

BUT, HAPPIEST of all about the



Art has gained increased interest in schools. Here, Joseph Johnson of City College evening classes encourages a student, Mike Humphries.

big boom in Sunday painting are the dealers in art supplies—for them it's a bonanza.

They stand back and watch in gleeful amazement as cash registers jingle to the tune of bigger and better sales.

No longer must they depend on the struggling artist's slim purse. Now, he's all but lost in the crowd of spend-thrift art lovers: well-heeled businessmen and generous housewives who don't pinch pennies.

Says Marty Morris, office manager of Fierce Bros. store, "Sales have gone up and up in the past five years."

She attributes the rise in art interest to the modern do-it-yourself craze. "Nowadays, with wider communication, fads spread fast, too. Take the paint-by-the-numbers kits, everyone—from Kansas City to Costa Mesa—bought them.

"Setting up an easel isn't considered a bit sissy either," she continues.

"Brawny men boast about their painting as eagerly as they talk about their fishing exploits. Ike can probably be thanked for that."

H. H. SCOTT, owner of Scott Radio Supply Co., doesn't think that's all there is to it.

He took up watercolors long before Ike hung up his uniform and reached for an artist's smock.

What does he believe has caused the boom in dabbling and daubing?

"Abstract art—that's what."

A man with decided views, he's not at all bashful about expressing his distaste for the trend toward non-objective art.

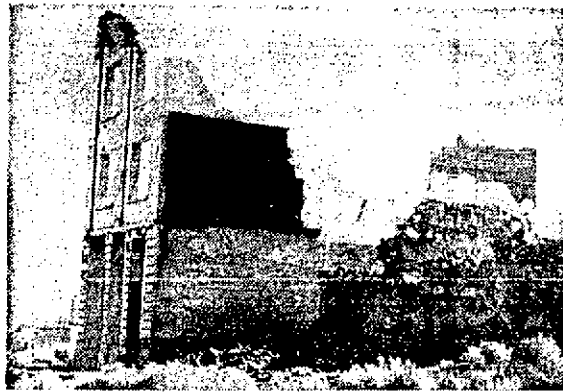
Says he, "Sure, there are more men (and women) painting today—but only because they think it's easy."

"Since the introduction of the abstract, everyone has decided they can turn out masterpieces.

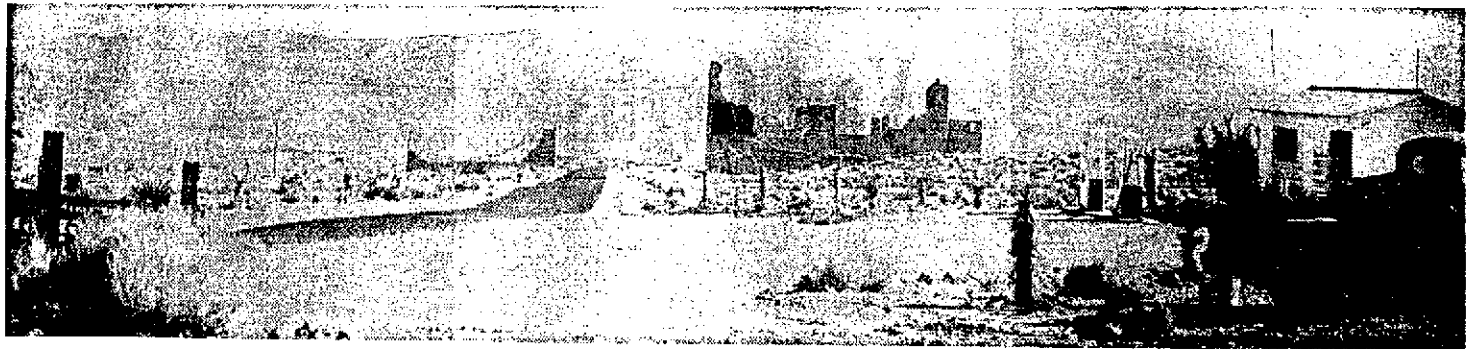
"It's not that, I'm against this type of modern expression, it's just that most people don't know good from bad.

"They splash up a canvas and frame it and hang it and call themselves artists."

Artist Paul Conner, who formerly taught art classes here, is even more vehement about the trend. "No one wants to take the time to learn to draw," he says, "They don't think it's (Continued on Page 24)



The Death



of a Town

ONLY 59 YEARS AGO the town of Rhyolite, in Southern Nevada, was a booming community of 15,000, served by three railroads, and attracting settlers from all over the world, wanting gold, easy living, and fun—all available at Rhyolite. Today the town is a ghost, sprawling where no town should be—in the burning wastes of the Amargosa Desert. (You reach it by taking the modern Tonopah Highway, 125 miles north out of Las Vegas to Beatty, and then another eight miles by a side road that winds among Plutonian crags to a desolate vista of what was the liveliest mining town in Nevada's history.)

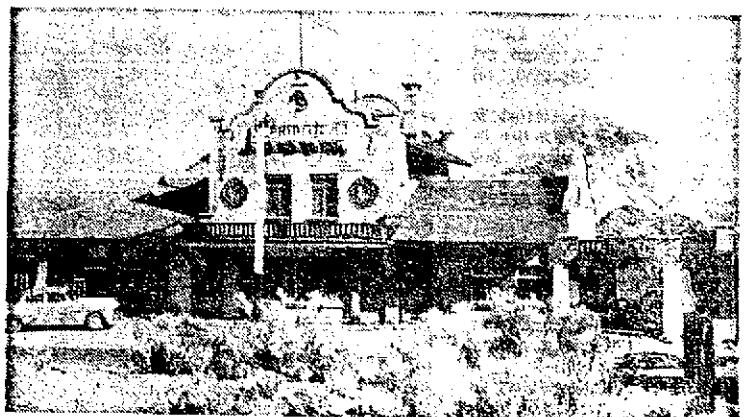
Shorty Harris, a fabulous prospector known to the Silver State for spectacular mining discoveries, was responsible for the emergence of Rhyolite. He stumbled on a rich gold ledge at a mine he christened Bull Frog, near what was to be Rhyolite. Bragging about it in a Beatty saloon, he started a stampede of 1904, which in its intensity and proportions approached that of Sutter's Creek find. Businessmen, teamsters, gold prospectors, merchants, ladies of the night, card sharps, and honest folk bent on bettering themselves abandoned homes, jobs and families to rush to Rhyolite. By buckboard, ox-team, mule they came, and some on foot, catching rides as they could. There was no end to Rhyolite's bonanza, the newspapers of the time screamed—come one, come all.

In line with this prophecy, the main street of Rhyolite was named Gold Street. Merchants hurried there to build two and three-story buildings with imposing cut stone facades. Anything could be had in Rhyolite for the asking—and a little gold dust—even Eastern oysters and ice-cooled whisky—a miracle on the 130-degree desert.

It looked as if the dream was going to last. But the hapless Bull Frog bonanza petered out in 1909. As soon as the news leaked out, almost a total

(Continued on Page 24)

Crumbling hulk (top photo) was once a bank in Rhyolite. Sun, vandals, time have reduced it to ruin. Top center, a general view of Rhyolite, coming up from Beatty. Hopeless wastes of great Amargosa Desert fill the distant vista. Arches to nowhere (lower top) formerly gave entrance to a commercial building. Rhyolite railroad depot (right) is only building left of the town that had at one time a population of 15,000 (now only 8). Couple now operates building as combination gift shop and hostelry. Three railroads once served boom town.



Story and Photographs

By Tamara Andreeva

People are funny,
but animals are . . .

Models of Humor

NEXT TIME you receive a greeting card, take a second look at the design. If it's a humorous card, chances are three to one that there'll be a picture of an animal on the cover.

The models may be seen doing all sorts of things from pecking at a typewriter (why don't you write?) to sipping a stein of beer (Happy New Year) and the methods used to get these feathered and furry friends to pose would fill a handbook on animal psychology.

PUPPIES, RABBITS, squirrels, chicks, ducks, turtles, kittens—even raccoons and skunks—are among the visitors. And when they can't come to the studio—because of size or temperament—artists and cameramen visit them at zoos, on farms, and at livestock shows, to sketch or photograph them for research in the creation of authentic finished art work.

A number of fascinating facts have been discovered about the tastes, habits and ways of the various animals and some ingenious devices are used to get them to pose.

Dogs are attracted into alert postures or odd expressions with the use of whistles, cookies, candy and sometimes raw meat. A cookie was concealed in the mouthpiece of a telephone to photograph an especially appealing shot of a tiny boxer pup "chatting" with somebody (far away on a special day).

(Continued on Page 24)



"Why don't you write?" (Well, who's been to school yet?)



"Happy New Year!" [With my head? Don't be silly!]



"Happy Easter!" (OK, but look here, Sister, I'm no bunny!)



"Happy Birthday!" [Who you kiddin' . . . all them candles!]

[Horsey set? Don't get me wrong . . . I'm just a pony!]

ADD-A-ROOM

Call us before you buy

\$1395

NO MONEY DOWN
29.65 per month

Same Room 15'x20', \$1880 • 39.95 Per Mo.

Bedroom Family Room Bathroom

Buys a beautiful 10'x15' family room. Includes: plans and permits, concrete slab, exposed beam ceiling, stucco and plaster, sliding glass door, floor tile, electric, & roof a complete room!

OPEN SUNDAY

R. W. HORTON CO.

OPEN SUNDAY

DU. 1-5815 NE. 5-8387 PA. 2-8262 FA. 8-4971 AX. 2-6855

Metropolitan Area South-East Area North-East Area South Bay Area South-West Area

How Long Beach Repaid Carnegie

By Olive Breed

ONE OF the world's great men visited Long Beach on March 17, 1910. A canny Scott, he came to see what the city had done with his \$30,000.

After viewing the new Public Library dedicated a few months earlier, he made this note:

"I wish to record the intense satisfaction with which I look upon this noble building, one of the finest I have seen. That I have been privileged to contribute to its erection is one of the sweetest of all rewards."

Then Andrew Carnegie turned and remarked to Jotham Bixby, who had given the park in which the Library stands,

"You are the papa of Long Beach. Well, I must congratulate you on your family."

NINE YEARS earlier Carnegie had ended his 51-year period of "acquisition" as he termed it, and had begun the period of "distribution," during which more than \$350,000,000 was given away, about \$60,000,000 to libraries.

In his words, distributing wealth was "more serious and difficult than acquiring it," and he planned to use every means to "guard against its misuse," and the first of these was that the receiver match his gift with an equal amount.

Records show that the library board of Long Beach on April 7, 1902, wrote Carnegie, mentioning a previous petition, and asking him for \$12,500 toward a library building. They listed the following reasons for qualifying:

1. City's rapid growth, fine class of people; good beach, climate and location.
2. Marine termini, and 20 miles to Los Angeles.
3. Educational and religious assemblies during the summer, including chautauqua.
4. Discrepancy between the permanent "rate paying" population and transients.
5. Heavy expenses, including new pier--no hope for raising money for library.
6. Library had been taken over by city, with yearly maintenance appropriation.
7. Library had site in perpetuity.

In January 1905 Carnegie's secretary wrote to the board that upon receipt of resolution of council appropriating \$1,250 per year for maintenance, and providing there would be enough on hand to complete the building free from debt, Carnegie would give the \$12,500.

Negotiations hung on until 1907, when the board asked Carnegie to increase the



When Andrew Carnegie came to Long Beach to see how his money had been spent, this was scene at library entry.

amount of his gift to \$40,000. He declined, and upon his request, was furnished with a statement of assessment for the years since 1900. He agreed that the city had trebled in size, and finally increased his gift to \$30,000, with the usual provision that an annual maintenance appropriation of \$3,000 be made by the council.

Later he declined an added request for \$8,000 and, in September 1908, the first installment of \$8,200 on Carnegie's gift of \$30,000 was paid. Long Beach then was one of the eventual 2,800 towns to have a "Carnegie" Library.

AFTER Carnegie's death in 1919, the Carnegie Foundation kept close touch with the libraries. This was illustrated

in 1928, when Mrs. Theodora Brewell, librarian, consulted them about proposed changes and additions to the building.

Their answer was that, while there was no objection "in principle": "We would need to see the plan... have information about cost and revenue to carry on service."

However, all connections were discontinued later and although Carnegie is gone, there are those who watch the services of the library burgeoning, something like his super-Horatio Alger life, and see a parallel between them.

One patron who has been a frequent user over the years was heard to remark very recently, "Somehow, every time I walk up these steps, I think of Mr. Carnegie and our very real debt of gratitude for his generosity."

*Visiting this beautiful library
March 17th 1910 I
wish to record the intense
satisfaction with which I look
upon this noble building, one
of the finest I have seen.
That I have been privileged
to contribute to its erection
is one of the sweetest of all
rewards
Success to Long Beach
Andrew Carnegie*

Carnegie wrote this note, expressing his satisfaction with Long Beach Library achievement, done with his aid.

LONG BEACH PLYWOOD SALUTES LONG BEACH CITY ON ITS 75TH BIRTHDAY

SPECIALIZING IN

PLYWOOD

WALL PANELING

BOAT PLYWOOD

CONSTRUCTION
GRADES

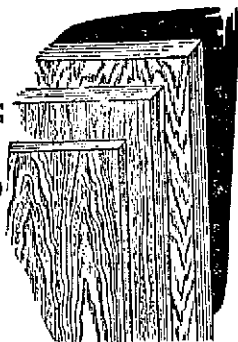
FULL SHEETS
OR ODD SIZES

Top Quality in All Types

LONG BEACH PLYWOOD CO.

ESTABLISHED IN 1947

1851 FREEMAN AVE. GE 4-7495



WHAT YOUR NAME MEANS

Send your name to La Reina Rule in care of Southland Magazine, 604 Pine Ave., Long Beach 12, Calif., for origin, meaning and brief genealogy, for reply only in this column.

DEAR MISS RULE: Would you analyze McGRATH.—M.M., Santa Barbara; J.B., Long Beach.

M.M., J.B.: McGRATH, a famous Irish lineage, is a sept of the old Gaelic clan name MagRaith which means "sons of prosperity." The principal division of this family lived in north Irish Donegal where they owned Castle Termon Magrath on Loch Erne. Another section of this family were from County Clare. The McGrath coat-of-arms is a shield divided into four quarters. The upper left quarter is silver emblazoned with three red lions; the upper right has a hand holding a blue cross on a gold background; the lower left quarter is red with a hand holding a gold battle axe; the fourth section is silver, decorated with a black antelope in the center.

DEAR MISS RULE: Please give the source of COOLEY.—Mrs. V.C., Long Beach.

V.C.: COOLEY descendants are traced to a Gaelic Irish forefather called Giolla-Chuille meaning "adherent of St. Mochuille." The Gaelic ancestral clan Mac-Giolla-Chuille were natives of County Clare. This name, very rare in Irish annals, was first modernized to MacKilcooley, then to Cooley. Branches of this lineage migrated to Scotland and England centuries ago. Benjamin Cooley, born in England in 1614, settled at Springfield, Mass., in 1640 and was one of the founders of that city.

DEAR MISS RULE: What is the origin of MARSELIS, originally MARCELLUS.—O.M., Long Beach.

O.M.: MARSELIS or MARCELLUS may be German or Italian in origin. The source was the ancient, popular Latin given name Marcellus, derived from Marcus meaning "little warlike one." No coat-of-arms is recorded for Marcellus in Germany or Italy. Marcellus was made historically famous by Marcus Claudius Marcellus, Roman consul and conqueror of Sicily, who died in 208 B.C.

DEAR MISS RULE: Is DICKSON the same as DIXON.—L. G., Long Beach.

L. G.: DICKSON, the root of the familiar English surname Dixon, is from Dick, and ultimately from Richard, meaning "powerful ruler." Yorkshire 1379 records include Eillism Dyson and Roger Dikson. The Dickson shield is blue with three silver stars on it.

DEAR MISS RULE: Kindly analyze PAGE, PAIGE, PADGETT.—G.M., Lynwood; E.P., Lakewood; F.S., L.P., Long Beach.

PAGE and PAIGE were

English terms for a "youthful attendant to a knight-at-arms." Padgett indicated "Little Page." Recorded ancestors include Lambert Page of Yorkshire, 1273, and John Paget of Yorkshire, 1379, as well as Mary Padgett of London, 1779. The Page-Paige shield from Devonshire has a

diagonal black stripe between three black eagles with outspread wings on a silver background. The Padgett-Paget shield has a silver, scalloped-edge cross on a black background. John Page of Haverhill, Mass., was listed as being aged 71 in the year 1709.

DEAR MISS RULE: Kindly analyze MARKS.—Mrs. J.M., Appleton, Wisconsin.

J.M.: MARKS, of either German or English background, is based on the ancient Roman baptismal name Marcus for "warlike one," as is Marcellus. English ancestry

includes John Marcus or Marks of Essex in the late 1200s. The English Marks shield has a gold rampant lion on a background of a pattern of gold fleurs-de-lis.

DEAR MISS RULE: Kindly explain AGUEROS.—M.A., Seal Beach.

M.A.: AGUEROS, a Spanish surname, means "prophecies and omens," and was endowed on the forefather because of his aptitude at interpreting signs and omens, and in making predictions. The original Agueros could have been a student of nature

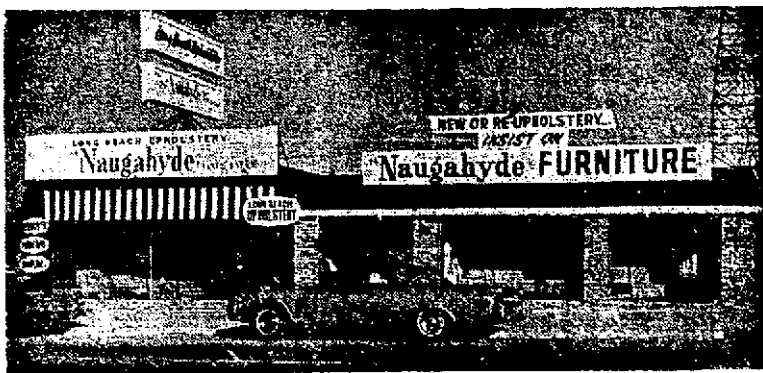
and astronomy who predicted when to sow or reap the most

DEAR MISS RULE: Have you data on HILLMAN?—W. H., Long Beach.

W. H.: HILLMAN was an Anglo-Saxon warrior name in 11th century Britain, formed from "Hilde-Mann" meaning "warlike man or hero." This surname can also be directly from a countryside landowner ancestor known as the "Hill Man." The Hillman coat-of-arms has three red roses on a diagonal gold stripe across a red shield.

EXPANSION SALE!

WE MUST INCREASE OUR SIZE AGAIN!



Reprinted from Ind.-P.-T., Nov. 4, 1963

Naugahyde Store in Expansion

Long Beach Upholstery's House of Naugahyde at 3434 Atlantic Ave. is expanding again for the second time within a year. This is due to the increased number of patterns that look like fabric and the many new styles of furniture that adapt themselves to the new Naugahyde coverings.

Bernie Wishney, owner, has been one of the pioneers in Naugahyde furniture; and today the store has the largest stock of this type of furniture in Southern California.

According to Wishney, Naugahyde furniture, because of its long wearing qualities and easy cleaning with ordinary soap and water, has been accepted as ideal for den and living room.

Today's Naugahyde has the feel and look of normal fabrics yet has the strong wearing qualities that is found in Naugahyde. Wishney further stated.

Because of the great expansion, the House of Naugahyde is holding a giant expansion sale with greatly reduced prices.

HOUSE OF NAUGAHYDE EXPANDS AGAIN!

COME IN AND SEE THE LARGEST SELECTION OF

NAUGAHYDE FURNITURE

In Southern California

IT SELLS FOR **33 1/3 % LESS**

• It Wears at Least Twice as Long • Wipes Clean with Soap & Water

BEST OF ALL

IT LOOKS AND FEELS EXACTLY LIKE REGULAR FABRIC!

Bank Terms

Furniture Made of Naugahyde Is Now Used in Living Rooms as Well as Dens! Stylings in Modern, Provincial, Traditional to Suit Any Decor



FABULOUS SAVINGS IN OUR RE-UPHOLSTERY DEPT.

PHONE FOR FREE ESTIMATE IN YOUR HOME, GA 7-8696

LONG BEACH UPHOLSTERY

U.S. **Naugahyde** VINYL FABRIC

CHAIRS

Our Selection Is So Complete We Are Sure to Have the Right One to Fit Your Husband. Orders for the Holidays should be placed Now to assure delivery and choice of colors.

OPEN TODAY

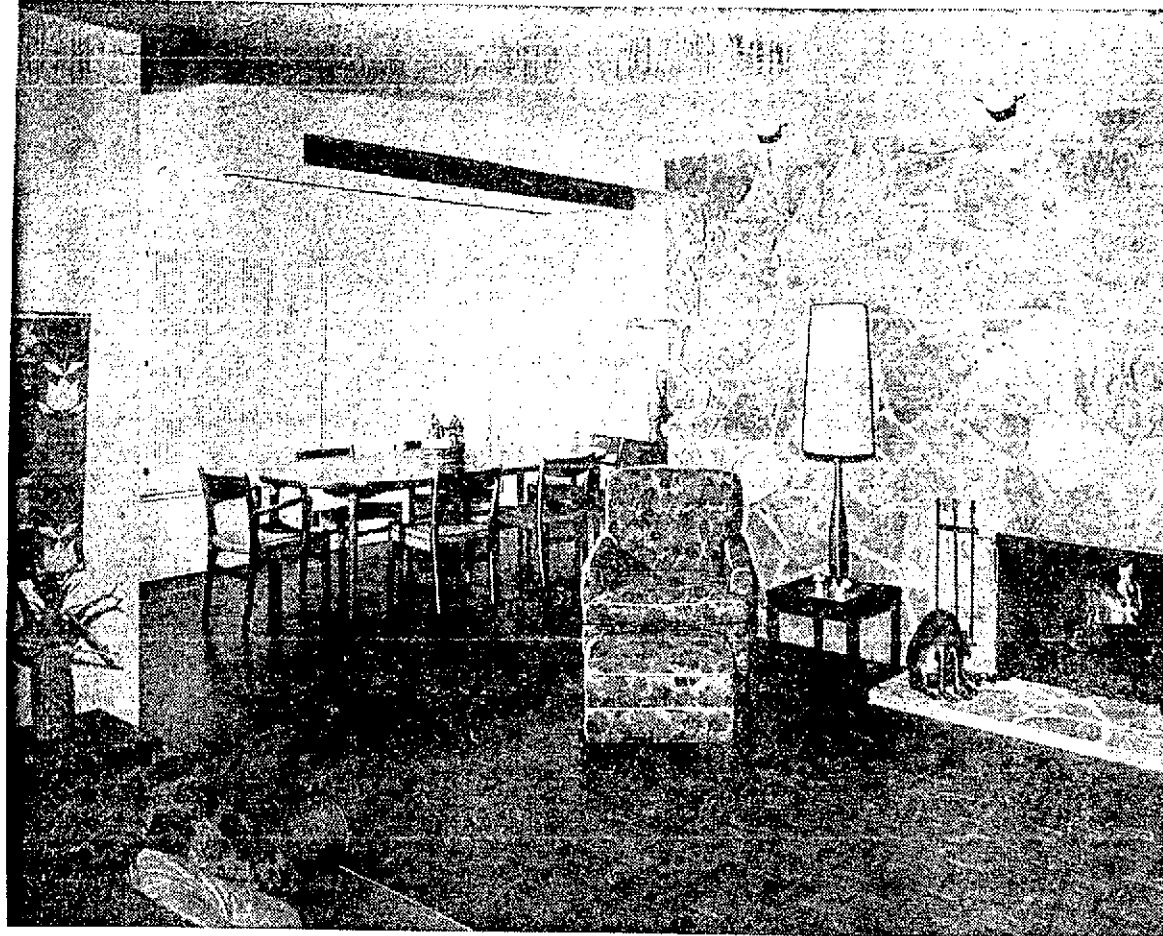
(SUNDAY) 1 TO 5 P.M.

Mon. & Fri. Eves. Till 9 P.M.

3434

ATLANTIC at WARDLOW

Talents United in Creating a Home



—Photos by Joe Risinger

larged, decorating ideas have been utilized to make it appear much larger than it was. Three quarters of the far wall is Bouquet Canyon rock, the wall space next to the fireplace is glass. Floors are teak parquet.

Bouquet Canyon stone has a natural orange cast, as if a paint brush dipped in orange lightly touched the surface here and there. Waller accented this detail with paprika wool and cotton fabric for the two sofas, and an

Fireplace wall of Bouquet Canyon stone sets the living room color scheme in the home of the Walter Newlands. View above toward dining room; below, the family room.

By Stella George

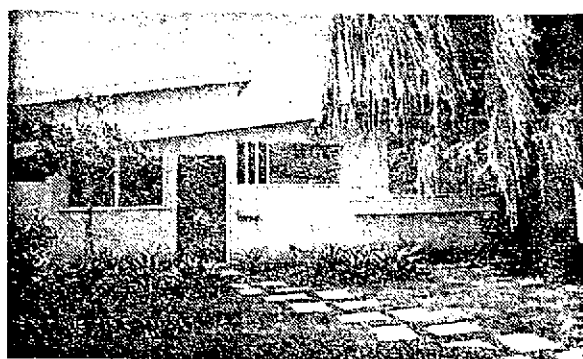
COMBINE the talents of an artistic housewife with those of a professional interior designer and add the cooperation of a contractor in the customizing of a small tract home, and the result is an outstanding finished product. This is the story behind the home belonging to Mr. and Mrs. Walter Newland, 3517 Canehill Ave. The once small, unimaginative house is now large, unusually attractive and customized in detail with finishing touches created by Bryan Waller, the designer.

Enhancing the approach to the front door and partially shading the house is a weeping willow tree. The front entry leads directly into the family room, with a step up to the landing at the far right, which, in turn, has access to the kitchen at the left and the living room straight ahead.

Furnishings in the family room include a piano, Danish modern sofa, table and chairs, and built-in bookshelves. On the right of the landing, plain cupboards were transformed into a decorator's item when they were painted—each door painted a different color: blue, coral, yellow, beige, chartreuse, green and lavender.

THE KITCHEN is light coral and, with the exception of one bedroom, every other room in the home has white walls and ceiling. Modern in every respect, the kitchen has plenty of work area, a built-in spice cabinet, and ample cupboards.

While the living room itself has not actually been en-



Exterior view of the home, a tract house done over to fit needs and provide comforts of its current occupants.

LAST 4 DAYS **OCTOBER CLEARANCE**
Save Up to 50%
 FREE ESTIMATES by Appointment . . .
 Phone 7 Days a Week (days or evens.)
 Re-Upholster Like New or Trade In Your
 Old Furniture. Top Quality Materials
 Call ME 3-5552 or GA 3-2327
NU-WAY UPHOLSTERY
 AND MATTRESSES
 Some Location for 7 Years is Your Guarantee
 8755-8763 Artesia (1 blk. W. of Lkwd. Bl.) Bellflower

**ELEGANT CUSTOM MADE
 DRAPERIES**

HOLIDAYS ARE COMING
 ORDER NOW!

Regularly \$12.50 to \$17.50
\$5.49 Per Panel
CEILING TO FLOOR
 Shorter Lengths Proportionately Priced
 MATERIAL AND
 LABOR INCLUDED

Big Discounts on All
 The Latest Fall Fabrics

We make your draperies, measuring in your home, WITHOUT CHARGE. REMOVE SELVAGES, FAN FOLDED — WEIGHTS — DOUBLE 4-INCH TOP AND BOTTOM HEMS . . . We'll send our interior decorator—consultant to your home—day or evening—with a wonderful choice of samples in a wide range of colors and textures. There'll be NO COST or OBLIGATION to you for this service! Shop at Home.

LEISURE WORLD RESIDENTS
 We Have Measurements on All Apartments
 SEE US FOR OUR SPECIAL PACKAGE OFFER

DRAPERIES by MR. HAROLD
 Formerly Van Dells
 419 E. 6th St., LONG BEACH
 — Telephone Sales Office Only —
HEmlock 7-1448
 Phones Open Sunday 24 Hours
 Deal with an established Long Beach firm of 18 years' experience.
 For Free Estimate — Shop at Home



Living room, seen from dining area: Twin sofas are of paprika tone, color-accented by Indian rug on wall.

October fruit print for the occasional chair and pillows. Accessories in the room are particularly interesting: An Indian prayer rug appears to be customed to order as a wall hanging above one sofa; a black terracotta frog sits by the fireplace; a small fuchsia cigarette set brings out one of the tones in the October print.

MRS. NEWLAND can serve a sit-down dinner for 16 persons at her dining room table. Lights can be dimmed or brightened in the long rectangular light fixture which hugs the ceiling above the table. Bright, cut-out burlap birds "perch" on a burlap background, made and framed by Mrs. Newland, and complementing a similar hanging of an owl across the room.

Around the corner, but with no separation from the dining room, is the study. The back door across from the desk in the area has a stained glass window. Tall shutter doors at the end of the area hide a sewing center and provide storage space for an ironing board and typewriter.

SMALL BEDROOMS have been made to look larger with ingenious decorating ideas. In Delia's room, for instance, built-in units line the walls and there are twelve drawers and two cupboards for storage. The room has bright red carpeting and soft pink walls.

Carol's room is tailored with walnut units running the width of the room. A private bathroom with shower adjoins the rooms. The shower is new—created with space stolen from a former closet.

The new master bedroom is larger than many living rooms. Furnishings are French Provincial done in fruitwood. Shuttered closets line one side of the room. The adjoining bath (partly old, partly new, entirely redecorated) has a dressing table built in beside the wash basin.

There are no drapes in the home. Not only does this eliminate upkeep problems, but shutters appear to enlarge rooms. When the redecorating was being done, small details were given attention. As an example, doors and cupboards have new, shiny knobs and/or handles. Lamps were bought for beauty as well as function, and placed in strategic spots where they ornament as well as give light. A hanging lamp in the living room is just in front of the large picture window. Another hanging lamp is slightly to the right, outside the house. At night, when all lamps are lighted, the reflection of the inside lamp increases to three the total number of lamps. A slender walnut lamp on the table near the fireplace does not detract from its background; one across the way is bold, forming its own background.



NEW EXCITING KITCHENS!

Call us for free estimate, on kitchen modernization, bathrooms and additions. All or any part of your project, 100% financing.

Accent
kitchens

1375 Gladys Avenue • Long Beach, California • BE 3-0468

OPEN SUN.
10 to 5

SAVE 30% TO 50%

Early American Furniture at
Low, Low Warehouse Direct Prices

EASY
TERMS
UP TO 36
MONTHS TO PAY

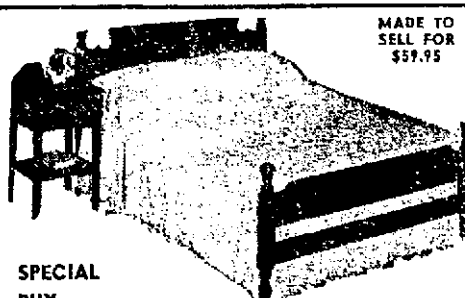


100-INCH SOFA

SUPER SOFT VINELLE
FOAM TUFTED
BACK AND ARMS

Zippered reversible cushions,
soft edge, double dowelled
construction, birch wings and
panels, fully guaranteed.
MADE TO SELL FOR \$369.95

Colonial Warehouse
Price **219⁹⁵**



MADE TO
SELL FOR
\$59.95

SPECIAL
BUY

SOLID MAPLE BED

TWIN OR FULL SIZE

Colonial Furniture Warehouse
has purchased these solid Maple
beds at a great reduction and
is passing this tremendous sav-
ings on to you.

\$24⁹⁵

MATCHING PIECES AT COMPARABLE PRICES

LAMP SPECIAL



Repeated
by Popular
Demand

LAMP AND
SHADE

Also Special
Closeout of
Selected
Floor
Samples—

14⁹⁵
ea.

2 for
27.95

MADE TO SELL FOR 29.95 EA.

Attractive Early American Lamps in
choice of milk or amber glass. Shades
in choice of color.



SOLID MAPLE
MILK STOOL

Colonial Warehouse Price

REG. 3.95

1⁴⁹

5-PIECE EARLY AMERICAN DINETTE SET



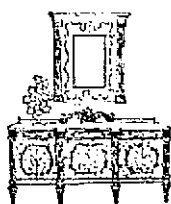
Set includes
Table and 4 Birch
Windsor Fiddle-back Chairs
Table in choice of natural wood
or Nevamar top.

Made to sell for \$149

Colonial Warehouse
PRICE **\$79**

Greer Furniture

"Where
quality and
good taste
are not
expensive"



- Complete Home Furnishings
- Interior Designers to Serve You

3800 E. Anaheim St.
Long Beach

GE 4-3446

Open Fri. 'til 9 P.M.

Colonial FURNITURE WAREHOUSE

1740 DAISY AVE.

ONE BLOCK SOUTH OF PACIFIC COAST HIGHWAY
ONE BLOCK WEST OF MAGNOLIA AVENUE

Industrial Center of Long Beach

HE 2-5190

Open Monday and Friday Evenings 'til 9 — Tuesday, Wednesday and Thursday 'til 5:30
Saturdays 'til 4 — Sunday 10 to 5

Lost Emeralds of the Santa Rosas

By Retta E. Ewers

IN CAHUILLA Indian country, below Palm Springs and near the Borrego Desert, lie lost emerald mines of the Santa Rosa Mountains. The area is reached by traversing ancient Indian trails but no white man knows exactly



Modern rockhounds, Joe George and Bert Albrecht, search a slide in Santa Rosa Mountains, hoping to find an emerald.

where the deposits are supposed to be.

down and is no longer recognizable.

The Indians reputedly once brought in the shining green crystals and gave them to their medicine men who used them in their bags of tricks and trinkets to ward off disease and evil spirits.

Emeralds are derived from the mineral beryl, many of which are to be found in San Diego County in the pegmatite dikes that resemble a wall of rock.

Stories of the emerald mines may be legendary, but it is said that their former location was once marked by a large rock, shaped like the head of a coyote or a wolf. An earthquake caused the rock to fall into the canyon below where it landed upside

THESE DIKES produce many other gem stones and indicate the presence of minerals of different sorts.

The color of emeralds is due to the presence of oxide of chromium. Beryls are often white, sometimes straw col

(Continued on Page 17)

Beautiful Draperies

CUSTOM TAILORED TO YOUR WINDOWS

At Willbanks we have always operated our own workroom to insure our customers the quality of work to be proud of and still sell at lower prices. Our range of work includes every style and type of window decor available. Single and double rod, valancing, custom brass, wall or ceiling, matching fabric and spreads.

DECORATOR-ADVISER SERVICE BY APPOINTMENT in the Convenience of Your Own Home Without Obligation.

CALL TODAY **GE 4-0901**
FROM ORANGE COUNTY CALL JA 7-0112

WILLBANKS

1879 FREEMAN
DRAPERIES, CARPETING SIGNAL HILL

ALL WORK GUARANTEED

- Measuring in your home.
- Decorator consultation.
- Wide selection of beautiful drapery fabrics.
- Complete expert labor using 4-inch double tops with heavy crinoline, pinch, joining with hidden seams, weightings, hooks and fast foldings.
- Completed draperies delivered to your home and installed.
- Money-back guarantee. Willbanks drapes or carpets must meet your satisfaction.

ATTENTION: Leisure World and El Dorado Park residents. We have all the necessary measurements to carpet and drape your home. Compare our prices before you buy.

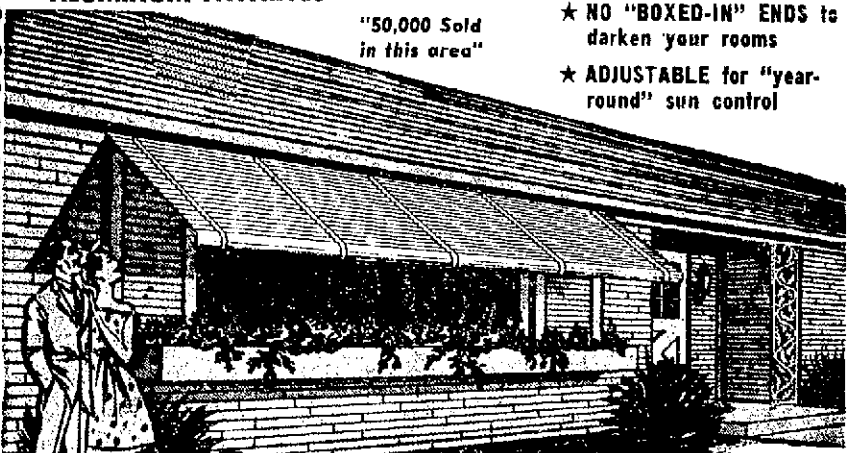
TROPIC-KAL
ALUMINUM AWNINGS

FACTORY-TO-YOU PRICES

"50,000 Sold in this area"

★ NO "BOXED-IN" ENDS to darken your rooms

★ ADJUSTABLE for "year-round" sun control



"LOUVERED" FOR FILTERED LIGHT — 5-YEAR GUARANTEE

The most popular awning in this area.

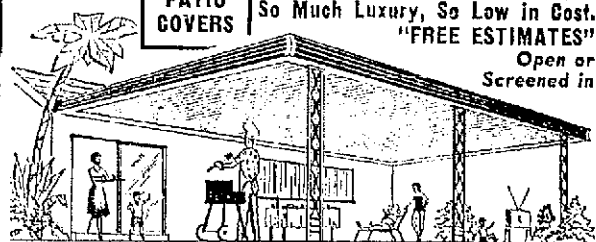
PATIO COVERS

Relax & enjoy "outdoor" living— So Much Luxury, So Low in Cost. "FREE ESTIMATES"

Open or Screened in

PATIO COVERS. Something excitingly NEW and completely DIFFERENT from the ordinary. Visit our modern factory.

"NO unsightly l-beams underneath"



Your Local Awning Hdqtrs. Buy NOW and \$AVE!

modern products co.
"Your local manufacturer since 1943" Visit our factory— See them made We bring samples to your home.
2 Blocks East of Cherry Ave.

2245 East Artesia Street • GARfield 2-2166 • METcalf 3-4027

Lynn Colton's
Tips for the week

Courtesy of Weinheimer's



LYNN COLTON
NIRC Adviser to Homemakers

HINTS ON PILE CRUSHING & CORNER CURLING

When carpet pile is crushed down because of furniture pressure or walking, try a hot iron over a damp cloth, or a steam iron on the spots, being sure not to press down on the iron. Brush up the spots gently after the treatment on the front and back of carpet corners that curl. For cut pile, dampen the crushed area lightly. Comb to raise the pile. Allow to air dry.

Remember your expert professional rug and upholstery cleaner is an expert and can help you with all of your carpet and upholstery problems.

Write or stop by for Lynn Colton's free booklet: "Tips for Rug and Carpet Care." Lynn Colton's Sparring Kits available at \$1.25 each.

Quality cleaning... backed by a

CERTIFICATE OF GUARANTEE

EXPERT QUALITY CLEANING ON LOOSE RUGS AND UPHOLSTERED FURNITURE AND WALL-TO-WALL CARPETING

Weinheimer
RUG & UPHOLSTERY SALES & SERVICE



3720 East Fourth St. In Long Beach Since 1934

CALL FOR FREE ESTIMATE
GE 3-9906

Member of Custom Upholstery Dealers Assn. Member of the California and National Institute of Rug Cleaners

Pickle Barrel Clown

By Lorena Fleissig



Photo by Larry Reichner Studio

Party fun picks up when a pickle barrel clown, like this one, doffs head to disclose "innards" of gifts.

A DISCARDED glass pickle barrel or an oversized jar may be turned easily into a jolly clown centerpiece for a party.

His head is an overturned fish bowl that fits within the open neck of the bottle.

Both head and body are sprayed with glue and then wound round and round with a continuous strand of coil cotton, such as beauty shops use. The arms are a doubled length of the cotton ending in red felt mittens. The mouth, nose and ears of red felt and the blue felt eyes are simple to cut and will stick to the cotton without gluing. Construction paper can be used and attached with glue instead of using felt.

OUR HAPPY clown wears a hat, scarf and holds an accordion of pleated wallpaper. However, gift wrappings, shelf paper or colored paper may be used.

When the time comes to distribute gifts or treats, the clown's head is lifted off and each young guest may reach in for his present.

To carry out the joke theme, have the gifts of toys, candy or whatever, tied up in discarded boxes of toothpaste, shaving cream, vitamins, etc. Let the titles show to fool everyone into thinking it is what it isn't.

SUGGESTIONS for surprises include crackerjack, candy bars or homemade cookies which will most happily conclude a small fry party.

IMPROVE YOUR HOME

ALL
TYPES
OF
HOME
IMPROVEMENTS



Alterations
Additions
Kitchens
and
Baths

NO JOB TOO SMALL — 100% FINANCING

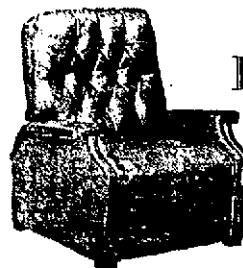
LOCAL CONTRACTOR — OVER 20 YEARS EXPERIENCE

LONG BEACH SPECIALTIES

GA 4-3171

2615 MAGNOLIA AVE.

LONG BEACH



STRATO LOUNGER

SAVE 20.95!

Here is plush comfort
you'll really appreciate.
All quality construction.

REGULAR \$109.95

Choice of Colors... **\$89.00**

OPEN EVENINGS 'TIL 9, TUESDAY 'TIL 6
FREE PARKING, FREE DELIVERY
EASY CREDIT TERMS — CLOSED SUNDAYS

EASY TERMS AVAILABLE TO YOU



"ROOM ADDITIONS ARE OUR ONLY BUSINESS"



ANOTHER SATISFIED FAMILY:

The Harry Groves, 3368 Knoxville, Long Beach

100% FINANCING

NO DOWN

Up to 20 Years to Pay

CALL ANYTIME

GA 3-1438

FREE ESTIMATES

**LOCHRIDGE
CONSTRUCTION CO.**
LICENSED & INSURED LOCAL
CONTRACTOR

BANKERS

CONSTRUCTION COMPANY

Custom - Built Model
Furnished by Carl's Furniture

NOW OPEN FOR INSPECTION

WE BUILD ON YOUR LOT

- INCOME UNITS
- APARTMENTS
- HOMES
- COMMERCIAL BUILDINGS
- ADDITIONS
- DUPLEXES
- TRIPLEXES
- 4-PLEXES

COME TO THE CORNER OF
ATLANTIC and WILLOW

And Let Us Design a Building
Program to Help You Increase
Your Income



600 E. WILLOW ST.
LONG BEACH

Garfield 6-6988

100% Financing Available



NEW MODELS

Number — 927 sq. ft. living area and garage. Two bedroom.
927 **\$5900** Los Angeles County Slightly higher in some cities

Number — Three bedroom, 2 complete baths, 1200 sq. ft.
1200 **\$7650** Los Angeles County Slightly higher in some cities

FREE ESTIMATES

Semi-custom SPACIOUS HOMES 2-3 bedrooms

• Duplex • Apartments • Commercial

OPEN DAILY
9 to 5 p.m.
Member of Contractors
Association of Calif.

DUNCANBUILT HOMES

1554 W. Wardlow Road, Long Beach Nevada 6-7488 GA 4-4227

Harry V. Duncan Jr.
General Building Contractor

CUSTOM FIREPLACE SCREENS

Custom Fireplace Screens — Installed by
you . . . in minutes! Just bring in your
measurements. We have screens to fit fire-
places up to 52" wide in a variety of fin-
ishes.

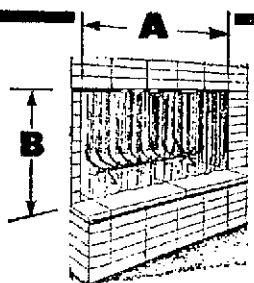
ONE DAY
SERVICE

MEASURE AS FOLLOWS:

- A. (width of opening)
- B. (height to firebox)

Not to hearth

Finishes in Stock
POLISH BRASS, SATIN BRASS
OXIDIZED BRASS,
MATTE BLACK, SWEDISH.



Use Steel
Tape Measure"



FIREPLACE FIXTURES

2335 LONG BEACH BLVD.

GA 4-7957

OPEN FRI. EVE., 9 to 9

OPEN DAILY 9 TO 5

(Advertisement)

Outside House Painting Now Eliminated

Another boon of the space age has been accomplished for the homeowner . . . an exterior wall coating so tough and durable that it is guaranteed to totally eliminate exterior house painting for over 10 years. This remarkable textured coating is Fiberglas FLEXON.

BEST IN NATION

Homeowners are requested not to spend a single penny on painting their residence until they hear the FLEXON STORY. This remarkable material insulates, waterproofs and beautifies, and every Fiberglas FLEXON job is factory guaranteed for 10 full years against chipping, flaking, or peeling.

Fiberglas, a product of Owens-Corning, brings to FLEXON its great strength, its wonderful insulating properties, its resistance to time, weather, and chemical attack.

PROVEN OVER MANY YEARS

FLEXON is one of the oldest, tried and true coatings now being marketed and has been applied on thousands of homes and commercial buildings. These buildings have remained in perfect condition after more than 10 years exposure in all types of weather.

SHOT FROM A GUN

FLEXON is applied with special heavy duty spray equipment and is actually "shot from a gun" without mess, fuss or odor. FLEXON fuses itself to the wall and fills holes, cracks and covers building defects.

CITY OF LONG BEACH

Cal-Tex Improvements, Inc. is a licensed City of Long Beach Building Contractor. Most of the work now being done by Cal-Tex is in the greater Long Beach area.

Cal-Tex has been selected as the exclusive franchised contractor of FLEXON in Southern California. You can obtain free information or have a free home demonstration without obligation. The low cost will surprise you and terms can be arranged to suit your pocket book.

For your free brochure regarding FLEXON, the coating that will eliminate your paint problems, call HE 6-8830, or just mail the coupon.

CALL HE 6-8830 NOW

FREE

Limited Time Only!
Choice of Rio Verde
Stone (3' high across
front of home) or
aluminum framed
screens and doors
for entire home,
with each FLEXON
job!

Cal-Tex IMPROVEMENTS, INC.

419 E. 6th St., Long Beach 12, Calif.

Without obligation, please send me free information today on Flexon.

NAME _____

ADDRESS _____

CITY _____ PHONE _____

Bird Transfers Cat Ailment

By Ben Zinser

Southland Magazine Medical-Science Writer

A DISEASE called cat-scratch fever, once thought transmissible only by cat claws, can occur without contact with a cat, a doctor reports.

Dr. Russell J. Blattner of Houston, Tex., in a report in Journal of Pediatrics, tells of a 41-year-old man who contracted the ailment from a parakeet.

The pet bird had been ill, and the patient, to dispose of it, had wrung its neck with his bare hands.

The patient suffered a swollen lymph node under his arm, and the lump was removed surgically. Skin and blood tests indicated cat-scratch fever. The ailment is thought to be caused by a virus, ordinarily conveyed to man by cat claws.



A NEW psychodrug called trifluoperidol looks promising in the treatment of chronic schizophrenics, Tulane University researchers report.

Doctors gave the drug to 18 patients at East Louisiana State Hospital, Jackson, La. Another group of 18 got the widely-known chlorpromazine.

Trifluoperidol surpassed chlorpromazine in effectiveness, the investigators report in Current Therapeutic Research.

The doctors say they are impressed. In four years of drug studies, trifluoperidol is the only new experimental drug that has surpassed chlorpromazine in therapeutic efficacy, they say.

Side effects such as tremors are common when this new drug is used, they say, but these adverse reactions can easily be controlled by giving the drugs Cogentin or Arlane.

DENVER DOCTORS have found the cause of 290 cases of a strange skin infection which sprang up in the Denver area some months ago.

All cases were traced to a single swimming pool. The cause was a micro-organism called Mycobacterium balnei.

The bacteria caused growths of in-

flamed tissue, usually on the elbow.

At the time of the epidemic the pool was not chlorinated.

The report is in Archives of Dermatology.

SOME thalidomide children are now showing up with ear deformities and hearing loss, a Swedish physician reports.

Dr. Bengt Barr of the famed Karolinska Institute, Stockholm, said that in a number of cases of hearing loss, there have been no limb malformations.

Thalidomide is the sleeping pill linked to a sharp rise in deformed babies. It is dangerous when taken by the mother during pregnancy. Its use has been banned in many parts of the world.

Thalidomide babies also have been born with facial paralysis and heart disorders.

CLEFT LIP and palate are 2½ times more common among Caucasian or Oriental children than among Negroes, according to a five-year study of birth records in four states.

The study, conducted by the Public Health Services Dental Health Center, continues. Other preliminary findings: Two-thirds of all cleft lips occur on the left side. Mothers over 35 are more likely to bear children with cleft lip and palate.

CAPSULES: Alcoholism has reached epidemic proportions in the U. S. and is now the nation's No. 3 public health problem, says the International Commission for the Prevention of Alcoholism. . . . Tigacol rated tops in effectiveness in an experimental evaluation of three anti-dizziness drugs, according to a report in Journal of the American Geriatrics Society. . . . Deaths from bee and wasp stings may run into the tens of thousands each year, estimates Dr. Theodore W. Richey, chief of the U. S. Air Forces laboratory services in Washington, D. C. . . . Why do children run away from home? Explains a psychologist, in Archives of General Psychiatry: Because of an overwhelming sense of helplessness in the face of real or imagined subjugation by their parents.

INSURED SAVINGS!

Equitable
SAVINGS and
LOAN ASSOCIATION

4.85%

CURRENT EARNINGS
PER ANNUM

MAIN OFFICE
328 LONG BEACH BLVD.
LONG BEACH 12, CALIF.
(213) 638-5000

T. A. GREGORY,
Chairman of the Board

Free Customer Parking at
345 ELM ST.

BLOCK WALL OR CHAIN LINK FENCES

• BLOCK WALL

A handsome addition
to any home. ex-
ceptionally stable and
permanent. Offers ab-
solute privacy without
any maintenance cost!
Weather-proof, fire-
proof, rot-proof.

NO CASH
DOWN
UP TO 3 YEARS
TO PAY
1st Payment
After 45 Days



CALL TODAY
FOR FREE
ESTIMATES

• CHAIN LINK FENCE

Keeps children and pets safe from harm. Sturdy
or portable, allows good circulation of air. Requires
no yearly painting or repair.

HARRIS FENCE CO.

ME 0-6295 • GA 4-9513

6925 ATLANTIC — LONG BEACH

Emeralds

(Continued from Page 14)

ored, and facet into beautiful stones, with brilliance like that of a diamond.

The deserts of Southern California have proved to be a storehouse of treasure for the rockhound fraternity, and many fine specimens have been brought out, cut and polished, and displayed at the various rock and minerals shows throughout the country.

But there has been no concentrated effort to relocate the lost emerald mines from which the ancients obtained their glittering stones. This may be due to the extreme ruggedness of the area, or it may be because the story is not well known. The ancient trails are now almost obliterated.

GEM STONE pegmatite dikes in the Santa Rosa mountains produce many nice crystals of beryl. Near the old Alessandro Trail that leads over the mountains south of Hemet, some beryl crystals of good variety have been found, although digging is required to unearth them.

Wherever a trace of greenish beryl is found, true emeralds may be turned up. One color indicates the presence of others, Topaz, tourmaline, kunzite, agate, jasper, petrified wood and sand concretions are also found in the Borrego desert.

San Diego County, the home of the beryl, has already produced a number of fine emeralds, and where one has been found, others await the lucky finder.

With the approach of winter, rockhounds will again take to the desert trails. Every rock club will have field trips. Every weekend and holiday will see the avid hunter skimming over the freeways toward the desert to find specimens to add to his, or her, collection.

A WARNING here perhaps may not be amiss; take plenty of water and warm clothing, especially when planning to remain out overnight. Desert nights are generally cold, but the days are always warm and pleasant. Watch out for snakes during the day. Never go alone into an unfamiliar area.

Be careful when climbing over rocks. A broken leg, sprained ankle or a foot caught in a rock crevice, may await the careless hunter. Even an emerald is not worth it.

Indian Trails always led somewhere, possibly to water, possibly emeralds — who knows?

(EDITOR'S NOTE: The author is vice president and a charter member of the Riverside County Chamber of Mines and Gem Societies.)

— 33rd Anniversary Sale —

CHAIN WIDE

Thriftmart

SPECIAL VALUES AT

FOR MON. thru Wed.
OCT. 28 • 29 • 30




TV DINNERS

YOUR CHOICE
ALL VARIETIES

49^c

EA.



IRIS—LONG

SPAGHETTI 1-lb. Pkg. **19^c**

QUAIL BRAND

TOMATO SAUCE

7 3/4 oz. TIN **5^c**

WONDER'S CELLO WRAP 15-OZ. LOAF **25^c**

BREAD

FIXINGS FOR HALLOWEEN FESTIVITIES

IRIS—REGULAR OR LOW CALORIE

CANNED POP

12 oz. CANS **88^c**

JEFFY WITH ALUMINUM SKILLET & COVER REG **25^c**

POP CORN ... 29^c

ORCHID PAPER WRAP 80 CT. PKG. **10^c**

NAPKINS

Rib, Round or Family

STEAKS

U.S.A. GRADED "CHOICE" STEER BEEF

79^c

lb.

CENTRAL AMERICAN BANANAS

EXTRA FANCY WASHINGTON

DELICIOUS APPLES

10^c lb.

Lions 1 1/2 oz. pkg. SEEDLESS **RAISINS 10^c 29^c**



FRESH LEAN **GROUND BEEF**

35^c lb.

GROUND CHUCK **49^c** lb.

GROUND ROUND **59^c** lb.

U.S.A. GRADED "CHOICE"

RUMP ROAST BONE IN **75^c** lb.

SPENCER STEAK BONE-LESS **\$1.59** lb.

ROUND STEAK BONE-LESS **89^c** lb.

VALUABLE COUPON



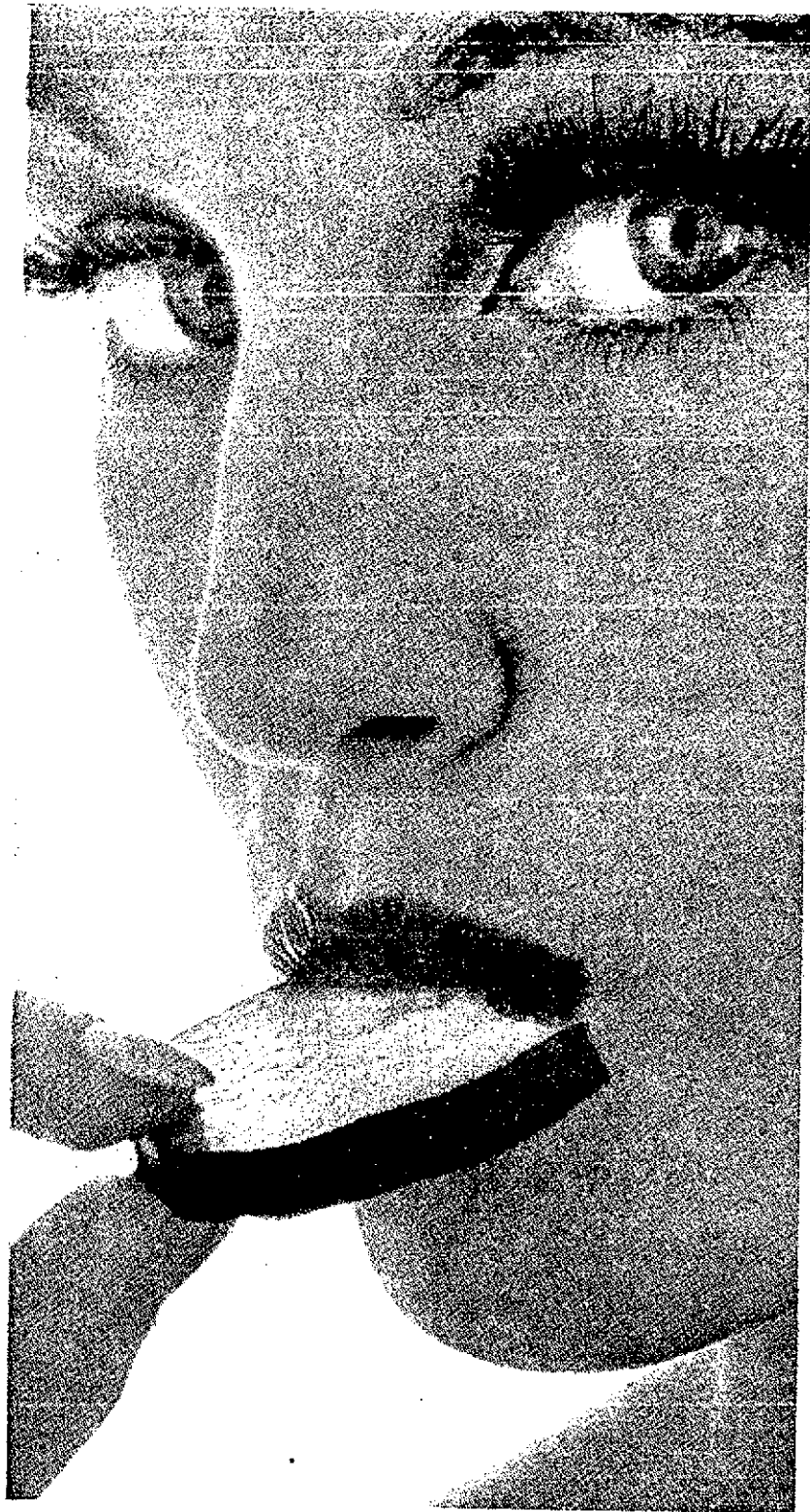
FREE 2 With This Coupon at **THRIFTMART**

CAMPBELL'S 10 1/2 oz. TINS

TOMATO SOUP

LIMIT: ONE COUPON PER FAMILY—ADULTS ONLY PLEASE

COUPON EXPIRES 10-30-63



On the mild side.

NEW
GOLDEN ITALIAN
DRESSING



A mellow Italian
dressing you don't
have to shake.

Wish Bone



Home Workshop



Four plans in one are offered in this design for a small girl's play kitchen, all constructed of wood.

By Bill Meyerriecks

LITTLE GIRLS are lucky this week. On the safe premise that the big, strong man around the home is dedicated to making his small daughter's life more happy, Sketchbook's design idea, the Kitchen Play Toy project, is a plan to consider.

And mother will be delighted, too. The finished kitchen furnishings will fill endless indoor hours with make believe enjoyment. The little Miss will have her own sink, her own range—her very own.

And if you are the plan-ahead parent, you may want to make this a Christmas project, working on any of the pieces on and off in plenty of time before the presents go under the tree.

THE MINIATURE kitchen consists of four items. All are made of $\frac{3}{4}$ -inch wood, approximately two-thirds life size. Sink and range have counter heights of $24\frac{3}{4}$ inches. Both are 20 inches wide and 12 inches deep. The refrigerator and cupboard are $42\frac{3}{4}$ inches high, 20 inches wide and 12 inches deep.

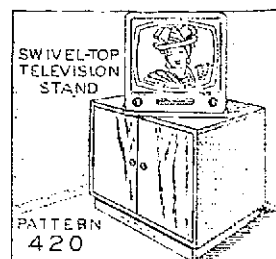
One of the advantages of the plan is that the lumber shopping list, parts list and detailed instructions for each unit are given individually. You don't have to buy all the wood or build them all at one time. Start with the one which appeals most to you, and add the rest of the kitchen on whatever schedule you wish.

The wooden construction

insures a sturdy toy with a long, useful life. Because of their natural weight, the pieces stay in place and won't tip or slide every time they're bumped. Accidental spills do not damage at all.

TO OBTAIN the Sketchbook Kitchen Play Toy plan, specify No. S-131 and send name and address and 50 cents to Building Editor, Southland Magazine, 604 Pine Ave., Long Beach 12, Calif.

You Make It



A storage-space base with turntable top makes an ideal television stand. The screen may be viewed from any angle. The base may even be a room divider and the machine used from either side. Pattern 420, which gives material list and illustrated directions for the swivel-top base, is 35 cents. It also is in the Modern Storage Unit Packet No. 46 which is \$1. Send orders to: Pattern Dept. Southland Magazine, Independent, Press-Telegram and News, Bedford Hills, N.Y.

HOW YOUR CHILD LEARNS

It's a 2-Way Street

By Howard E. Kent

QUESTION: "We are new in our city, and my son is having trouble in school. He did all right where we came from, but teachers in the new school want him to use different methods, especially in math. Why can't they let him do it his way? After all, isn't it the results, rather than the methods, we're interested in? How about some flexibility?"



ANSWER: The good teacher shows his students several methods of attacking a problem, and he is elated with a correct answer, however produced.

Saying that, however, does not alter the fact that your son must satisfy his present teachers if he expects to get passing grades.

You ask for flexibility. The math teachers, you say, don't have it. Well, then, how about your son? How flexible is he? This would seem an appropriate time to point out to him that there can be more than one acceptable way of arriving at the answer to a problem.

He did well before. I suspect if you help him shift gears, he'll do just as well under the new rules.

QUESTION: "I've had occasion at P.T.A. meetings to talk to several of the teachers of my daughter, who is a junior high school student, and they all have a different impression. 'A very enthusiastic child with lots of curiosity and a good sense of humor,' says one. Another says: 'She needs to exhibit greater interest in participation in the activities of the group.' Can you offer an explanation?"

ANSWER: Children, like adults, may react differently to different people and therefore leave conflicting impressions. Sometimes a child will refuse to work simply because he doesn't like the teacher or feels the teacher does not understand, respect or appreciate him.

Teach the child he must concentrate on subject matter rather than on the personality of the teacher. In this world a person can only do his best, maintain his personal integrity, and hope he will impress others favorably—but not worry too much if he doesn't.



Recipe of the Week

NOURISHING and tasty, this week's prize recipe is a meat and vegetable dish that gains \$5 for Mrs. Dorothy Rushton, 1119 E. 4th St., Apt. N, Long Beach 12. The recipe:

Veal Asparagus Supreme

1 10-oz. pkg. frozen asparagus spears	1 1/2 cups hot water
1 1/2 lbs. veal steak, 1 inch thick	1 tsp. garlic powder
	1 tsp. paprika
1 tsp. salt	1 tsp. oregano
1/4 tsp. black pepper	1/2 tsp. dill seed
1/2 cup flour	1/4 tsp. white basil
1/2 cup shortening	1/2 cup sour cream

Thaw asparagus. Divide veal into 8 pieces. Mix flour, salt, and pepper and generously coat veal slices in flour. Melt shortening in electric skillet on high heat. Add veal and brown well on both sides. Dissolve bouillon cube in hot water. Add garlic powder, paprika, oregano, dill seed and white basil. Cover skillet and simmer on low heat for 1 hour or until meat is tender. Add asparagus and cook 10 to 15 minutes longer. Remove meat and asparagus to platter. Stir sour cream into pan liquid and pour over veal and asparagus. Serves 4 to 6.

What's your favorite recipe? For every recipe published in this space, Southland will pay \$5. Men are urged to submit their recipes along with the ladies. Send yours, with name and address to, Recipe Contest Editor, Southland Magazine, 604 Pine Ave., Long Beach 12, Calif.

On the wild side!

NEW
GARLIC FRENCH
DRESSING

An uninhibited new
French flavor
with a dash of garlic.



Wish Bone

Call CUMBERLAND or GILBERT 3-6181
For Location of Store Nearest You

VONS
and
Shopping Bag

Bakery Treat

CINNAMON ROLLS

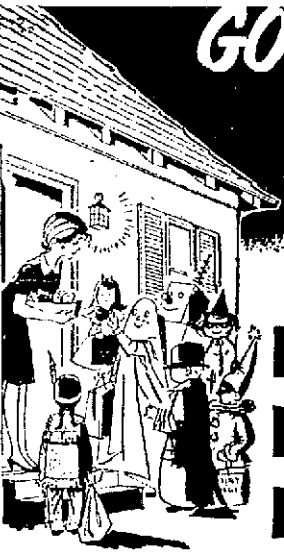
VONS 100% ALL BUTTER—12 IN PKG. **47¢**

Complete Your Set Now

TRIUMPH SNOW WHITE CHINA

ALL PIECES NOW AT *Super Savings!*

WITH \$5.00 PURCHASE, exclusive of fluid milk, tobacco or alcoholic products.



**GOBLINS-APPROVED...
GOODIES**



Save on Trick or Treat Goblins' Pleasers

Potato Chips

VONS FRESH, CRISP 10-PK. REG. 49¢

39¢

Kraft Caramels

A REAL TREAT IN THE BULK

35¢

Evans Popcorn

THE GOBLINS' CHOICE 2-LB. PKG.

29¢

LIQUID DETERGENT

VONS ALL PURPOSE

22-OZ. BTL.

29¢

SAVE 10¢

EVAPORATED MILK

JERSEYMAID

TALL CAN

10¢

SAVE 4¢

APPLE CIDER

TREE TOP

HALF GAL.

49¢

GAL JUG 89¢

TOPS 'N' POPS BEVERAGES

ASSORTED FLAVORS

12-OZ. CANS

14¢

Frozen Drinks

TIP TOP ORANGE, GRAPE, BLACK CHERRY

8 6-OZ. CANS \$1

Eggo Frozen Waffles

PKG. OF 3

10¢

Tiny Taters

BIRDSEYE 16-OZ. PKG.

25¢

Grape Juice Bars

WELCH'S 6 PK.

49¢

Prell Shampoo

CONCENTRATE LARGE SIZE

75¢

Chewable Vitamins

VITA-VONS 60-CT.

99¢



U.S.D.A. CHOICE BEEF (THE ONLY KIND WE SELL)

SWISS STEAK

ALWAYS JUICY & TENDER WITH OUR FAMOUS CUSTOM TRIM

59¢

SWIFT PREMIUM SMOKIES



HICKORY SMOKED 12-OZ. PKG.

55¢

Borden's Biscuits

PKG. OF 10 3¢25¢

RUMP ROASTS

LEAN, FLAVORFUL OVEN-READY

69¢

Boneless . . 79¢

Fresh Ground Round

EXTRA LEAN 69¢

Sliced Bacon

VONS TABLE KING—1 LB. PKG. WATER THIN . . . 59¢

57¢

Round Steak

U.S.D.A. CHOICE BEEF—LEAN FLAVORFUL FULL CUT

69¢

Boneless Round Steak

EXTRA LEAN 79¢

Boneless Top Round

EXTRA JUICY 95¢

Extra Values

Shrimp

MEDIUM 5-LB. BOX \$3.79 79¢

Halibut Steaks

CENTER CUTS 69¢

Fish Sticks—FOUR FISHERMEN . . . 8-OZ. PKG. 39¢
Breaded Shrimp—FOUR FISHERMEN . . . 8-OZ. PKG. 59¢
Halibut Steaks—CARNATION . . . 12-OZ. PKG. 79¢
Cod Fillets—CARNATION . . . 1-LB. PKG. 59¢
Veal Drumsticks—T-M . . . 12-OZ. PKG. 67¢
Frozen Pet Burger . . . 2-LB. PKG. 49¢

New Better Homes and Gardens

COOK BOOKS

Eight beautiful volumes in Better Homes & Gardens new Creative Cooking Library — only 99¢ each! New books each week!

Now on Sale!
BARBECUES AND PICNICS

99¢



VONS
and
Shopping Bag

Produce Department Specials!



PUMPKINS

FOR YOUR JACK-O-LANTERN—ALL SIZES



APPLES

RED ROME BEAUTY—BEST FOR BAKING

SEEDLESS RAISINS

GOBLINS LOVE 'EM—1½-OZ. BOX

10¢

Prices Effective Mon., Tues., & Wed., Oct. 28, 29, 30 at

LONG BEACH, 1031 Long Beach Blvd. at 10th Street
LONG BEACH, 4444 Atlantic Blvd. Bixby Knolls

LAKEWOOD, 2508 N. Woodruff at Florence Ave.
TORRANCE, 2015 Pacific Coast Hwy.
SAN PEDRO, 325 N. Western

DOWNEY, 16001 Paramount Blvd. at Florence Ave.
DOWNEY, 9051 E. Crestline Blvd. at Lakewood Blvd.
GARDENA, 1260 W. Redondo Beach Blvd. near Normandie

GARDEN GROVE, 12151 Brookhurst at Chaoman Ave.
ANAHEIM, 9221 Katella Ave. at Brookhurst

LYNNWOOD, 11417 Long Beach Blvd. 4 Bks. So. of Imperial
FULLERTON, 1245 Orangefaroe at Brookhurst

VONS
and
Shopping Bag



Lunches need eye appeal as well as taste interest and this takes a bit of imagination to achieve. Presented above are

several ideas that will help toward this end and provide an idea for further development of lunch boxes for school days.

Lunchbox Treasures

By Mildred K. Flanary

Southland Magazine Home Economics Editor

Whether your lunch box "toters" are "earners" or "learners," they'll "go" for every tasty crumb if it's filled with interesting surprises and a few added treasures.

Here are some suggestions to guide you in preparing imaginative, well-balanced midday meals:

Horseshoe Dog

Skinless frankfurters Hamburger buns Butter Baked beans

Cut skinless frankfurters at intervals of not quite a fourth inch and not all the way through. Butter bun and place hot dog curled around the edge. Fill center with drained baked beans and top with buttered bun. Wrap, refrigerate until butter is firm and then pack.

Bun Boat

Hot dog bun Butter Luncheon loaf

Pimiento olive loaf Tomato, cucumber, lettuce and pickles

1. Carefully slice top and bottom of bun in half again. Butter all cut slices.

2. Cut luncheon meat slices diagonally in half. Fold halves and stand like tents into top and bottom of bun. In center arrange tomatoes, cucumbers, pickle and tuck a bit of lettuce into both sides.

Round Decker

Bologna Hamburger bun Tomato and lettuce

Slice top and bottom of hamburger bun in half thus making 4 slices of bun. Butter all sides. Alternate layers of bologna and vegetables on slices. We used 2 slices of bologna on top and bottom with mustard spread in between. Wrap and refrigerate.

Frank Kebob

Carrot skewers Skinless frankfurters Green pepper squares

Radish slices Olive slices Cheese Hot dog buns

1. Cut long strips of carrot less than 1/4-inch in diameter. Cut skinless frankfurter into half-inch chunks, green pepper into half-inch squares and slice radish and olives.

2. With a sharp thin bladed knife slit through each frank chunk

and also the green pepper squares. Now thread onto carrot skewer alternating frank chunk, olive and radish slice and the green pepper square, beginning and ending with frank chunk. Place kebob on buttered hot dog bun on top of some slices of cheese. Skewer and all is eaten.

All sandwiches are packed with relishes and dessert of apple pie topped with piece of cheese cut into apple shape, or your favorite chocolate pudding garnished with coconut and cookie decorations, or a crisp apple. Hot chocolate to drink.

What to pack is only half the secret . . . here are hints on how to pack to keep your treasures in top shape:

SANDWICHES: Spread softened butter on both slices of bread, crust to crust, to keep filling from making bread soggy.

Pack lettuce leaves, tomato slices, pickles, etc., for sandwiches separately, to be added at lunchtime.

Use individual sandwich bags or waxed paper, foil or plastic wrap.

For variety, cut sandwiches not just crosswise, but diagonally, in thirds or quarters.

EXTRA TREASURES: Include something crisp and raw in each lunchbox—carrots, celery, radish roses, cauliflowerrets. These provide welcome texture contrast as well as vitamins. Wrap separately.

Match the contents of the vacuum bottle to the weather—piping hot soup on chilly days, cold beverages on hot days. Don't forget straws.

For better balance to your meal, include a salad often. Use a wide-mouthed vacuum bottle or small plastic container. Tuck in plastic utensils.

Salads that wilt should have dressing carried separately. Small food jars or tiny paper cartons are perfect for single servings of dressing.

Don't forget miniature paper salt shakers and paper napkins. For children, add colored paper plates, small party favors, other surprises.

Arrange foods carefully, heaviest items at bottom (handle side up). Keep lunchbox contents refrigerated until last possible moment.

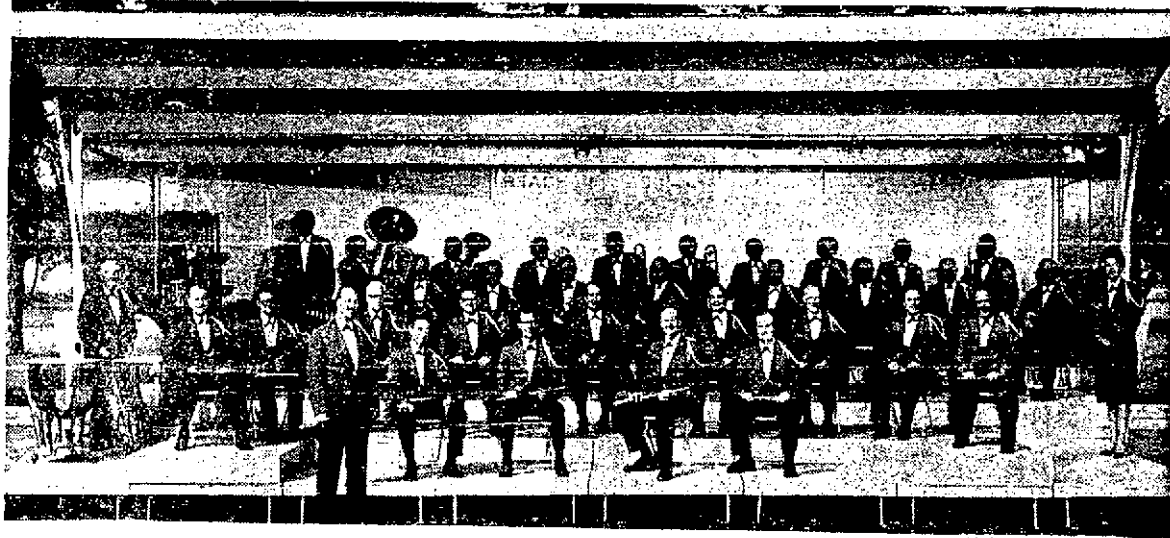


Photo by Perry Griffith

With a portable bandstand, Long Beach Municipal Band has continued serving the music-loving public long after former permanent home was pulled down. The band is shown here with Charles Payne, director, in foreground, in traveling stand.

Have Bandstand Will Travel

By
Marian Henderson

MODERN Musical Gypsies for real are members of the Long Beach Municipal Band. Each evening their portable band shell moves to a different Long Beach park, where they entertain with an hour of old-fashioned music.

For instance, Sunday night is Naples night on the Colonade by Naples Canal. Band lovers come on foot, on bicycles, unicycles, in strollers, wheel chairs, electric cars and even by boat, to hear the concerts conducted by Charles J. Payne who has been director of the band since 1957.

The scene resembles that of a small mid-western town instead of the heart of a million dollar Marina crammed with costly yachts and sophisticated inhabitants. They sprawl on the grass and sidewalk, tote folding chairs and even come equipped with coffee.

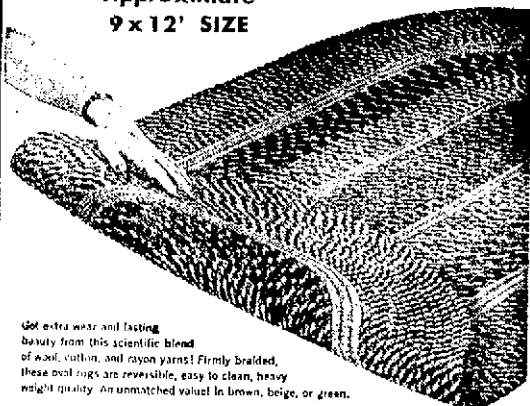
BEGINNING with the favorite, "Carnival of Venice" (in a modern arrangement) they swing into nostalgic

(Continued on Page 25)

QUITTING BUSINESS SALE

Reversible Braided Oval Rugs

Approximate
9x12' SIZE



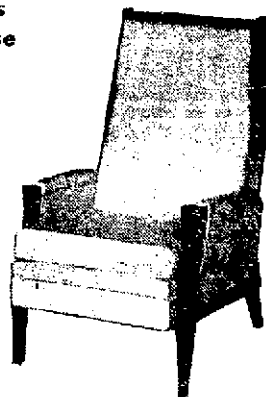
Get extra wear and lasting beauty from this scientific blend of wool, cotton, and rayon yarns! Firmly braided, these oval rugs are reversible, easy to clean, heavy weight quality. An unmatched value in brown, beige, or green.

OUT THEY GO ... \$24⁵⁰

Just
a
few
of
the
items
we
are
sacrificing

Modern Recliner

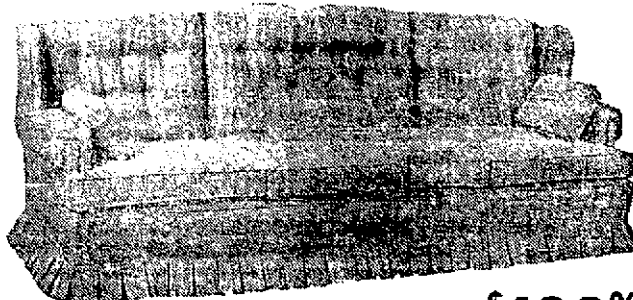
3 Colors
to Choose
From



REG. \$109.95

NOW ONLY \$69

**CHECK THE PRICE ON THIS DELIGHTFUL
96" SOFA, 3 COLORS TO CHOOSE FROM
WITH MATCHING PILLOWS**



REG. \$229.95

NOW ONLY

\$139⁰⁰

80" SOFA Reg. \$179.95....\$99

OPEN DAILY 9 to 9

SATURDAY 'TIL 5 — SUNDAY 11 to 5

International House of
CHAIRS

4106 E. Anaheim
Long Beach
(Between Ximena
and Terminal)
**EASY
TERMS**

Provincial WING CHAIRS

King Size

REG. \$119.50 **\$69**

Genuine Salem BOSTON ROCKERS

*Authentic Style

REG. \$34.50 **\$20**

MAPLE ROCKERS

Upholstered
Assorted Colors

REG. \$79.50 **\$49**

Colonial Sofa Sleepers with Mattress

REG. \$269.50 **\$169**

7-PIECE DINING ROOM SET

Maple or Pecan
Drop-leaf or
Extension Table
4 Chairs — and China

REG. \$499.95 **\$295**

5-Piece MAPLE DINETTE

*Plastic Top
Table—4 Chairs

REG. \$109.50 **\$79**

Band Facts

Long Beach Municipal Band plays over 600 concerts a year, including performances at the Los Angeles County Fair, Orange Show, public functions, and three afternoon concerts weekly at Bixby Park.

It has one of the largest music libraries in the world.

It has been on radio station KGER since 1929 and has broken all records for continuous broadcasting.

Its concerts in the schools are at no expense to the school system.

It is first on the West Coast to have a portable bandstand.

It does not try to be a concert orchestra but a Municipal Band, appealing to all ages and all walks of life.

INFORMATION FREE

("Information Free" is a listing of booklets and or materials available on miscellaneous subjects. All are free for the asking. Write directly to sources indicated. Each source reserves the right to withdraw its offer at any time.)

RIVER CRUISES: A color folder that lists all 19 cruises on the Ohio, Mississippi, Tennessee and Cumberland Rivers.

HISTORIC STEAM CALLOPE: A folder that tells all about a historic steam callope. Find out many interesting facts about this rare instrument.

Green Line Public Relations, Dept. IF, 300 Public Landing, Cincinnati 2, Ohio.

AMERICAN HUMANE EDUCATION SOCIETY, brochures: (1) Dog and Cat Care, (2) The Eternal Turtle, (3) Care of a Pet Rabbit, (4) Cushioned Claws and (5) Parakeets as Pets.

The American Humane Society, Dept. IF, 180 Longwood Ave., Boston 15, Mass.

ITALY, informative booklets: (1) Your Visit to Italy, (2) Italy Today, (3) Visas, Customs and Foreign Exchange and (4) Map of Italy. **Italian State Tourist Office, Dept. IF, 333 N. Michigan Ave., Chicago 1, Ill.**

WORLD PEN PALS: Information on letter writing and ways of sharing.

World Pen Pals, Dept. IF, World Affairs Center, University of Minnesota, Minneapolis 14, Minn.

TOURING WASHINGTON STATE: A durable guide for exploring Washington State. A complete list of forest camps in national forests, state parks and national parks. Also a Washington State Highway map.

Department of Commerce & Economic Development, Dept. IF, Olympia, Wash.

LET'S HAVE FUN WITH STAPLES: A booklet which shows children how to make toys and other articles with staples—such as sail boats, aprons, flags, doll beds, etc. A guide which will act as a stimulus to creative, imaginative play experiences.

Bostitch, Inc., Dept. IF, 2031 Briggs Drive, East Greenwich, R. I.

EMPLOYE RECREATION IS GOOD BUSINESS: Tips on how to start or expand an effective employee recreation program.

AMF Pinpointers Inc., Dept. IF, Westbury, Long Island, N. Y.

SHOT-SHELL RELOADERS: A booklet that will interest the sportsman. Illustrations and facts.

Mayville Engineering Company, Inc., Dept. IF, Box 267, Mayville, Wis.

Aid for Pruning

You can get the jump on rose-pruning by going over rose bushes now and removing any dead wood, and foliage that has suffered from

mildew or other troubles. This will make the actual pruning simpler in January and February and serve to clean-up the rose bed in the meantime.



*Fall Fix-up Time Is Time to Start
Planning a New . . .*

- Fireplace • Family Room • Bedroom
- Kitchen • Patio • Fence • Wall

Imaginative Design at Realistic Prices
OPEN 7 DAYS A WEEK

Visit Our Huge Outdoor Display Today
No Money Down—Up to 7 Years to Pay
Another Sunset first for better living
to be announced soon. Watch for it.



SUNSET

DESIGNERS & BUILDERS

• Room Additions • Patios • Walls • Fences • Fireplaces
3626 Long Beach Blvd., Long Beach GA 4-0771

SAVE—ADD ON AND SAVE

FREE

LABOR &
MATERIAL
BONDS

PREVENTS PAYING TWICE!
All Types of Financing Available!
CAL - VET — MORTGAGES
7 - YEAR TERMS AT 5%



14 x 20' FAMILY ROOM

\$2170

\$45.09 PER MONTH
NO DOWN PAYMENT
BEDROOM and BATH:

\$2660

HI QUALITY — LO OVERHEAD

CALL DAY OR EVES.
SATURDAY or SUNDAY

GE 1-6526
JA 7-2171



25 YEARS
OF PLANNING
ABILITY

10865 BEACH BLVD.

SAVE—ADD ON AND SAVE

Southland Magazine is your entree to a different home each week, offering an opportunity to see how others developed decorative themes, incorporated comforts, solved family housing problems.

CARPET CITY

SLASHED PRICES

WED. - THUR. - FRI. - SAT. - SUN. - MON.

6 BIG SALE DAYS

NEW HOURS

OPEN

DAILY

9 to 6

MON. & FRI.

9 to 9

CLOSED SUN.

CARPET SALE

LONG BEACH
HE 7-2737
1170 E. ANAHEIM

LOS ANGELES
AK 5-5411
5941 S. WESTERN
Near Slauson Ave.

WEST COVINA
YO 2-3174
434 S. SUNSET
1/2 Block E. of City Hall

SHERMAN OAKS
15123 VENTURA BLVD.
783-2658

SAN DIEGO
CV 7-1631
416 W. WASHINGTON
Mission Hills Area

ANAHEIM
PR 2-2320
707 E. CENTER
(Continuation of Lincoln)

AT LOWER THAN DISCOUNT PRICES
FAMOUS DUPONT
100%
FILAMENT
'501' NYLON

You're assured of America's finest quality with the genuine "DuPont 501" label . . . don't settle for less during CARPET CITY'S fabulous sale . . . this is the DEEP PLUS carpet made to keep its expensive look for years . . . 100% filament nylon broadloom in a tremendous special purchase . . . come in and choose your carpeting from a wide choice of decorator colors . . . and SAVE!

ONE PRICE INCLUDES ALL — COMPLETELY INSTALLED!

- EXPERT INSTALLATION
- DOOR METALS
- ALL SEWING AND LABOR
- FOAM PADDING
- TACKLESS STRIPPING
- CHOICE OF COLORS

WITH THE GENUINE DUPONT '501' LABEL!

688

SQUARE
YARD

Completely
Installed

FIRST
QUALITY

Death of a Town

(Continued from Page 8) exodus began. By this time people had seen enough gold

excitements and their tragic sequels. They could read the writing in the sand. It was

no orderly leave, but a panic. Buildings were abandoned with merchandise still on the shelves . . . the saloons with the stock of whisky untouched. Just as they came, by ox-cart, buckboard, mule,

and on foot, or by rail, people fled.

The railroads pulled in their horns. Not only did they discontinue service, but sent crews to pull up the rails and even the ties, which were sold at a handsome profit. Soon the population dwindled from 15,000 to a mere couple of hundred, then in a year or so that number melted to dozens until now only a floating population of 8 remains. Two couples stay there permanently—the Rev. H. Heussler and his wife who operate a former Rhyolite depot as a combination gift shop and hotel. It is the only building that was sturdy enough to withstand the ravages of the desert and vandals. Another couple operates the Bottle House, a small shack made of bottles, to sell rocks and desert souvenirs. Others are retired oldsters and prospectors who come and go. But aside from these two structures, only gaunt hulks remain of what once had been proud buildings, and piles of tailings tell the story of failure and heartbreak. In the broken masonry lurk rattlers, lizards and spiders. Local folk say there are plenty of ghosts, too, for the only stable population of Rhyolite, totaling 200, is under the sand, in the unkempt graves on the outskirts of town. And beyond the blue and trembling haze lies the Amargosa—the desert which is famous for reclaiming its own.

Models

(Continued from Page 9)

While rabbits—termed truly dumb animals—do like lettuce and carrots, as the book says, baby bunnies are much more interested in candy. One artist covered a tiny animal's forepaws with sugar candy and, as it licked away contentedly in a hunched position in front of a spray of lilies an excellent photo was made of a tiny bunny "saying its prayers."

KITTENS are attracted by fish, string or a slight noise like a clap of the hands. Some breeds, like Siamese kittens, cannot be used. They are too beligerent, for one thing, and it has been found that they look furtively unattractive, like foxes, when photographed.

Another delicacy, to animals, the staff discovered, is cream cheese, it was once used as frosting on a cake in a greeting depicting a White African Pekingese licking a cake, a birthday hat perched on his head. One of the most popular of all the models, this pup was so fat and so small he had to be placed in a brandy snifter in order to reach the cake!

Depicted on this page are some ideas in the trial stage and some possible reactions of the animals.

Mrs. Jeannette Lee, director of design at Hallmark Cards, reports these inside facts on animals and the tricks used by photographers, artists and "wild animal trainers" at Hallmark's studios in Kansas City, Mo. Photos or artists' portraits of birds and animals appear on about 75 per cent of U. S. greeting cards, she says. An average of 200 "models" are used annually in creating some 5,000 designs for seasonal and everyday cards.

Part-Time Art

(Continued from Page 7) necessary."

BUT, NO matter what direction art is taking or how critical some are of the results, more Sunday painters are definitely taking up the brushes.

And, according to the majority of artists, they should be encouraged. In summing up they seem to agree on the following:

The term Sunday painter covers a wide variety of people who don't devote full time to painting.

Some do creditable work, others, who like to call themselves artists, are mostly interested in winning ribbons.

In nearly all cases (they lack the knowledge and skill of the dedicated artist—but, their interest should be promoted.

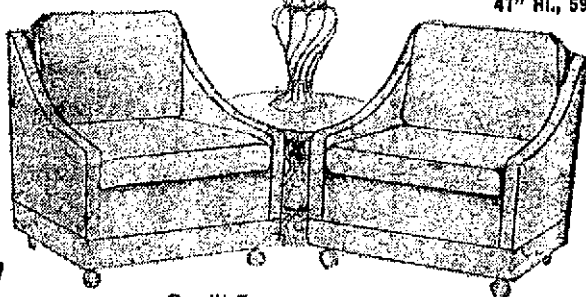
They encourage the study of famous paintings; enrich cultural life.

So, whether that painting Aunt Tilly has hung proudly in her sitting room qualifies as art or not—it is to be applauded.

For, it helped bring fine art out of the ivory tower.

ITALIAN-CLASSIC Chairs

- Choice of Decorator Fabrics
- Custom Tailoring
- Reversible Cushions
- Shepherd Castors



\$59⁹⁵

Italian Marble Table, 24" Rd., 59.95
Decor. Lamp as shown, 47" Hl., 59.95

Credit Terms

Open Mon. & Fri. 'til 9 P.M. — Daily 9 A.M. to 6 P.M.

3030 E. PACIFIC COAST HWY.

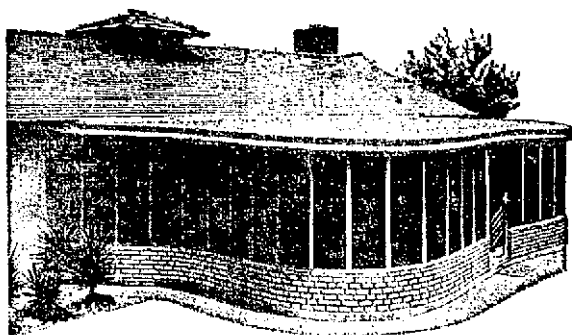
Long Beach — West of Traffic Circle

GE 3-9971

Lane's

HOME FURNISHINGS

BEAUTIFUL. Flexalum PATIO COVERS



FOR CRAFTSMANSHIP. Nothing can match a Flexalum Patio Cover by Liken. Custom Workmanship. Unique Construction. No Nuts, Bolts or Screws to Mar the Beauty of Your Patio.

FOR QUALITY. The Extra Strength of Top Quality Spring Tempered Aluminum Panels. All Aluminum I-Beam Under Structure. All Aluminum Panels with 2 coats of Baked Enamel. Never Needs Waxing.

FOR BEAUTY. The Uniqueness of Our Designs Have Won National Acclaim. Special Skylight Panels to Allow Proper Amount of Light to Filter Through. Your Choice of a Multitude of Softest Gloss and Metallic Colors.

Brick Wall . . NO EXTRA COST
18 Inches High . . . Used or Regular Brick on Our **FLEXALUM PATIO COVERS**

or existing roofs — you will pay cost of the screen enclosure from the slab up, 18" brick wall is FREE at no extra cost.

ATTENTION: LEISURE WORLD RESIDENTS

T. H. Liken & Sons has a complete staff of experts ready to solve your patio cover problems.

No Payment 'til 40 Days After Purchase

Liken AND SONS

3700 E. 7th St., LONG BEACH

THE PRICE IS RIGHT EASY TERMS

No Money Down — 3 Years to Pay
5-Year Unconditional Guarantee

PHONE

GE 3-0946

ANY TIME
ANY DAY

for FREE Estimate



Community programs, such as that given out of doors at Naples Colonnade, attract appreciative audiences.

Bandstand

(Continued from Page 22) selections from "Showboat" or the more modern "Came-lot." Popular with the crowd is Barbara Johnson whose beautiful soprano voice is often joined by tenor Gene Conklin in a romantic duet that drifts across Alamitos Bay.

The Long Beach Band attracts the finest musicians in the country. Actually, only two cities in the United States have full-time bands—Long Beach and Honolulu. In fact, Payne thinks it would be great publicity if the two bands played exchange concerts. Payne has another

dream; he would like to have the band make a coast-to-coast tour playing in little towns across the country. He thinks it would be fine publicity for Long Beach. He says that in driving around the country, people will say, "Long Beach, oh yes, that's where they have the band."

THE BAND PLAYS at assemblies at each school in Long Beach during the year. Many principals say these are the best attended assemblies. Payne says the band's objective is to encourage young people at all grade levels to develop listening habits. One reason the park concerts attract children is because he

believes in "showing them a good time."

Most gratifying to the band are the concerts they play for blind children. At Bryant Elementary School in 1955, after the concert the bandmen let the children feel the instruments to become used to them. One blind student, Mike Conrad, showed unusual interest in the E flat clarinet. Gene Conklin, who also sings and whistles, gave the boy clarinet lessons.

All has not been smooth sailing with the band. In 1957, a proposition was on the ballot to abolish the long-established group. But, music lovers rallied and the proposition was overwhelmingly defeated.

IN 1954, the band's snug shell by the sea was torn down when the Lagoon was filled in and a makeshift platform was set up in Lincoln Park. Gulls sulked over losing their popular perch and hundreds of tourists sighed sadly when they had to sit in the sun to listen to the music.

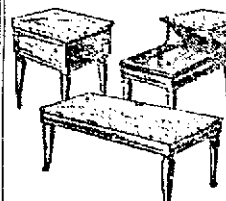
In 1961, when underground parking was started, the park platform was uprooted along with giant eucalyptus trees. The band took to wheels.

Beautify Your Home

WITH

GENUINE MARBLE

TABLE TOPS



GENUINE MARBLE \$10.00
from.....

Choose from a wide selection of **MARBLE**

- Entryways
- Fireplace Facings
- Bathroom Pullmans

For Free Estimates
Phone ME 4-7676
Weekdays 7 to 5:30
Sat. 8 to 4
USE YOUR BANKAMERICARD

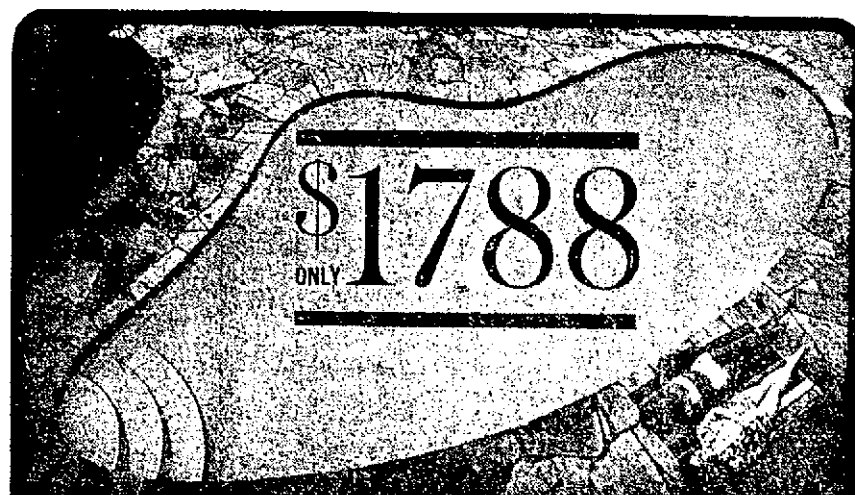
Special! MARBLE CUTTINGS
1st Sq. In.

Complete Line of
• Brass Bases • Marble Fruit • Marble Lamps

PARAMOUNT

MARBLE Inc.

SPECIALIZING IN CUSTOM MARBLE WORK
8549 EAST ALONDRA BLVD., PARAMOUNT, CALIF.



SAVE UP TO \$300 / 100% FINANCING / NO PAYMENT 'TIL MAY '64

FALL SPECIAL THE AUTOMATION "JET STREAM" SWIMMING POOL

15' x 30' = 3 to 7 ft. deep = 76 P.F. = 330 Sq. Ft.
LIMITED OFFER • SUBJECT TO CHANGE • SLIGHTLY
HIGHER IN SOME AREAS DUE TO CODE VARIATIONS

Contains the amazing new Jet Stream Flow Control, a sensational new water control system for your swimming pool which eliminates dead spots • acts as robot pool cleaner • reduces heating costs—gives deep heat control • cuts maintenance time • every Automation swimming pool contains this amazing flow control as standard equipment with no increase in price.

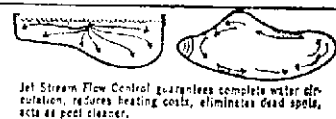
Why People Buy Automation Pools

1. Automation builds the complete pool under a single contract.
2. Granite and steel exceeds standard building requirements.
3. Only the finest domestic copper, fittings, tile, cement and plaster is used.
4. An Automation specialist personally supervises every pool from the planning stage through completion.
5. Plumbing installations exceed the industry's standard in size, amount, and placement of lines.
6. Only top quality accessories are used.
7. Schedules are followed closely and pools are completed on time.
8. Automation's service policy guarantees you complete service without charge on any construction detail.

Over 55% of Automation's pool business results from referrals of satisfied owners. Find out why. Phone Today!

AUTOMATION POOLS
A Division of Automation
1-2421111. Assets over
\$3,000,000.

Orange County JE 4-6566 • Downey
TO 1-1267 • Long Beach HA 1-5421



Jet Stream Flow Control guarantees complete water circulation, reduces heating costs, eliminates dead spots, acts as pool cleaner.

VISIT OUR DISPLAY POOLS AT:
8372 Garden Grove Blvd., Garden Grove

CALL

BUTLERS

IN-THE-HOME

CUSTOM DECORATOR SERVICE

You can have the services of a trained decorator right in your home... at no cost or obligation. He'll bring newest samples, measure your needs, help you select colors and styles best suited to your home. It's the easiest way to custom decorate.

OUR CUSTOM SERVICE INCLUDES:

- Custom Draperies
- Custom Carpeting
- Custom Slipcovers

OPEN SUN. NOON 'til 5 P.M.

CALL US NOW FOR DECORATOR SERVICE... AND FREE ESTIMATES... NO OBLIGATION.

Garfield 3-0901 • Metcalf 3-8101

BUTLERS

LAKEWOOD CENTER

Mon. thru Fri. 9:30 to 9:30; Sat. 9:30 to 5:30

Point of Sea Wolves

By Tim St. George

AN AREA, already described by the famed artist, Francis McComas, as the "greatest meeting of land and water in the world," is now the site of a major

break-through for lovers of underwater life. Point Lobos State Park, near Monterey, is the first reserved area in preserving the primitive ocean bottom for appreciation by both present and future generations.

A marine life refuge of 775 acres has been set aside so that no transient scuba diver may disturb the sedentary marine plants and animal life. Pictures and observations may be made, after a permit is secured (at no charge) but no underwater hunting or salvage is permitted. The control extends to the mean high tide line, along the six miles of rugged shoreline. This does not affect the usual fisherman, since game fish are not con-

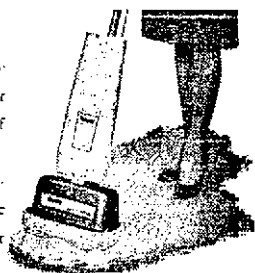


Point Lobos boasts of scenic beauty and now is a state park, preserving sedentary marine plant and animal life.

Rent Electric Carpet Shampooer FOR ONLY \$1

Now you can rent the new Blue-Lustre Electric Carpet Shampooer for only \$1 per day with purchase of famous Blue-Lustre Shampoo.

Save big with this easy-to-use "do-it-yourself" equipment. You'll be amazed with the new look of your carpeting. Available at



BATSON HARDWARE
1106 W. Willow St.
JOHN BROWN PAINT & WALLPAPER
3927 E. Anaheim St.

LONG BEACH DAVIS PAINTS
2650 E. Broadway
IMPERIAL HARDWARE
437 Long Beach Blvd.

PACIFIC VARIETY
2073 Pacific Ave.
WILMINGTON HARDWARE
911 W. Avila
WILMINGTON

Open 5 Nights Mon., Wed., Thurs., Fri., Sat., 9:30 A.M. to 9:15 P.M. Tues 9:30 A.M. to 5:30 P.M.

SEARS
ROEBUCK AND CO.



Sears Has Good News for Women with More Taste Than Money . . .

FREE Decorating Advice

A Sears Decorator will Bring 5,221 Swatches to Your Home—Free. PHONE Your Nearest Sears Store

Whether it's re-upholstery, draperies or a slipcover . . . Sears takes care of everything. Measurements! Installation! Credit! The first step is a telephone call to Sears. A decorator will make an appointment with you and come to your home with samples of fabrics and colors to help you plan a decorating theme. Pay as much as \$16 yard or as little as \$1.25 yard. No matter how much you want to spend, Sears gives you an astonishing choice. Everything from imported linens, shantung to home-grown gingham, wool tweeds and smart man-made fabrics. If it's a single chair or a whole house, Sears offers the same expert advice and careful service. It's always "Satisfaction Guaranteed or Your Money Back" at Sears.

MONEY

NO

DOWN

on Anything

You Buy at

Sears on Credit.

PHONE Sears for Drapery Cleaning

Services.

Includes: Expertly taken down and reinstalled, hand cleaned and finished, air dried, new pin hooks, tightening and waxing of all cords and traverse rods. No charge for call or estimate.

• ALL ROADS LEAD TO SEARS SOUTHERN CALIFORNIA STORES... PARK FREE!

LOS ANGELES—Vermont & Slaus
LOS ANGELES—E. Olympic Blvd. & Slaus
LOS ANGELES—W. 110th Blvd. & Rimpac

BUFFALO PARK COMPTON
EL MONTE

GLENDALE
HOLLYWOOD
INGLEWOOD

LONG BEACH
PASADENA
POMONA

SANTA ANA
SANTA MONICA
TORRANCE
VALLEY

Shop Monday, Wednesday, Thursday, Friday and Saturday 9:30 A.M. to 9:15 P.M.; Tuesday to 5:30 P.M.

sidered as sedentary marine life.

POINT LOBOS itself remains a magnet for thousands of tourists because of its pristine natural exhibits, such as the famed Monterey cypress, its bony, wooden fingers clawing at the sky; large flocks of cormorants, pelicans and gulls, and other waterfowl. In season, the meadows become a canvas to display the wildflowers in full color, while offshore granitic formations include Seal Rocks, home of the Stellar and California sea lions (from which the park drew its name, albeit inaccurately); Bird Island, sanctuary for myriads of shore and water

birds; and the Pinnacles, the rocky spires on which the sea skewers itself, then writhes in foamy anger and pulls away.

While it remains as a natural wonder, historically Point Lobos can be traced back to the times of the smugglers, the whale hunters and other vagabonds. The area, too, was once a coal producing region.

The visits of Robert Louis Stevenson in 1879 have given strength to the legend that Spyglass Hill in "Treasure Island" was drawn from Point Lobos. And the never ending struggle between sea and land at the Point was the setting for Robison Jeffers' poem "Tamar."

ROOM ADDITIONS

NOW! 100% FINANCING

UP TO \$10,000 FOR 7 YEARS AT 5%

NO MONEY DOWN

FAMILY ROOMS For

\$20⁸¹ PER MO.

AND

BEDROOM & 1/2 BATH For

\$31¹² PER MO.

WE WILL DO THE COMPLETE JOB — OR ANY PART — AND YOU DO THE REST

FREE ESTIMATES

YOUR JOB WILL BE PERSONALLY SUPERVISED BY A LICENSED GENERAL CONTRACTOR WITH OVER 20 YEARS EXPERIENCE!

A-1 Space Construction Co.

2969 JUNIPERO • LONG BEACH

HA 4-7435

'Mole Mill' Chases Pests Away

MOST home gardeners follow the usual gardening procedures to achieve successful gardening results but some more venturesome

By Joe Littlefield

ones try unusual methods, experimenting with feeding procedures, testing unusual plants, new garden tools or gadgets.

A gardener we know tried an unusual method of eradicating moles. About a month ago we explained two methods of ridding moles from gardens. But this gardener saw an ad in a magazine, advertising a certain type of windmill which would vibrate and the vibrations would be conducted down through a stake into the ground, causing certain kind of noise or pulsation that would drive moles out of the garden.

READ STUDIED the ad picture. His engineering mind reasoned that if he made the bearing by which the windmill fans are attached to the tail shaft, two to three degrees off true center, it would cause the windmill to wobble, thus causing more vibration in the soil which would be doubly effective in driving away the moles.

His plan was successful. Moles disappeared from that particular area of the garden and lawn, where they had become quite a problem.

He built a taller, more elaborate "mole mill" for another

section of lawn and garden. It, too, worked.

THE LARGEST clump of blooming cymbidiums this writer has ever seen was displayed at a garden club breakfast sponsored by the Venice Fuchsia Society. Ed Hudson, hobby home gardener, brought the plant for display. He believes in feeding the plant lightly every two weeks throughout the year, which is a different fertilization program than recommended by some cymbidium growers.

Hudson varies the fertilizers he uses, depending upon what he has on hand. His huge, showy plant display proved his feeding theory!

Mum Show

Mum fanciers as well as all flower lovers will center interest Nov. 2 and 3 on the Glendale Chrysanthemum Society's 31st annual show at Descanso Gardens Hospitality House, 1418 Descanso Dr., La Canada. The display is free to the public.

Mum growers, whether or not they are members of the society, may enter the 16 divisions of the competition. Flowers displayed will include spider, button, football exhibition and pompon types. Cascade varieties, some with as many as 3,000 individual flowers on one plant, will be exhibited, as will tree mums, potted specimens, bonsai and unusual shapings.

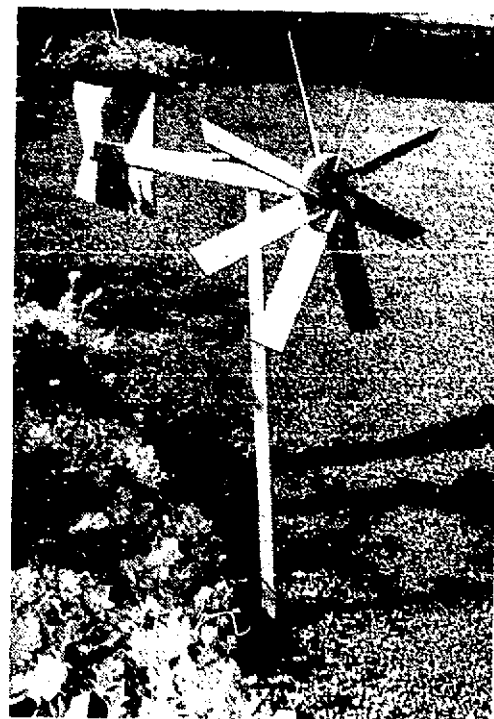
SOLUTION TO TODAY'S PUZZLE
(See Page 32.)



If we have our usual mild California winter, we should be able to pick beautiful roses until New Year. In order to do this, however, it is necessary to continue giving them the proper care.

This month, your roses are making new wood, so if you want to have long stems and good blossoms for the fall blooming season, don't neglect to give them a feeding at this time with a commercial fertilizer. And if the blossoms have a tendency to droop because of weak stems, choose a fertilizer that is high in potash and phosphate. The formula is usually given on the package.

Roses still need protection against the worms, beetles and other "chewers" that are eating the foliage and causing it to look ragged. A product combining malathion and dieldrin is safe to use on all ornamentals, including roses, and will destroy practically all insects that are prevalent at this time of year.



Vibration of this small windmill conducted into the soil through the stake on which it is mounted is device used by one homeowner to drive away pesty moles. For him, at least, it works.

BIG TREES

IF YOU NEED A
LARGE TREE
And You Cannot Afford to
Pay Full Retail Prices
COME SEE US!

WE HAVE
4 ACRES OF TREES
That We Are Selling at
WHOLESALE PRICES
DIRECT TO THE PUBLIC!

SUPER SPECIMENS
IN 15-GAL. CONTAINERS
AND BOXES

"You are invited to tour our growing grounds and see for yourself how we grow such perfect trees."

- JACARANDA
- GUPANIA or CARROTWOOD
- PODOCARPUS
- AVOCADOS
- PINES
- GRAPEFRUIT
- PALMS
- YUCCA
- ASH
- PEPPER
- ELM
- LEMONS
- ORANGES
- OLIVE
- JUNIPER

LIVE XMAS TREES
BLUE SPRUCE
3 TO 8-FT. TALL

PORTER'S NURSERY

16215 CHICAGO AVE.
BELLFLOWER

Turn Off Woodruff on Trabuco
1 Bk. So. of Alondra
TOrrey 7-4841

Open Every Day 'til Dark

BRAND NEW TEMCO

Gasoline-powered
EDGER

Mfg. by

KING O' LAWN

- 2-h.p. Briggs & Stratton Engine
- Dual Front Wheels
- Safety Clutch
- Ball Bearing Head
- Curb Riding Attachment

46⁹⁵

• EASY PAYMENTS •

DOWNEN'S

11655 E. CARSON

1 BLOCK WEST OF PIONEER BLVD.

UN 5-8223 ARTESIA HA 1-1655

LAWN AND
GARDEN
EQUIPMENT

OPEN 7 DAYS
A WEEK

DAILY, 8 A.M. to 6 P.M.
SUNDAY, 10 A.M. to 4 P.M.

BEDDING PLANTS

SNAPS, STOCKS
PANSIES, CARNATIONS,
CALENDULAS, VIOLETS

3c

Buy Them in
Dozens At This
Low Price.

STEER MANURE 'Weed-free' 2-cu.-ft. 3 large 1/2
AZALEAS in bud and bloom EA. 69c
RYE GRASS, green lawn all winter 10 lbs. 1.19
HAWAIIAN TREE FERN, \$2 Value GAL. 59c
GARDENIAS 1.19 Value GAL. 69c
JUNIPERS (Hollywood or Tam) GAL. 69c

CAMERON'S NURSERY

9846 Belmont Ave. • Bellflower • TO 7-2439

Go North on Bellflower Blvd. 1 Block Past
Flower to Belmont. Turn Right 1 Block.

OPEN 6 DAYS A WEEK • CLOSED FRI. 12 NOON UNTIL SAT



NOW IS THE TIME TO RE-SEED YOUR LAWN

WITH WINTER RYE GRASS

FREE LOAN of Seed Spreader & Fertilizer
Purchase of Seed & Fertilizer.

NEW "12 BRAND"

**DICHONDRA
WEED CONTROL
AVAILABLE
HERE!**



ONION SETS

BROWN
OR
WHITE **50¢ lb**



15600 S. ATLANTIC
(1 1/2 BLOCK NORTH OF
ALONDRA BLVD.)
COMPTON

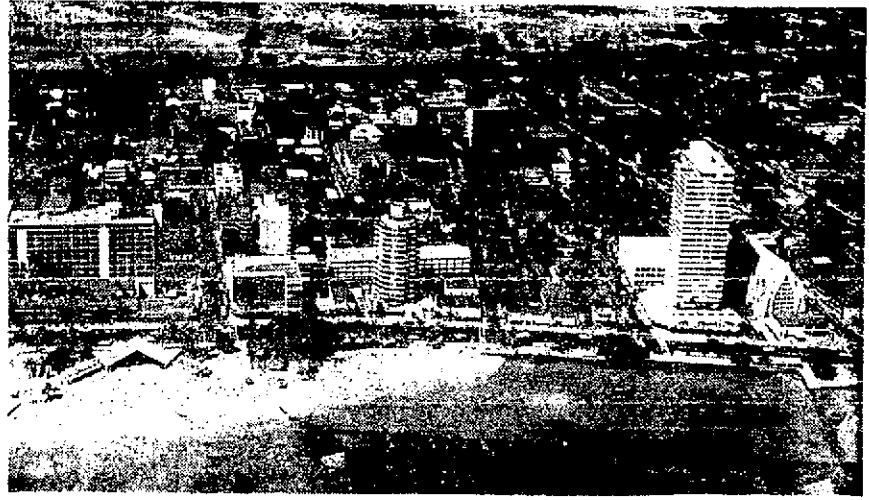
TRAVEL RESORTS

Festival in Hawaii

By Dorothy Gale

IF YOU SEE a samurai on horseback, a blue-cheeked Maori warrior or a Chinese sequined lion prancing down Waikiki's Kalakaua Avenue this November, you haven't been hit on the head with a coconut.

It'll only mean that Honolulu's Festival of the Pacific is once again in full swing. Thus right on the sun-drenched sands of Waikiki, you'll be treating yourself to the best songs and dances and entertainment from the entire Pacific area. All the way from Hawaii to the Philippines to



Hawaii Visitors Bureau photo. Honolulu's newest resort hotel is Waikiki Circle (center), its lantern shape providing grand view of Waikiki Beach. Right, Foster Tower Hotel, A-shaped Catholic Church.

HAWAII AT YOUR FINGERTIPS!

EIGHT GLAMOUROUS DAYS IN HONOLULU STAYING AT THE REEF HOTEL ON WAIKIKI BEACH, INCLUDING ROUND TRIP AIR BY JET FOR AS LITTLE AS \$235.06 PER PERSON... \$31 LESS THAN THE REGULAR ROUND TRIP AIR FARE TO HAWAII.

You Can Go Any Day You Want . . .
Travel Loans Available at Bank Interest

FOR RESERVATIONS CALL



Pierre Manon Travel Agency
850-7-9011 8265 E. SECOND ST., LONG BEACH, CALIFORNIA
Your Authorized Travel Agent in Belmont Shore

the Orient to "down under" New Zealand way!

Dates for this color-packed native festival, sponsored by the Hawaii Visitors Bureau and staged on Waikiki beach, are Nov. 16-23.

NOVEMBER is also one of the choice times for surfing, golfing, deep-sea fishing and sun-soaking at the cosmopolitan resort capital of the 50th State.

Thus you'll enjoy aloha shirt-sleeve and bikini weather by day, when temperatures read in the mid- to upper 70s. Yet under the tropic moon you'll find yourself donning light sweaters or stoles for nightly Festival of the Pacific outdoor show at the Waikiki shell.

These multi-racial productions, eight in all, will be spectacular indeed. They lead off with Polynesian Panorama the night of Nov. 16, including dances of Tonga, Fiji, Samoa and Tokelau. A gala parade through Waikiki, with merry-nakers of the entire Pacific area in native costumes, takes place earlier that day.

FOLLOWING night's show is "I'll See You In Hawaii" with top entertainment stars from the big Waikiki resort hotels and tropical bistros providing everything from comedy to hulas.

Maori Moods is scheduled Nov. 18, with natives of New Zealand performing spirited canoe and butterfly dances. Po Aha Mele, a night of

song Hawaiian style, brings three outstanding Hawaiian choral groups to the stage Nov. 19.

An all-Japanese program goes on at the palm-framed shell Nov. 20. Holidays in Japan will range from an elaborately-costumed kabuki performance to a chrysanthemum festival to typical geisha performances and Buddhist lantern celebrations.

THE NIGHT of Nov. 21 brings Filipiniana with brilliant music and dances of the Philippines. Since these reflect Spanish, Muslim and Indonesian influence, costumes and instruments are exceptionally varied.

A Chinese Festival of the Four Seasons goes on at the shell Nov. 22 with songs and dances of Old Cathay. One feature is a Chinese wedding scene with typical entertainment.

Hawaii's Heritage is the final festival show Nov. 23. The vivid hula pageant depicts cultural contributions of Hawaii's many racial groups, including the irrepressible Tahitians.

General admission to each festival show is 100 green coconuts or \$1. Reserved seats may be had for 200 ripe coconuts or \$1.50 to \$2.

Probably nowhere on the travel map will the November vacation find so many exciting sights and sounds from throughout the Pacific area so neatly bundled into one big tapa-covered Hawaiian festival package.


Flights to Hawaii

United Air Lines will boost its California-Hawaii jet frequency to 84 flights weekly, beginning Friday, with 51 of these flights offering new \$100 Hawaiian economy coach service, local company officials announced today. The new fare, subject to Civil Aeronautics Board approval, is \$33 less than the present California-Hawaii jet coach fare.

From Los Angeles, United will offer 26 flights weekly to Honolulu, 17 of these with Hawaiian economy coach configuration. Returning, United will have 26 flights from Honolulu to Los Angeles, 16 of these with economy coach service.

The Islands of HAWAII

offer even more gaiety during November, December and January





FESTIVAL OF THE PACIFIC, Nov. 16-23; songs and dances of Polynesia and beyond
HOLIDAY SHOPPING Send gifts from Hawaii
WONDERFUL WEATHER Golf, swim, sightsee
NARCISSUS FESTIVAL Celebration of Chinese New Year begins Jan. 11

Be Sure to Ask About Our Escorted Tours

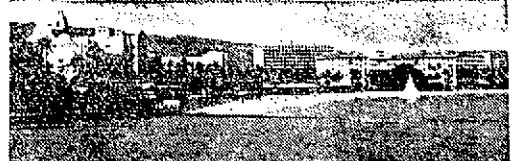
C. F. BEACH TRAVEL SERVICE

452 Locust Ave.
Long Beach
HE 2-6457

Hawaii

SPECIAL ALOHA ROOM RATES (25% OFF)

(NOV. 15 TO DEC. 15, JAN. 2 TO JAN. 15)
Plan now to play and save at Waikiki's four great Sheratons / Big savings, 25% off regular room rates / 72" swimming / Surfboarding / Shuffleboard / Every sport under the sun / Lavish luau's under the stars / For reservations, call your Travel Agent or nearest Sheraton Hotel

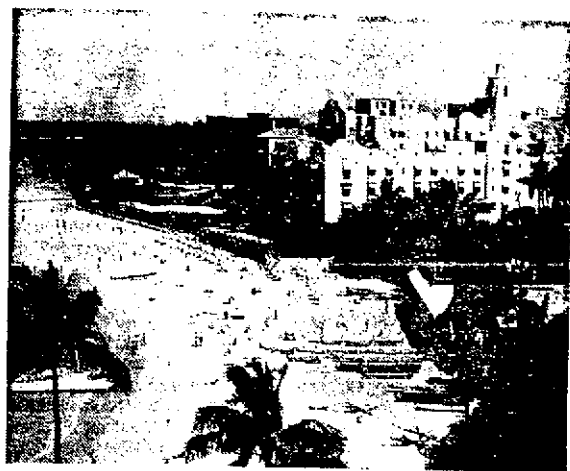


ROYAL HAWAIIAN / PRINCESS KAUAI / MOANA / SURFRIDER

SHERATON HOTELS
IN THE HEART OF WAIKIKI



Hawaii Visitors Bureau photo. Visitors hear free concerts by Royal Hawaiian Band three Sundays each month at a Waikiki Beach park.



Queen of Waikiki Beach is Sheraton's Royal Hawaiian Hotel, surrounded by 16 acres of tropical gardens.

TRAVEL RESORTS

In the Grand Manner

AMONG the fabled playgrounds of the world is one name that adds a sheer touch of moonlit magic to dreams of the traveler—Waikiki in Hawaii.

Waikiki, where seven-foot golden-skinned kings rode 100-pound Koa surfboards on the creaming breakers—and Waikiki of today with the complete comfort of hand-some modern resorts plus the same breakers.

Queen of this sun-drenched golden crescent of beach with the turquoise sea is Sheraton's famed Royal Hawaiian, one of the world's outstanding luxury hotels. The Royal, located in the heart of the beach area and in the midst of 16 acres of tropical gardens, has been the subject of newspaper and magazine stories, motion pictures and television since it opened in 1927.

SITE OF THE ROYAL was selected by King Kamehameha I a century and a half ago for his home. Later, this same area was chosen by King Kamehameha, when he invaded and conquered the island of Oahu, and his queen, Kaahumanu, constructed her

coral stone summer home on this famous spot.

Thus, the Royal's coral exterior shimmers today just as did the summer residence of a Polynesian queen, and the luaus, or native feasts at the Royal recall those Kaahumanu gave for distinguished visitors so long ago.

But many visitors like to refer to it as a hotel in the grand manner, pointing to its setting, its elegance in appointments, its service and its food.

INDEED, Hawaii's hotel heritage is wrapped up in the Royal and three other Sheraton Hawaii hosteleries at Waikiki—the Moana, of hand-some white colonial architecture, and first on the beach; the Surf Rider, next door, named for the great sport that it is at its immediate doorstep; and the Princess Kaiulani, newest of the Sheraton quartet, directly across from the Moana and Surf Rider, a 514 room beauty with an outdoor dining room and a bar by the Orchid Pool.

There are 1,438 resort rooms in these four hotels, each just steps from the very heart of Waikiki shopping and entertainment centers.



The Islands of HAWAII

offer even more gaiety

during

November,
December
and January

It's our happiest season of the year, and the air is filled with holiday song, music, pageantry, excitement—and Hawaii's unique spirit of Aloha

A wonderful week of entertainment, with spectacular outdoor shows featuring the songs and dances of Hawaii's Pacific neighbors

Winter's weather never reaches these gentle shores. Temperature of the air averages 74°; the water, 72°. Shed your winter clothes—and your cares—and relax.

What captivating Christmas gifts you'll find in our smart stores and friendly shops. Fill your gift list with goods from Polynesia and the Pacific.

The holiday mood continues and ferocious paper dragons dance in the streets as we join in an Island celebration of Chinese New Year.

All this awaits just 4½ hours by jet, 4½ days by ship from the West Coast. See all our Islands—Kauai, Maui and Hawaii are mere minutes from Honolulu. With the wide choice of accommodations, the bright array of activities and the gaiety of our most festive season, you couldn't choose a better time to visit Hawaii.



See your Travel Agent, Airline or Steamship Representative or write **HAWAII VISITORS BUREAU** Dept. NN-1, Honolulu, Hawaii, for colorful folder • Offices in New York, Chicago, Los Angeles

HAWAII

& PACIFIC CRUISE TOURS

21-Day Cruise-Tour From \$948, 14-Day Jetour From \$605

Sail or jet to Honolulu... then see the Islands: Oahu with the Beach at Waikiki; Maui the Valley Isle; Hawaii with the Black Beach and Kilauea volcano... plus all the rest of this Island Paradise. Your fare includes transportation, hotels, sightseeing and most meals. To Hawaii or any place in the Pacific, go Cook's for the best time of your life! For free folders and complete information, write: Cook's, Hawaii Dept.

THOS. COOK & SON
455 East Ocean Blvd. Long Beach 2, Calif.

COOK'S

Who's on Third?

It's like the old Abbott & Costello "who's on third" routine.

Hebrew lessons will be taught this winter on the cruise ship S.S. Jerusalem when she sails from Miami.

Everyone knows ships are always called "she."

One of the first words passengers learn will be the English-sounding "he."
In Hebrew it means "she."
As for that "who" on third, "who" means "he."
Had enough?
Shalom.
That means "good-by."
(It also means "hello.")

MELE KELIKIMAKA

DELUXE
CHRISTMAS HOLIDAY ARRANGEMENTS
IN HAWAII

DECEMBER 21st TO JANUARY 4th
15 DAYS \$730 PER PERSON

Deluxe accommodations at Royal Hawaiian, Kona Inn and Coco Palms Hotels
Limousine Sightseeing United Air Lines Jet Flights
Many Special Evening Activities
Reserve Now! Can Accommodate Only 8 Couples

FORTNIGHTER TOURS, INC.

5933 NAPLES PLAZA, LONG BEACH

PHONE GE 3-1161

HAWAII

HOLIDAYS!

Make Reservations Now for
Matson Lines, Pan-Am or United Jet Service.
Phone us for a brochure.

Lawson Overman Travel Agency

3845 Long Beach Blvd.

Long Beach

GA 4-3428



HOLIDAYS!

6-DAY JET

LOS ANGELES

Waikiki Biltmore Hotel... low as \$249.95

Princess Kaiulani Hotel... low as 258.95

Hawaiian Village... low as 264.95

Royal Hawaiian... low as 270.95

DEPART ANY DAY

6 DAYS AND 5 NITES IN HONOLULU

Includes Round Trip Jet Transportation, Hotels, Sightseeing...
Outer Island Extension for as little as \$29.95 Additional.

OR

SAIL VIA THE S. S. LURLINE

5 DAYS OF FUN AND RELAXATION

FOR INFORMATION AND RESERVATIONS

PHONE GE 9-0916

OPEN DAILY 9 to 5 (Except Sunday)

WES CARROLL TRAVEL SERVICE

2754 EAST BROADWAY, LONG BEACH, CALIFORNIA

FREE DELIVERY SERVICE

FINE AT BROADWAY DOWNTOWN LONG BEACH

ASK Mr. FOSTER

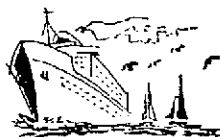
Travel Service

Fall-Winter
Spring

1963-1964

CRUISES

Hawaii • Round the World • Mediterranean
South American • Caribbean • Nassau



Buffum

LISTINGS OF ALL AVAILABLE
CRUISES FORWARDED TO YOU WITH
THE RETURN OF COUPON BELOW

NAME _____
ADDRESS _____
CITY _____ STATE _____

FOOD AND TRAVEL

How to Feed 1,200 Guests a Day

By Fred Taylor Kraft

Travel Editor

IF YOU were to have 1,200 guests for breakfast, luncheon and dinner for 10 days, how would you pack your larder?

Cy Lubin, chief steward of the luxury liner Matsonia, can give you some pretty solid ideas. Feeding this many people (which includes a crew of 407) on cruises to and from Hawaii is a job he has learned well during his 21 years with Matson Navigation Co.

"You get to know people and their eating habits," he explains simply. "After that, it's only a matter of laying in sufficient stores of what they like."

AND PROOF that Chief Steward Lubin does his job exceedingly well is not only in the pudding. It's also in the appetizers, the soups, the salads, the entrees and all the other courses that go to make a he-man groan with delight in the Matsonia's inviting dining room.

"How can they keep coming up with such wonderful food, day after day?" seems to be a stock exclamation of guests.

Lubin explains that the answer lies in the quality of food supplies ordered, plus know-how of the galley personnel.

"Getting qualified personnel is, naturally, the biggest problem of any kitchen at sea," he says, "but we have this problem pretty well licked right now."

"Take our executive chef, Geronimo Romero, and our Swiss pastry chef, Boda Thurlman. We think they're the best in the business."

BUT ROMERO, who's been with Matson 20 years, and a chef of high standing long before that, and Thurlman, whose fame is known on many shores, naturally don't do the job alone. Two hundred seventy-one employees work in the department, 49 of them exclusively at preparing food.

Tremendous quantities of food must necessarily be prepared for the Early Risers' Coffee Hour (with pastries, an hour or two before breakfast); breakfast, with four or five courses if you wish; luncheon, ditto; afternoon cocktail hour with knick-knacks from the galley; dinner, with as many as seven courses (seconds if you wish), and finally, the Late, Late Hour Snack, at which more stick-to-the-ribs goodies are served after midnight. Add to these a number of special events, including buffets and the Captain's Dinner, which is preceded by a champagne

party where a table groans under two dozen different kinds of canapes and hors d'oeuvres.

All this food must come from somewhere.

LUBIN LED the way to immense frozen food lockers—10 in all—and other food storage rooms one deck below the galley and dining room. Food—and cleanliness!

"Matson has a fleet-wide Certificate of Merit for cleanliness from the U. S. Department of Public Health," he explains.

The extent of stores needed for stuffing 1,200 people the way they are stuffed on the Matsonia is demonstrated here. Before sailing from the mainland, these lockers were filled with 7,500 pounds of beef, 1,250 pounds of lamb, 1,400 pounds of pressed pork, 1,000 pounds of veal and 3,100 pounds of sausages, ham and smoked meats.

Add to this 4,500 pounds of fish, 10,900 pounds of fresh fruits (not including fruits fresh frozen), and 32,625 pounds of fresh vegetables, and you begin to get an idea of how people eat when they play.

In other lockers were 100 cases of eggs, 30 dozen to the case.

EACH TRIP also requires 1,000 gallons of milk, 300 gallons of half-and-half, 54 gallons of pastry cream, 50 gallons of sour cream, 300 gallons of buttermilk, and 2,600 pounds of butter, fee.

"You'd be surprised how people's tastes differ," says the affable Romero. People from the East Coast, for instance, like such English foods as kidney pie, a delectable less popular with voyagers from some other areas.

"If an item our guests never heard of appears on the

menu," Romero continues, "they'll inquire, 'What's this?' pointing to the item."

"That's tripe," the waiter might answer."

"Oh, I don't want that," the guest will most likely say, "bring me a steak."

Purser Lubin says people become meat eaters at sea. People also ask for food they don't have at home.

"Then there are the diet watchers," he smiles. "After about three days of eating their fill, these guests begin worrying about their weight all the sudden and, instead of the heavier foods, ask for fish and salads—one entree only where they started out ordering two or three."

Fascinating, this job of feeding people?

"You bet!" answers Lubin quickly.

DO IT NOW!

Call

Circle Travel Service

for

**HAWAII
RESERVATIONS**

Phone GA 7-9967!



**2221 PACIFIC AVE.
LONG BEACH**

PALM SPRINGS

ESCORTED TOUR

NOV. 16

Featuring

Aerial Tramway Ride

Tour includes:

One night's lodging at
OASIS HOTEL with Steak
Dinner.

Greyhound Scenicruiser
Bus transportation.

Tramway trip to top of
San Jacinto Mt. Range.

For information and

Reservations, Call

HE 2-9673

**LANNAN'S
GREYHOUND
TRAVEL BUREAU**

250 E. 1st

HAWAII CALLS.



Year after year the Hawaii Calls Tour is the choice of the most discriminating vacationers. ALIKA, Hawaii's most famous guide, will personally supervise all your arrangements. You will enjoy the finest that Hawaii has to offer... as shown in our brochure. For complete details stop in, call or write.

WILTON

TRAVEL AGENCY

BREAKERS

INTERNATIONAL HOTEL

LONG BEACH

HE 5-7411



AROUND THE WORLD WITH

DELAPLANE

"For two girls on a two-week winter vacation in Hawaii: You said previously to wait and buy your clothing in the islands. Can you give us some idea of prices?"

YOU pretty much live in those Mother Hubbard moomuus. Price range is \$10 to \$20. (You can get them down to \$3.95. But if you go under \$10 they begin to look it.)

Bathing suits, \$15 to \$30; sandals — best from Japan — \$5 to \$15; Suzie Wong type casual dress, \$20 to \$25; short m u m u u suitable for day wear, \$25 to \$30.

"I am interested in the Costa del Sol of Spain. There doesn't seem to be any reference work in his area."



THIS IS the warm, sunny southern coast of Spain — you can look across and see the loom of Africa. One of the wildest real estate booms in the world now going on there. Lot of new hotels, apartments, houses.

If you mean living there, I'd rent. Don't buy. Lot of that housing going up is jerry-built and leaks like an on-sale raincoat. Lot of it over-priced, too, because of the boom. Best information should be the Spanish National Tourist Office. And I think I'd write direct to Spain. Address: Turismo, Avenida del Generalissimo, 39, Madrid, Spain.

"Would you advise having a suit made on our trip to Mexico? If so, would you get me the name of a good tailor?"

I NEVER HEARD of Mexico being a great tailoring town. But you can get an answer on this when you are in the city by calling Dario Borzani who runs the Restaurante Rivoli at 123 Hamburgo. Dario is international and a dresser. If it's a good idea, he'll tell you. (Great restaurant, too.)

"What about living conditions in Puerto Vallarta?"

I HAVE never been in this Mexican resort. But all my friends have. They think it's the greatest. You might consider that right now John Huston is making "The Night of the Iguana" there — with Richard Burton and Ava Gardner. And Elizabeth Taylor in the wings. What with newspapermen and film crews, I doubt if you could rent a tent.

"We are flying to Caracas to visit our son. But what we need to know is what island to visit on the way home. . . ."

YOU CAN visit a dozen if you like. Your air ticket gives you the privilege of stop overs. Pan American flies an island-hopping route through Trinidad — a wonderful nutmeg island. Stay at Queen's Surf in Port-of-Spain. Up through the Windward and Leeward Islands. A whole chain of blue-sea islands a

half hour apart. Antigua, Guadeloupe, St. Maartens, St. Lucia, French, Dutch or English—you get all choices.

"What's a good voyage gift for a man going to Europe? I like him so I want it to be good. He goes to 14 countries."

HOW ABOUT the new battery-operated electric razors? No adapters or plug-ins. Norelco, Sunbeam, Remington all make them.

"I am a school teacher with \$300 and two weeks at Christmas. I would like to visit Mexico but hear it is expensive. . . ."

MEXICO CITY can be high

but you could do it in one of the smaller hotels. The Maria Christina is a good one — maybe \$6 a day. I get a lot of very favorable reports from readers on train service in Mexico. That could cut your cost, though two weeks may make it necessary to fly.

A fine warm town with good hotels is Oaxaca, about 300 miles south of Mexico City. Has a nice plaza with a gay bandstand and music in the evening. You sit under the portals on the sidewalks.

Drink the mescal of the south and eat peanuts that have been fried in hot peppers and garlic.

"I've heard of some place in Europe where you get unusual toy soldiers. . . ."

I SAW a place that specialized in authentically costumed toy soldiers of all times in Shepherd's Market in London. I can't remember the name. But the British Travel and Holidays tourist office, 64 St. James' St., London, S. W. 1, would look it up for you.

FOR FURTHER INFORMATION on these trips, contact any of the travel agencies listed below:

AUTHORIZED AGENT
ACME TRAVEL SERVICE
5004 Faculty Ave., Lakewood
ME 4-2700
Lakewood Center—Opp. Post Office
"WE COVER THE WORLD"

Your "PERSONAL" Travel Agent
ASK MR. FOSTER TRAVEL SERVICE
IN BUFFUMS
Pine 2, Broadway, Long Beach
Phones: ME 3-567 — ME 4-741

"Authorized Agent"
C. F. BEACH Travel Service
452 LOCUST AVE.
LONG BEACH PH. ME 2-6457

"AUTHORIZED AGENT"
BELLFLOWER TRAVEL SERVICE
17022 BELLFLOWER BLVD.
TOrrey 6-9785

"Authorized Agent"
BELMONT SHORE TRAVEL
194 Park Ave. BE 9-2129
LONG BEACH
"LET US PLAN YOUR PLEASURE"

"AUTHORIZED AGENT"
WES CARROLL TRAVEL SERVICE
2754 E. Broadway
Long Beach GE 9-0916

"Your L.B. Authorized Agent"
FENWICK TRAVEL SERVICE
309 E. Ocean Blvd., Long Beach
Phone ME 2-5924

"AUTHORIZED AGENT"
LAWSON OVERMAN TRAVEL AGENCY
3845 Long Beach Blvd.
Phone: GA 4-3428
— NO SERVICE CHARGE —

"Authorized Agent"
PIERRE MANON TRAVEL AGENCY
5265 E. SECOND ST.
BELMONT SHORE
GE 3-0917 - 18 - 19

"AUTHORIZED AGENT"
Universe Travel
4350 ATLANTIC AVE.
GA 4-8504
102 EAST OCEAN BLVD.
LONG BEACH HE 2-5469

"Authorized Agent"
WILTON TRAVEL AGENCY
Breakers International Hotel
LONG BEACH Ph. ME 5-7411

HERE'S WHY YOU SHOULD CRUISE TO HAWAII DECEMBER 9



IT'S THE FIRST SAILING OF MATSON'S NEW LURLINE — FORMERLY THE SS MATSONIA

This voyage is a true "travel collector's item"—it will be a conversation piece for years to come!

IT OFFERS: ★ FESTIVE PARTIES AND A PREMIER VOYAGE CHAMPAGNE BALL ★ SPECIAL SURPRISE ENTERTAINMENT ★ COMMEMORATIVE CERTIFICATE AND GIFTS FOR ALL PASSENGERS ★ BRILLIANT ARRIVAL CELEBRATION IN HONOLULU.

AND: If you make this premier cruise Matson will make it possible for you to join the second half of its new Christmas Cruise December 27 from Honolulu . . . taking you to Kauai, Maui and Hawaii on your way home, with the new Lurline as your hotel at each port. This offer is available only to passengers aboard the December 9 sailing.

Here is a matchless travel opportunity. BUT IT IS YOURS ONE TIME ONLY: DECEMBER 9 FROM LOS ANGELES. Make reservations now, while choice accommodations are still available.

4 ISLAND CHRISTMAS AND NEW YEAR'S CRUISE. SAILS DECEMBER 20 FROM SAN FRANCISCO; DECEMBER 21 FROM LOS ANGELES. VISITS OAHU (HONOLULU), KAUAI, MAUI AND HAWAII. 15 DAYS. ALL-EXPENSE. CHRISTMAS AND NEW YEAR'S AT SEA.

See your travel agent or phone

Matson Lines

833 West 6th Street, Los Angeles • Madison 6-0501

PET PARADE

Just for Cats



Jeremiah is the mascot of the DiNapoli and Dearheart Catteries and is the property of June Bishop, Jeanne Ramsdale.

By Eleanor Avery Price

WHEN the frost is on the pumpkin, we have National Cat Week the first week in November. It is an appropriate time, for the crisp autumn air makes cats more hearth-loving. At the same time, cats outside have a wonderful chance to climb trees that drop foliage, to chase after wayward leaves,

(Advertisement)

Are you using the most modern way to relieve hemorrhoids?

You can be sure—with The PAZO Formula in convenient suppository form...most modern way to shrink hemorrhoid tissue without surgery. Here's why...

MODERN IN FORM. PAZO suppositories are ideal for today's active people. Foil-wrapped, handy to carry in pocket or purse, simple to use wherever you go. Stainless, pure-white...no messy applicator, no messy stains.

MODERN IN FORMULA. Some products claim all-purpose ingredients which are expected to do many jobs. PAZO suppositories, however, are a scientifically developed combination of tested ingredients...each chosen for its ability to do one primary job with full-strength effectiveness.

Primary Action of Specific Ingredient	PAZO	Most Heavily Advertised Brand	Patented Daily
Pain Relief	X	X	
Shrinkage	X	X	
Local Anesthetic	X	X	
Antiseptic	X	X	
Anti-itch	X	X	
Relief	X	X	X

Use the most modern way to soothe and shrink hemorrhoid tissue without surgery...PAZO suppositories. Ask for...



and to plunge into bright crackling heaps of leaves we homemakers so unceasingly rake up.

If you fancy cats, you'll like these books written by people who really know cats: "The Shorthaired Cat" by Harriet Wolfgang, "This Is the Siamese" by Marge Naples, and "Persian Cats and Other Longhairs" by Jeanne Ramsdale assisted by Philip Ramsdale, DVM. Mrs. Naples and the Ramsdales are local people, which makes their books that much more personal to you. They are available at pet shops, book stores, or from Mrs. Ramsdale, telephone TORrey 6-5529.

Also of interest to cat owners is the formation of a cat information club, Cats Incorporated, with branches known as Fascinating Felines. This club should snowball to nationwide prominence. Contact Mrs. Ramsdale on this, too.

IN A PAST issue of Cats Magazine, 4 Smithfield St., Pittsburgh 22, Pa., there is the suggestion that a certain verse be passed on, so here it is for National Cat Week. Although it is a gospel not included in the Bible, it is considered by some to be part of a translation of an early Christian document preserved and hidden in a Buddhist monastery in Tibet and is vouched for by a Church of England clergyman. The document was republished in 1923 by Edson Ltd., London, and called The Gospel of the Holy Twelve.

"As Jesus entered a certain village he saw a young cat which had none to care for her and she was hungry and cried unto him and he took her up and put her inside his garment and she lay in his bosom.

"And when he came into the village he set food and drink before the cat and she ate and drank and showed thanks unto him. And he gave her unto one of his disciples who was a widow, whose name was Lorenza, and she took care of her.

"And some of the people said, this man careth for all creatures — are they his brothers and sisters that he should love them? And He

Plant Calendulas

Calendulas are sun-lovers, but contrary to popular opinion, they are not at their best during the sunniest season—summer. If you plant them now in a sunny spot, they will give you color right through the winter months, and bright color it is.

Members of the California Association of Nurserymen offer them in flats for planting, the sooner the better.

Southland CROSSWORD PUZZLE

Solution to Puzzle on Page 27

- By Ruth Nally
ACROSS

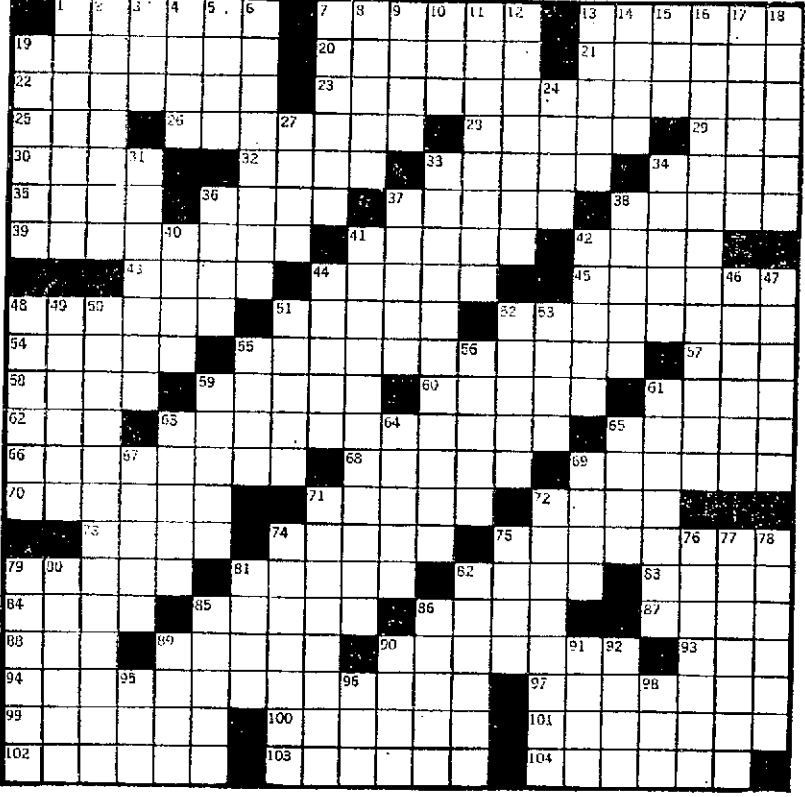
 - 1 One of the Borgias.
 - 7 Narrow water passage.
 - 13 Powerful time.
 - 19 Peace pipe.
 - 20 Small town.
 - 21 Each.
 - 22 Servant with long beard.
 - 23 In hurry and confusion.
 - 25 Kettle.
 - 26 Withered.
 - 28 Renowned.
 - 29 Greek "I".
 - 30 Goddess of discord.
 - 32 Alaskan city.
 - 33 Melodist.
 - 34 Fowl.
 - 35 Unlawful disturbance.
 - 36 Ore pit.
 - 37 A.A. British poet.
 - 38 Analyze a sentence.
 - 39 Old age; infirmity.
 - 41 Insanely.
 - 42 Draw a blank.
- DOWN

 - 43 Easter flower.
 - 44 Late.
 - 45 Fall flowers.
 - 46 Designated; named.
 - 51 Danger.
 - 52 Standards.
 - 54 Deadly pale.
 - 55 Comical antic.
 - 57 Ardent admirer.
 - 58 Bought up.
 - 59 Savor.
 - 60 Caprices.
 - 61 Soldier.
 - 62 Boat accessory.
 - 63 Walkers.
 - 65 Judicial opinions.
 - 66 Didn't leave.
 - 68 Hangs.
 - 69 Colt, for instance.
 - 70 Mountain sides.
 - 71 Quench, as thirst.
 - 72 Beef fat.
 - 73 Locale.
 - 74 Round droplets.
 - 75 Fast-moving conflagration.
 - 79 Shut in; shelter.
 - 81 Comed hero.
 - 82 Copula.
- 83 Consumer.

 - 84 Diving bird.
 - 85 Elevate.
 - 86 Assist.
 - 87 Crazy; Slang.
 - 88 Witty quip.
 - 89 Zodiac sign.
 - 90 Warm scarf.
 - 93 Cap.
 - 94 During the same period; 3 words.
 - 97 Strive to equal.
 - 99 Cover the inside snow.
 - 100 Church officers.
 - 101 Legislative bodies.
 - 102 Skillful ones.
 - 103 Name of some kings.
 - 104 Pulled sharply.
- 13 "Tracks" left by ship.

 - 14 Mimicked.
 - 15 Above.
 - 16 Word for word; 2 words.
 - 17 Indian and Arctic.
 - 18 Swan.
 - 19 Arctic.
 - 24 Pintail duck.
 - 27 Kind of rabbit.
 - 31 Made motionless and quiet.
 - 33 Child's game.
 - 34 Rapidity.
 - 36 Gentle.
 - 37 Antoinette.
 - 38 Mischance.
 - 40 Great claim.
 - 41 Square where public sales are held; 2 words.
 - 42 Prohibit.
 - 43 Portable shelter.
 - 46 City's theatrical district.
 - 47 Type of shoe.
 - 48 Small drama.
 - 49 Near East country.
 - 50 Launch pull item; 2 words.
 - 51 Put on airs.
 - 52 Parts of faces.
- 55 Edges.

 - 56 Fashioned.
 - 56 Protection from the sun.
 - 59 Taut.
 - 61 Yearning.
 - 63 Devoutness.
 - 64 Prepared.
 - 65 Expired.
 - 67 Of bees.
 - 69 Whine.
 - 71 Tested.
 - 72 Least complicated.
 - 73 Holy of troops.
 - 75 Voracious animal.
 - 76 Place alone.
 - 77 Repeated from memory.
 - 78 Wears away.
 - 79 City in New York.
 - 80 Gazed about abstractedly.
 - 81 Biblical weed.
 - 82 Protect.
 - 83 Frosts.
 - 86 Wit.
 - 89 Air opening.
 - 90 Icinglass.
 - 91 Large ostrich.
 - 92 Ladder step.
 - 93 Body joint.
 - 96 Marble.
 - 98 Litter.



Copyright 1962 General Features Corp. TM-World Rights Reserved

said unto them. Verily these are your fellow creatures of the great Household of God. And whoso careth for one of the least of these and giveth it to eat and drink in its need, the same doeth it unto me; and whoso willingly suffereth one of these to be in want and defendeth it not when evilly treated, suffereth the evil as done unto me."

RIVERSIDE Kennel Club has an unbanned event Nov. 3 at Hemet Fairgrounds; Glendale Kennel Club has a benched show Nov. 10 at Casey Stengel Baseball Stadium, Verdugo Park, Verdugo Road in Glendale.

DOG TRAINING

CLASSES START NOV. 4 - 1955 8 B. BLVD. NOV. 11 - SPRING & PALO VERDE

Joe De Beck, Trainer

GE 8-9281 HA 5-3988

CANARIES

Guaranteed Singers

White and Color Bred Rollers

Just Arrived . . .

A New Shipment of

FINCHES

LONG BEACH

SEED & PET CO.

Phone GA 4-0937

Open Daily 9 A.M. to 6 P.M.
Sundays 9 A.M. to 3 P.M.

2550 Long Beach Blvd.

Do It Yourself With

Ceramic Tile

From 59¢

1 sq. ft.

Ceramic Tile Center

6934 L.B. Blvd. NE 1-5473M

LONG BEACH

Big Special

12' x 16'

ROOM ADDITION

ONLY

\$1387

INCLUDES:

- Plans & permits
- Concrete Foundation
- Concrete Floor
- Stucco Exterior
- Beam Ceiling
- Paneled Walls
- 3 Elec. plugs & switches
- 6" Sliding Glass Door

NO MONEY DOWN
EASY MONTHLY PAYMENTS

BIG 2 1/2 CAR GARAGE

\$980 Complete

CALL NOW

ART CRAFT BUILDERS

HE 7-3511 — JE 7-4345

Fleeing the Lion

By Vera Williams

Southland Magazine Book Editor

MIDDLE EUROPE in 1939, devoted on one side by Nazi Germany and on the other by the Soviet Union, is the time and place for a dramatic epic of modern history, written in the grand manner of continental storytelling by J. Klein-Haparash, Romanian-born journalist.

All classes of mankind—aristocrats, Communists, Jews, peasants, patriots and double-crossers—appear in "HE WHO FLEES THE LION" (Atheneum, \$7.95). The title is from Amos, verse 19: "As if a man fled from a lion and a bear met him..." The man is Romania, the lion is Germany and the bear is Russia.

Here is a sprawling narrative, a network of plots and subplots, moving suspensefully to a logical destination. There are two powerful, fascinating characters:

Ludovic (Lutz) Alda, wealthy Romanian landowner and journalist, who embarks on a many-faceted secret mission into Poland for his country, for a rescue mission for a friend of a friend, and for the Jewish underground. He symbolizes the strength, the hope of embattled Europe.

Mira Rosenbaum Linkhand, Vienna waif and orphanage product who marries into the Linkhand family empire of international jewelers and tycoons (comparable to the Rothschilds) and becomes its most brilliant business counselor.

After inducing the hundred Linkhand tycoons—Jewish—to sell out and leave their estates in the commercial

centers of Europe and sail for the United States, just in time, she is trapped by her own illicit shenanigans in communized Poland. There, penniless again and working as a bookkeeper on a collectivized farm, she encounters the intrepid Alda, posing as a stablemaster. From her he gains the information he needs.

Alda is a man worth knowing. Too bad Mira is unworthy of him.

GIUSEPPE VERDI, the Titan of Italian opera, had quite a life, as is recounted in a definitive new biography, "VERDI: His Music, Life and Times" by George Martin (Dodd, Mead, \$10). The book by a director of the Metropolitan Opera Guild and author of "The Opera Companion: A Guide for the Casual Operagoer," marks the 150th anniversary of Verdi's birth.

With such operas as Aida, La Traviata and Rigoletto, Verdi ranks as one of the world's most popular composers, yet he hardly fits the world's image of that role.

Although he composed for the stage, he had a passion for privacy.

After the tragic death of his wife and two children, he brought his mistress, the soprano Strepponi, back to his small town. Ten years later he married her, and theirs was one of the most successful marriages in the history of music.

FANS OF Robert Creeley eagerly have awaited his first novel. Now it is out: "THE ISLAND" (Scribner's, \$3.50; paperback, \$1.65), about an American writer, his wife and three children who settle, at least for a while, on an island off the coast of Spain. It is an attractive retreat, but soon its idyllic calm is shattered in a series of tensions that threaten to unbalance the writer's mind. Creeley's prose is stark, and has what approaches a hypnotic power.

"LADY OF FRANCE: A Biography of Gabrielle d'Estrees, Mistress of Henry the Great" by Paul Lewis (Funk & Wagnalls, \$3.95) is the first biography in English of this extraordinary woman. A wanton in her teens, Gabrielle d'Estrees (1573-1599) simultaneously became involved with two lovers, one of whom was France's Henry the Great. In time she became Henry's official mistress—the only one of his 56 known amours to whom he remained faithful.

This liaison brought about a transformation in Gabrielle's own personality—from a frivolous tease she turned into a selfless woman, a skillful diplomat dedicated to affairs of state.



EMERY KELEN

An international caricaturist who attended most of the peace conferences, Kelen writes his memoirs—warm and caustic—in "PEACE IN THEIR TIME, Men Who Led Us In and Out of War, 1914-1945" (Knopf, \$5.95).

\$10,000 insured savings

4.85%
CURRENT ANNUAL RATE

ACCOUNTS OPENED BY
THE 10th of ANY MONTH
EARN from the 1st.

Save more and earn more with the First Federal where your savings are insured to \$10,000.00. A certificate of insurance protecting your savings against loss by the Federal Savings and Loan Insurance Corporation, an instrumentality of the United States Government, is printed in the inside cover of our passbooks. It explains how each savings account is insured.

FEDERAL 1st SAVINGS
of Long Beach

Open Until
4 P. M. Fridays

FIRST and PINE

PHONE
HEmlock 7-1211

FREE PARKING

135 E. OCEAN AVE.
At Our Rear Entrance

FREE PARKING

EARNINGS PAID 4 TIMES A YEAR

BUILT BY STARDUST ENGINEERING CO., INC.

PADDOCK POOLS

*Automatically
BEAUTIFUL!*

Custom Rock Pools

Fancy Arizona flagstone decking 2½ ft. around perimeter of pool and fancy, imported, 2-tone blue bubble tile at water-line.

Limited Offer!

SPECIAL!
3 TO 7'
DEEP

\$1895

(SELECTED CUSTOM SHAPES
BIG 76' PERIMETER — 356 TO
385 SQ. FT.)

FOR REG. TILE & COPING!



No Pay
'Til May
1964

*Automatically
CLEAN! WITH*



Double Oversized Filter — Super
Hi-Head — Heavy Duty All Bronze
Pump & Motor with All No-Vac Pools

We Serve and Repair, We Sell
Equipment and Accessories

AMAZING
NO-VAC
EXCLUSIVE
BY PADDOCK

\$2195
SPECIAL!

Four Selected Custom Shapes

Big 76' Perimeter, 356 to 385 Sq. Ft.

Reg. Tile and Coping or Flagstone

15'x30'—3' to 7' Deep 1200 Sq. Ft.)

FALL SPECIAL
162,000 BTU RAYPAK
BOILER INCLUDED
WITH ANY REGULAR
PRICED POOL

No Pay 'til May, 1964

No Money Down — 7-Year Financing Available

PADDOCK POOLS
of HARBOR AREA

Built by Stardust Engineering Co., Inc.
ME 0-5963 SPruce 4-0435

If Toll Call — Call Us Collect
HARBOR AREA—
OFFICES AND POOL DISPLAY
17049 LAKEWOOD BLVD.
BELLFLOWER
(1 Block North of Artesia Blvd.)

Open 7 Days a Week — Call for Free Estimate



SHOWN ABOVE: L TO R: WHISKY SOUR, DAIQUIRI, OLD FASHIONED, MANHATTAN, MARTINI, GARDEN OF EDEN.

Pour your favorite cocktail right from the Heublein bottle

Watch how the home scene brightens when you pour delicious Heublein Cocktails instead of the same old plain whiskey. They're full strength, expertly made with choicest liquors. Yet, drink for drink, these superb cocktails actually cost less than plain whiskey. Completely ready to serve. Nothing to add but ice. Just pour on-the-rocks. What'll it be tonight? **\$3.79 1/4 Qt. \$1.33 1/2 Pt.** (TAX)

All the liquor's in the bottle... nothing to add but ice



HEUBLEIN COCKTAILS

(PRONOUNCED HUGH BLIN) © HEUBLEIN, INC., HARTFORD, CONN., 1965.



Space-age ice bucket is shown inflated, deflated.

IT'S NEW

Inflatable Ice Bucket

LATEST offspring in the rapidly advancing science of space-age plastics is an inflatable ice bucket that folds away to pocket wallet size and, when inflated, holds three full trays of cubes for up to ten hours.

The unique inflatable container, which has a half-gallon liquid capacity, can be put into immediate service with two good breaths and has been created in an attractive, tufted style, ice blue color. For home use as well as on trips, camping, at the beach or poolside, it also is useful as a utility bucket for carrying water or as an emergency container while on motor trips. Its insulating efficiency is derived from a special air-lock design between the inner and outer layers of the tough plastic material.

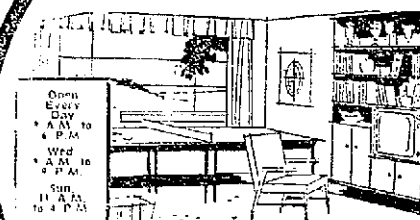
The bucket inflates to a height of 7 inches and is 8 inches in diameter. It folds away to a tidy 3x5-inch packet for convenient storage in picnic baskets, auto glove compartments and many other places. It does not become brittle or stuck together if left unused for prolonged periods.

Waller-Lindquist, Inc., 904 S. Alta Vista Ave., Monrovia, Calif., makes it.

ADD A FAMILY ROOM



NOW IS THE TIME TO ADD THAT FAMILY ROOM FOR YOUR COMING CHRISTMAS AND NEW YEAR PARTIES



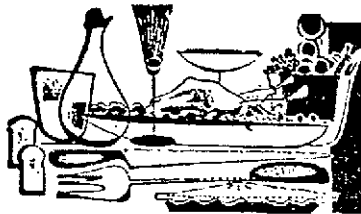
See Our Display of Showrooms

- CUSTOM BUILDING OF . . .
- FAMILY ROOMS
 - BEDROOM & BATH
 - KITCHENS
 - GARAGE CONVERSION
 - HOMES
 - INSURED & BONDABLE
 - APPROVED FHA DEALER
 - CAL-VET CONTRACTS

BABCOCK
Custom BUILDERS, INC.

FREE HOME SERVICE
JA 7-5129

4 Years Serving Long Beach Area
11338 BEACH BLVD.
Patio Shop Behind Owl Drug
STANTON PLAZA CENTER



GOURMET'S GUIDE

Southland
Dining at its Finest
in the Long Beach and
Orange County Area

Sunday, Oct. 27, 1963

APPLE VALLEY

STEAK HOUSE
DON MASON
At the Piano

• completely remodeled
• Karo Room Lounge
(no cocktails on Sunday)
• complete menu specialties

KEN'S RESTAURANT
FINE FOOD • COCKTAILS
3918 Long Beach Blvd.
426-2336

meet your
host



Caricature by Bob April

CARY SINCLAIR
A 'Little Deception'

OCCASIONALLY a man will make the mistake of arriving at the Villa Fontana restaurant in the city of Orange without a necktie. He is then handed a small embossed folder containing a special message printed on superb stationery. It reads: "Please pardon the intrusion. . . . But our chef is temperamental (he is French, you know) and our captains have the delusion that this is one of the more exclusive establishments. So in order to humor them we have all agreed to wear neckties. I will be delighted to loan you one of mine, if you wish. Thank you for going along with this little deception. (Signed) Cary Sinclair."

That is just one of the elegant touches at Sinclair's remarkable restaurant, located in the Town and Country center a block south of La Veta Avenue and Main Street in Orange. Sinclair is a brilliant young restaurateur who has created a smart, but intimate establishment furnished with objects d'art imported from European castles. The service, by teams of waiters and captains, is extraordinarily detailed and the place settings are immaculately elaborate. The cuisine is continental and delectable. The prices are not inexpensive, a la carte entrees starting at \$4.25 and the special complete gourmet dinner costing \$8. Among the splendid entrees are emine of beef tenderloin Stroganoff, with wild rice; filets of Dover sole glacee Veronique, les tournedos (small beef filets) with broiled tomatoes, chicken Jerusalem, veal scallopini and the Fontana Special which includes beef with Bernaise sauce, veal with mushroom sauce and pork with diced tomato sauce. The restaurant serves dinners from 6 to 10 p.m. Sundays, daily from 6:30 p.m. on.

—TEDD THOMEY

ME-N-ED'S
PIZZA PARLOR
Ye Olde Public House
4115 Paramount at Carson
421-8908 Lakewood

UNSURPASSED
CONTINENTAL
AND AMERICAN
COMPLETE
LUNCHEON MENU
whatever you may
desire.

Francois MANHATTAN
CLOSED MONDAY
1909 East 4th St.
ME 6-0620
LONG BEACH
Luncheon and Dinner

Alfred
Outstanding
Continental
Cuisine
ATLANTIC AT 43RD • GA 3-2148

the BREAKERS
SKY ROOM
Enjoy the spectacular
view and exquisite
cuisine.
Dance to
the roof top
rhythms
of famous
orchestras.
210 E.
OCEAN
HE 7-2201

*Southern California's
most beautiful
restaurants*

Welch's
Atlantic
Blvd.
at
San Antonio
Drive
Luncheon
11:30 a.m. to 2 p.m.
SUNDAY, 1 p.m.
LONG BEACH GA 2-1225

DELICIOUS FOOD
at
SENSIBLE PRICES
JONES'
DINING
ROOM &
CAFETERIA
120 126 E. 5th ST.
Downtown LONG BEACH
Closed Saturday
Established 33 Years
AT LAKWOOD

Now . . . A New Look!
**A NEW STONE
DECORATED EXTERIOR**
And A Bright Fresh Interior
TRY OUR
DELICIOUS
CHAR-BROILED
STEAK DINNER
"Often Imitated,
Never Duplicated"
\$1.95

Melody Core
COCKTAILS 1902 Santa Fe
Long Beach
ME 4-0353

the Reef
LONG BEACH
1902 Santa Fe

CUISINE
CANTONESE & AMERICAN
FASHION SHOW
EVERY TUESDAY &
FRIDAY NOON
HAWAIIAN ENTERTAINMENT
BUFFET
LUNCHEON
DINNER
SHOW 4 p.m.
Sunday Displays

The Hawaiian
1648 E. Pac. Exp. Hwy. 1 1/2 Mi. S.
at Traffic Circle to Long Beach
GE 3-7407

Sunday
Morning Breakfast
\$1.00

King Arthur's
Steak House
Famous for our prime ribs
SPRING at BELLFLOWER
LONG BEACH, CALIF.
NA 5-8115

FOR YOUR NEXT
CLAM BAKE, BANQUET,
TEA PARTY, ETC.

GAY
90's
Parties From
25.250
TRY
DON MAY'S
Facilities for
2500 Palm Dr.
Signal Hill
Complete
Dinner from
5 P.M.
GA 7-3216

**BUFFET
PRIME RIB**
Every Sunday
and Monday Night
**STEAK & LOBSTER
COMBINATION**
JOE CETANI
Entertaining Nightly
CORAL ROOM
Across of
Parking
in Room
4130 PARAMOUNT at CARSON
LAKWOOD - HA 5-9134

Cary Sinclair's
VILLA FONTANA
"21" Town & Country
KI 7-0911

Arnold's FARM HOUSE
FAMILY RESTAURANT
GUENA PARK
CLOSED MONDAY

MIK'S
RESTAURANT AND
Viking Room Lounge
GOOD FOOD
• SIZZLING STEAKS
• DELICIOUS COCKTAILS
• OPEN 24 HOURS
3400 Cherry at Wardlow Rd.
GA 7-7737 GA 6-3583

JACK'S Closed
Monday
CORSICAN ROOM
FRANZ
STEININGER
at the
Stemway
Luxurious Dining Room
For Your Dining Pleasure

Famous for our
Sake
Authentic Japanese
Special Cocktails
LUNCHEON
11 A.M. to 3 P.M.
DINNER
3 P.M. to 10 P.M.
Closed Sundays
YOUR HOST
Earl V. Slack
For Reservations
GA 4-8474
ILEO'S
1174 E. Wardlow
Near Orange

Same Top Quality
For Over
13 Years

Andy's Hot Cakes
House
L.A.M. 2 P.M.
MON. 7 P.M.
SAT. 7 P.M.
SUN. 7 P.M.
SPECIAL
ROAST BEEF
DINNER . . . \$7.95
SPECIAL LUNCHEONS FROM 11 A.M.
643 1/2 PINE AVE.
DOWNTOWN LONG BEACH

World Famous
Sam's SEA FOOD
Hawaiian
VILLAGE
Family Restaurant
Luncheon
Banquet Facilities
Across at Free Parking
1427E Pacific Coast Hwy., Surfridge
GE 6-1522

OUR OWN PIES • OUR OWN PIES
IF AT FIRST YOU
don't succeed . . . why
bother? . . . Down your
cores with a bucket of
our SOUTHERN FRIED
CHICKEN . . .

Ray's Range
Formerly Roy's Hut
CARSON at ORANGE
LONG BEACH
OUR OWN PIES • OUR OWN PIES

Specializing in
• STEAKS
• PRIME RIBS
• SEAFOODS
Home of the Gusher
Cocktail
Complete Banquet
Facilities

F. X. O'Neill's RIG
2931 CHERRY
(Corner Spruce
and Cherry)
SIGNAL HILL
427-3818

WATCH FOR
THE OPENING
of the
SALON ELEGANCE
Cafe Lafayette
The **LAFAYETTE** Hotel
Broadway & Linden HE 5-5681
LONG BEACH

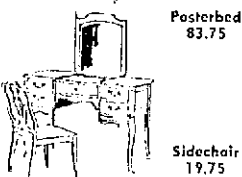
Thirty-Five

See The Greatest Selection of French Provincial Furniture at Edwards!

1639 EAST ARTESIA AVE., LONG BEACH



*Indulge your love of elegance
remarkable low cost*



Posterbed
83.75

Sidechair
19.75

Powder Table 4 Drawers 84.50

Panel Bed..... 68.95 • 5 Drawer Chest 89.95
Double Dresser..... 137.50

A basic group that illustrates (dramatically!) how you can display extravagant taste on a limited budget! The double dresser is an impressive 58" wide, with six drawers. Above is a Pittsburgh Plate Glass framed mirror 42"x10". At left is a 5-drawer chest that has storage space that you may never fill! All drawers with no snag Permasheen interiors. Grand Rapids Guardsman® finish. The panel bed has an elaborately shaped headboard and carved post footboard.

French Provincial

ANTIQUE WHITE FINISH
BEAUTIFULLY FRENCH
STYLING AS SHOW PIECE

- TRIPLE DRESSER BASE, 9 DRAWERS
WITH FRAME MIRRORS 218⁹⁵
- CHAIR BACK BED,
FULL OR KING SIZE 82²⁵
- CHEST ON CHEST 127⁰⁰

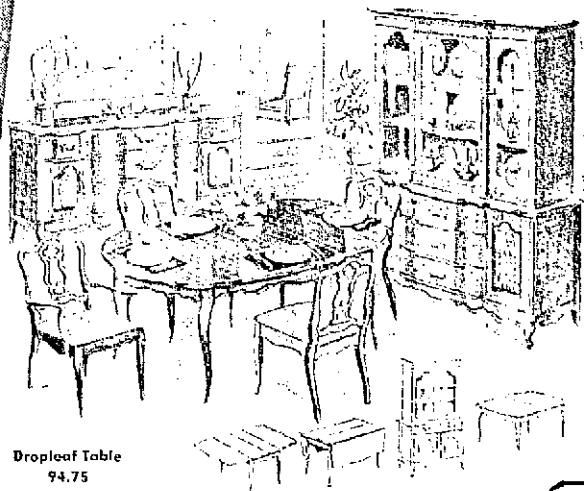


STERLING SILVER, DAMASK, AND CARBIZON!

Don't be surprised if this magnificent group changes your way of living! You'll want your best china, your finest silver, your finest linens gracing this dining room (even during family dinners, when there are no guests to impress!)

- China, 3 drawers, 3 doors \$155.00
- Buffet, 5 drawers, 2 doors \$117.00
- Oval Table \$ 95.50
- Arm Chairs (cone back) \$ 35.25
- Side Chairs (cone back) \$ 28.95

LAYAWAYS INVITED



Drop leaf Table
94.75

TERMS? OF COURSE!

EDWARDS ALSO CARRIES A COMPLETE LINE OF
PROVINCIAL BEDROOMS, LIVING ROOMS,
TABLE LAMPS AND ACCESSORIES

MON.-FRI. 10-9
SATURDAY 10-6
SUNDAY 12-6

EDWARDS FURNITURE

is the right place...

with the right price!

900 E. Compton Blvd.
NE 5-7179 in Compton

1639 E. Artesia Blvd., N. Long Beach

GA 3-0421

11213 E. Washington
692-0630 in Whittier

Oct. 27, 1953

Merry Murray Movies for TV

(See Page 9)

TELEVISION LOG OF THE SUNDAY NEWS AND THE INDEPENDENT-PRESS-TELEGRAM



BERT'S EYE VIEW

'Waltz King' Advance Review

By BERT RESNIK
TV and Radio Editor

TAKE THE MUSIC of Johann Strauss Jr.

Sprinkle with the experienced talent of Brian Aherne and the youthful exuberance of two relative newcomers, Kerwin Mathews and beautiful Senta Berger.

The result is "Waltz King," a cultural production for the masses.

It's a two-part television program starting 7:30 p.m. today on "Walt Disney's Wonderful World of Color," channel 4.

It's a good program.

There are charming moments in the biographical story of young Strauss — two boys sucking pickles next to a flutist, Viennese bobby-soxers besieging the musician for his autograph.

There are delightful panoramic scenes of whirling, waltzing couples.

And there is, of course, the Strauss music itself.

★ ★ ★

PERHAPS A LITTLE too much music.

Let me make my position clear.

I am not against Strauss music. I am not against culture.

On the contrary, I think Disney deserves high praise for his efforts in attempting to raise the quality of TV programming.

It is principally because of these efforts, I feel, that it would be a shame for the viewers, particularly the young folks, to tune him out.

But culture need not be ponderous. It is to be enjoyed. It can be entertaining.

★ ★ ★

FOR THE most part "Waltz King" is entertaining and enjoyable.

But after watching a special screening of the production, I came away with the impression that there wasn't enough story.

I didn't feel I had the chance to really get to know Johann Strauss Jr. as a man.

He didn't come across as a person



SENTA BERGER AND KERWIN MATHEWS IN "WALTZ KING"

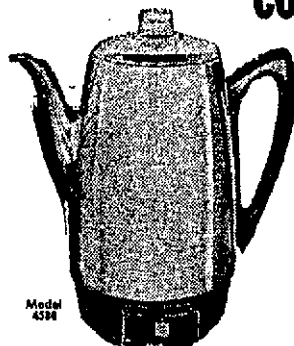
(Continued on Page 15)

LARGE SELECTIONS OF THE FINEST TOP QUALITY MERCHANDISE TO CHOOSE FROM

Save more on Dooley's Low Prices!

UNIVERSAL

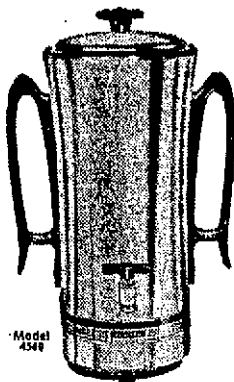
"COFFIESTA" Automatic COFFEEMAKER



4 to 10 cups of flavor-rich coffee. Instant perking, mild-medium or strong. Turns off by itself. . . . Keeps coffee warm.

11⁸⁸

COFFEEMATIC Automatic COFFEEMAKER



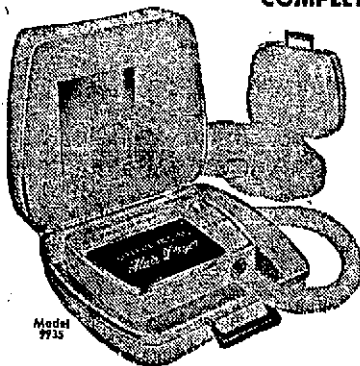
5 to 16 cups of flavor-rich coffee. Instant perking, turns off by itself and keeps coffee hot without re-perking. Long lasting chrome over solid copper.

15⁸⁸

UNIVERSAL

"SMART SET" HAIR DRYER

COMPLETE WITH CASE

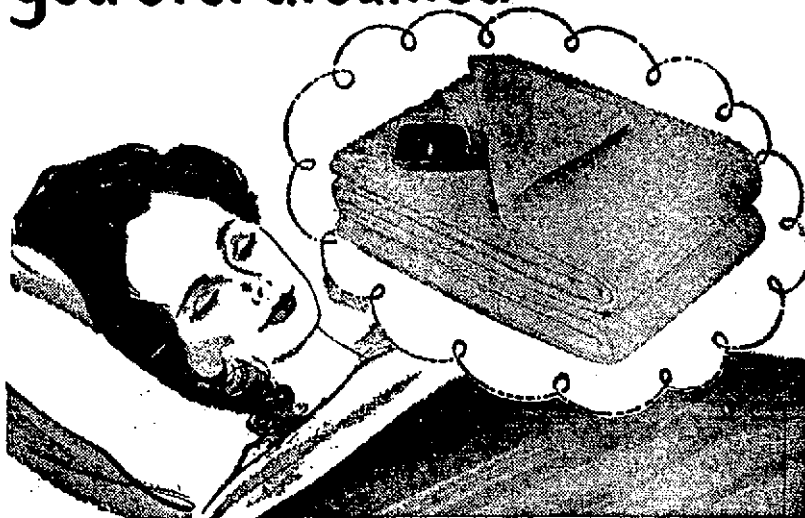


Has four temperatures, extra large hood, Built-in nail polisher, dryer and hair-perfumer.

16⁸⁸

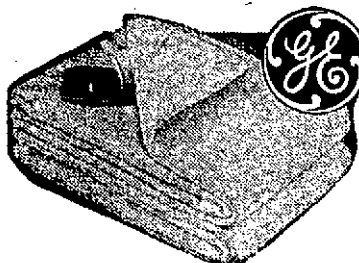
More comfortable than you ever dreamed

AND LOW DOOLEY PRICES TOO!



NEW Automatic BLANKETS BY GENERAL ELECTRIC

More Practical Than Any Other Blanket With Exciting Features!



Twin Bed Size
Single Control
A71 Sale price

12⁸⁸

Double Bed Size
Single Control
A72 Sale price

14⁸⁸

CHARGE IT!
USE YOUR CONVENIENT
BANKAMERICARD
at DOOLEY'S

Double Bed Size
Dual Control
A73 Sale price

19⁸⁸

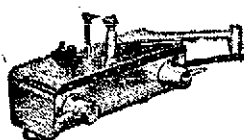
BUY NOW AND SAVE MORE!



KLEENEX TISSUES

LARGE 400 COUNT BOX

4 Large Boxes 88^c



NEW "IMPERIAL" DISHMASTER

NEW IMPROVED IMPERIAL DISHMASTER

Washes faster, cleaner, better. Has new larger detergent tank. New trim modern design. Simple and easy to install.

39⁵⁰

FITS ANY SINK

DISHMASTER BRUSHES

Reg. 50c

33^{ea}

Dooley's carry a complete line of Dishmaster parts and accessories at low money-saving prices!



DOOLEY'S Hardware Mart

5075 LONG BEACH BLVD., - NORTH LONG BEACH

MON., THURS., FRI., 9 to 9 — TUES., WED., SAT., 9 to 6 — OPEN SUNDAYS 10 to 5

THE MOST FABULOUS HARDWARE AND APPLIANCE CENTER IN THE ENTIRE AREA!

DOOLEY CARRIES ONLY
TOP BRANDS
RCA VICTOR—PACKARD BELL
General Electric—Zenith



BIG 23-inch
On Roll-About
Casters

Hand wired, quality chassis. Power transformer. Contemporary cabinet styling.

168⁸⁸
set shown

Free 1-Year Picture Tube Guarantee
3 Months Free Service in Your
Home — Free Delivery

DOOLEY'S CARRIES ONLY TOP BRANDS

Newest 1964 Models

RCA VICTOR — ZENITH

PACKARD BELL — GENERAL ELECTRIC

COLOR TV

FREE
Delivery
and
Guarantee



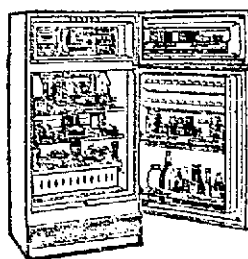
DOOLEY'S LOW PRICE!

398⁸⁸
For set shown

ADD \$25.00 SET-UP AND 90-DAY SERVICE

Largest Color TV Dealer in the Entire Area!

DOOLEY "Smashes" ALL GIBSON REFRIGERATOR-FREEZER
PRICES!



GIBSON
12.2 cu. ft.
TWO-DOOR
15-lb. Zero-Zone Freezer. Frost Free Refrigerator Section. Full Width Crisper.

188⁸⁸

THE LARGEST
APPLIANCE DEALER
IN THE ENTIRE
HARBOR AREA!

FREE
DELIVERY
SERVICE AND
GUARANTEE!

GIBSON GIANT 13.2-cu.-ft. 2-DOOR REFRIGERATOR-FREEZER

WITH "FROST-FREE" REFRIGERATOR SECTION

Deluxe Model with 104-lb. ZERO-ZONE Freezer.

192⁸⁸

GIBSON Big 14-cu.-ft. ALL REFRIGERATOR

AUTOMATIC ICE MAKER

268⁸⁸

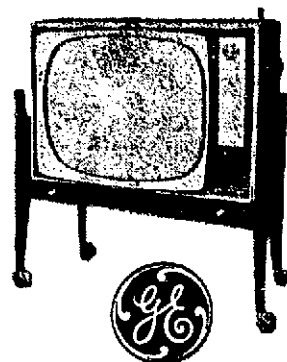
New 1963 GENERAL ELECTRIC
21-in. Convertible TELEVISION

WITH FREE DANISH MODERN WALNUT BASE
WITH ROLL-ABOUT CASTERS

Has handle and built-in antenna. Converts into a console by dropping set into a beautiful base.

DOOLEY'S
SPECIAL LOW
SALE PRICE

177⁸⁸

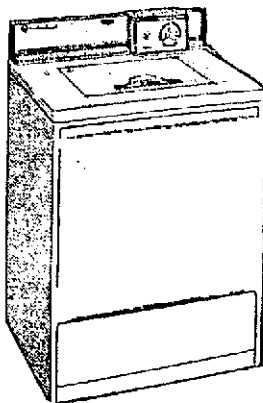


90-Day Free Service in Your Home

1-Year Guarantee on Picture Tube and Parts

Free G.E. Lifetime Circuit-Board Guarantee

New 1963 WHIRLPOOL
2-CYCLE FULLY AUTOMATIC
AUTOMATIC WASHER



Has 10-lb. washing capacity, built-in dispenser filter, 3-wash-rinse temperature selections, automatic spin stop, 1/2-H.P. motor and pump protector. Model LJA10.

SALE PRICE

158⁸⁸

FREE delivery, normal installation, 1-year parts and labor guarantee, 5-year parts guarantee on transmission.

MATCHING AUTOMATIC DRYER . . . 118.88

FREE delivery, 1-year parts and labor guarantee, normal installation (venting not included).

Newest HOTPOINT "Push-Button" ELECTRIC RANGE

Has 4 burners and
24" expanded oven.

148⁸⁸

The Fabulous Kelvinator "FOODARAMA"

A 12-cu.-ft. REFRIGERATOR and a
5 cu.-ft. UPRIGHT FREEZER all
in one cabinet.

398⁸⁸



DU PONT
NEW LUCITE
HOUSE PAINT
For Wood, Stucco or
Masonry

GALLON **6⁸⁸**

QUART . . . 2.25
White & Regular Colors



DOOLEY'S Hardware Mart

• 5075 LONG BEACH BLVD., — NORTH LONG BEACH

Mon., Thurs., Fri., 9 to 9 — Tues., Wed., Sat., 9 to 6 — Sundays 10 to 5

SUNDAY

October 27, 1963

★ PAID ADVERTISEMENT

7:00 A.M.

- ★ Mr. Wizard, Don Herbert
- 11 Poole's Gospel Favorites 7:30
- 4 (Color) Davey & Goliath 7:45
- 4 (Color) Let's Talk About 8:00 A.M.
- 2 Lamp Unto My Feet: "The Heidelberg Catechism." Filmed in Germany to mark document's 400th anniversary.
- 4 Movie: "Sleep, My Love," Claudette Colbert (48)
- 5 In God We Trust (Protest.)
- 9 Sun. Babysitter (cartoons)
- 11 Great Churches: 1st Bapt.

8:30

- 2 Look Up & Live: "The Issue: A Play with Commem." (concl.). Racial
- 5 Herald of Truth (relig.)
- 7 Sunday Chapel (relig.)

9:00 A.M.

- 2 Camera Three: "Tribute to Ted (Roethke)," pt. 2.
- 5 The Adventist Hour
- 7 Movie: "Gallant Legion," Wm. Elliott (48)
- 9 Movie: "Impact," Brian Donlevy (49)
- 11 Movie: "Canterville Ghost," Charles Laughton
- 13 Variedades: R. Iglesias

9:30

- 2 Light of Faith: 1st Christian, Orange
- 4 Christophers: Advertising

10:00 A.M.

- 2 Learning '63: Reading
- 4 This Is the Life (Luth.)
- 5 For Kids Only, Sk. Frank
- 13 Panorama Latino

10:30

- 2 Movie: "You Can't Have Everything," Alice Faye
- 4 The Catholic Hour: "The Friends of My Youth" (concl.). "A Cast of Thousands." Home of apathetic family fills with refugees.
- 7 Movie: "Waterfront at Midnight," Wm. Gargan
- 9 Ladies of the Press: Mme Nhu of Viet Nam
- 13 (Color) Faith for Today
- 4 Movie: "I Shot Jesse James," Preston Foster
- 9 Trails West, Ray Milland
- 11 Wonderama, Al Lohman Jr., Sonny Fox
- 13 Church in the Home

11:30

- 5 HOME BUYERS' GUIDE
- ★ Celebrity Home Showcase
- MAMIE VAN DOREN
- 9 (Color) Movie: "East of Eden," James Dean (55)
- 34 Aquil Alex Prada

12:00 NOON

- 2 L. A. Report, G. Holcomb with Gov. Rockefeller
- 7 Discovery '63: "World Beneath the Sea," with trip on Navy bathyscaphe
- 13 Rev. Oral Roberts
- 2 Face the Nation: Pres. Ahmed Ben Bella (Algeria)
- 4 (Color) Spooks in the Park. Planned Halloween activities of L. A. dept. of Recr. and Parks.

12:30

- 2 20th Century (see box)
- 4 (Color) Meet the Press: Sir Roy Welensky, Prime Minister of the Federation of Rhodesia and Nyasaland in Central Africa.
- 7 Polka Parade, D. Sinclair
- 7 TV Premiere on "The Sunday Night Movie"
- ★ "TERROR FROM THE YEAR 5000!"—Joyce Holden (58-1st run)
- 9 (Color) Movieland USA (see box)
- 13 TOUCHE'S ANNIVERSARY
- ★ CELEBRATION—LIVE (see box)
- 34 Teatro Fantastico (children)

6:30

- 2 Mr. Ed, Alan Young. Ed invites 3 hoboes to the Post barn overnight in his own "Be Kind to Humans"

- 5 Movie: "Shanghai Story," Edmond O'Brien (54)
- 7 AFL Football (sports box)
- 13 Social Security in Action

1:00 P.M.

- 2 As Others See Us. Foreign students view "The American Woman"
- 4 Your Man in Washington
- 11 Movie: "Mogambo," Clark Gable, Ava Gardner (53)
- 13 Voice of Calvary

1:15

- 4 (Color) Journey of Life-time: "Baptism in Jordan"

1:30

- 2 Movie: "Mark of Zorro," Tyrone Power (40)
- 4 Covenant, Dr. Donald Gard: "Revelations"
- 9 (Color) Movie: "East of Eden," James Dean (55)
- 13 Cal's Corral (to 4)
- 34 Codicia (dramatic serial)

2:00 P.M.

- 4 (Color) Feilcison on Art
- 5 Auto Races (Ascot Speedway, Gardena), Dick Lane

2:30

- 4 AFRICAN SAFARI
- ★ on COLLEGE REPORT
- Univ. of Redlands

3:00 P.M.

- 2 Viewpoint, John Hart with Dr. Frank Barron
- 4 (Color) Encore (see box)
- 11 Highway Patrol, Crawford

3:30

- 2 Discovering Art, Dr. Manson: "What We Owe to Gilbert Stuart"
- 7 Directions '64: Painter Mordecai Ardon. 4th in 5-part series on Hebrew art.
- 9 Movie: "Blackboard the Pirate," Robt. Newton
- 11 Opinion in the Capital.
- 34 Pablo y Elena (serial)

4:00 P.M.

- 2 Insight (Jewish). Edw. G. Robinson narrates special documentary on the Cedars-Sinai Hospital
- 4 Sunday, Frank Blair (box)
- 7 Issues & Answers, Howard K. Smith. Gov. Nelson Rockefeller gives his opinions on the chances of Goldwater, Scranton, Romney, Nixon and himself for the GOP nod.
- 11 Trojan Huddle, J. McKay
- 13 Sidney Linden interviews

4:30

- 2 Opera Workshop, Dr. Jan Popper: "Dance, Stage movement and Fencing"
- 9 Popeye, Tum Hatten
- 7 Press Conference (box)
- 11 USC Football (sports box)

5:00 P.M.

- 2 Sunday Sports Spectacular (see sports box)
- 4 (Color) Wild Kingdom, Marlin Perkins: "The Miracle of Flight." Bird flight is analyzed.
- 7 Laramie, John Smith

- 9 GARY LOCKWOOD in
- ★ "FOLLOW THE SUN"

- 13 Bomba Movie: "Elephant Stampede," J. Sheffield

5:30

- 2 Ted Mack's Amateur Hour
- 4 (Color) College Bowl, Robert Earle. Fairfield's 4th bid for victory is challenged by Polytechnic Institute of Brooklyn.
- 5 The Invisible Man
- 34 La Hora Catolica (Cath.)

6:00 P.M.

- 2 20th Century (see box)
- 4 (Color) Meet the Press: Sir Roy Welensky, Prime Minister of the Federation of Rhodesia and Nyasaland in Central Africa.
- 7 Polka Parade, D. Sinclair
- 7 TV Premiere on "The Sunday Night Movie"
- ★ "TERROR FROM THE YEAR 5000!"—Joyce Holden (58-1st run)
- 9 (Color) Movieland USA (see box)
- 13 TOUCHE'S ANNIVERSARY
- ★ CELEBRATION—LIVE (see box)
- 34 Teatro Fantastico (children)

6:30

- 2 Mr. Ed, Alan Young. Ed invites 3 hoboes to the Post barn overnight in his own "Be Kind to Humans"

Week.

- 4 Biography, Mike Wallace: "Nikita Khrushchev"

- 9 MAVERICK! MAVERICK!

- Jack Kelly, Reginald Owen

7:00 P.M.

- 2 Lassie, Jon Provost. Lassie is put up as collateral for Timmy's loan to get money for field trials.

- 4 The Bill Dana Show. Jose uses his one share of hotel stock to save Phillips' job.

- 5 COLOR! M. MONROE in

- ★ "RIVER OF NO RETURN" with Robert Mitchum

- 11 Cavalcade of Books

- 13 SPECIAL—THE IDOL

- ★ Story of BOBBY VEE (see box)

- 34 Variedades (musical)

7:30

- 2 My Favorite Martian, Ray Walston. Uncle Martin's help on Angela's "life on Mars" report nets her a flunking grade.

- 4 (Color) Disney's Wonderful World of Color: "The Waltz King" (see box)

- 7 More high adventure

- ★ High spirits tonight

- ON THE TRAVELS OF

- JAIME MCPHEETERS

- Dan O'Herlihy, Frank Silvera. Doc McPheeters exchanges cures with an Indian Medicine Man. (The Osmond brothers, James

- Westfield and Sandy Kenyon are being dropped in revamped format, with Michael Witney replaced by Charles Bronson as wagonmaster.)

- 9 ONE of the BIG ONES!

- ★ "HOUSE OF WAX"

- THEATRE 9—Color Prem.

- Vincent Price (53)

- 11 Target: The Corruptors, Stephen McNally.

- 34 TV Musical Ossart

8:00 P.M.

- 2 Ed Sullivan (see box)

- 13 Mike Hammer, McGavin

- 34 Estudio de Pedro Vargas

8:30

- 4 Grindl, Imogene Coca. Grindl stables a murder jury, then dons a hotel maid's uniform to track down the real culprits.

- 7 Arrest and Trial, Chuck Connors, Ben Gazzara, Joseph Schildkraut. Master toolmaker, due to lose his job because of age, kills his replacement.

- 11 The Gallant Men, Wm. Reynolds, Eddie Fontaine. D'Angelo finds his uncle is a collaborator.

- 13 (Color) Ski Show, Malone

- 34 WORLD CHAMPIONSHIP

- ★ SOCCER MATCHES!

9:00 P.M.

- 2 The Judy Garland Show, with June Allyson, Steve Lawrence. June and Judy sing medley of songs from their MGM pix, and Jerry Van Dyke makes one of his final appearances.

- 4 (Color) Bonanza, Dan Blocker, Judy Carms, Ilka Windish. Hoss learns about spiritual strength when he and two nuns are victims of a stagecoach robbery.

- 5 Mr. Lucky, John Vivyan

- 13 OPERATION SUCCESS

- ★ with Quentin Reynolds

9:30

- 5 It Is Written:

- 9 Adventures in Paradise

- 11 Movie: "Ziegfeld Girl," James Stewart, Judy Garland (41). Screened without commercial breaks

- 13 Dan Smoot Reports

9:45

- 13 Capitol Report, D. Jackson

10:00 P.M.

- 2 Candid Camera, Durward Kirby. Marty Ingels is trapped in a store window.

- 4 APRIL IN PARIS BALL

- ★ MAURICE CHEVALIER, JEAN PIERRE AUMONT AND LIZA MINELLI (see box)

- 5 Freedom University



JUNE ALLYSON (left) and Judy Garland spoof Cleopatra during "The Judy Garland Show" at 9 p.m. Sunday, channel 2.

- 7 Laughs for Sale, Hal March, with Louis Nye, Bob Cummings, Marty Ingels, Pat Harrington Jr.
- 13 The Bitter End
- 34 Voces de Mexico (music)

- 10:30

- 2 What's My Line? J. Daly

- Guest: Allen Ludden

- 5 Open End, David Susskind

- "Out of the Mouths of Babes." Youngsters from 7 to 10 discuss politics, foreign affairs, Liz Taylor

- 7 ABC News Reports, Bob Young: "Operation Big Lift" and its implications.

- 9 SPECIAL AWARD

- ★ "RIGOLETTO"

- Aldo Silvani, Tito Gobbi

- 13 Newsroom, Don Rose

- 34 Tiempos y Contrastes

- 11:00 P.M.

- 2 Sun. News, Charles Kuralt

- 4 NEWS 4 FINAL—Full

- ★ Half Hour of NEWS-SPORTS and WEATHER. IN COLOR.

- 7 Southland, Carl George

- 13 Voice of Americanism

- 34 Noticiero 34 (News)

- 11:15

- 2 The Late Show Tonight!

- ★ GLENN FORD, Gene Tierney

- "Secret of Convict Lake" with Ethel Barrymore (51)

- 7 Great Moments in Music

- 11:30

- 4 Movie: "Most Dangerous Sin," Jean Gabin (Fr.-58)

- 7 Movie: "Murder in Reverse," Wm. Hartnell (46)

- 13 Movie: "Elizabeth the Queen," Bette Davis (39)

- 12:35

- 9 I Led Three Lives

- 1:00 A.M.

- 2 Movie: "Laughing at Trouble," Jane Darwell

- ENCORE—The Emmy and Peabody Award-winning "Vincent Van Gogh: A Self Portrait" is reprised at 3 p.m., in color, ch. 4. With Martin Gabel as narrator, and Lee J. Cobb as the voice of Van Gogh, the hour traces the life of the artist in his own words and through his drawings and paintings.

- SUNDAY—Premiere. Host Frank Blair heads a new weekly hour covering the week's news developments in national and foreign affairs, music, art, science, medicine, books, sports, movies and the theatre at 4 p.m., ch. 4. Ray Scherer, Nancy Dickerson, Robert Abernethy and Joe Garagiola are regulars on the magazine, as opening hour looks at Sen. Barry Goldwater (R-Ariz.), a house by Frank Lloyd Wright, wrestler Lou Thesz, drinking in Washington, and reviews of books, movies, music.

- PRESS CONFERENCE—Galat Kernahan, associate editor of The News (Garden Grove) joins the Daily Trojan (USC) editor and other newsmen in interviewing Peace Corps director Sargent Shriver at 4:30 p.m., ch. 7.

- 20TH CENTURY—7th season premiere. Winner of more than 30 TV awards, the series returns at 6 p.m., ch. 2, with Walter Cronkite again as reporter. Opener, titled "Keep It Cool," is a documentary on Chicago's YMCA project to aid slum youths.

- MOVELAND USA—Macdonald Carey is narrator for a special half-hour look at Buena Park's Movieland Wax Museum, in color at 6 p.m., ch. 9.

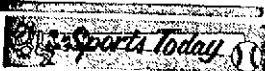
- TOUCHE'S ANNIVERSARY—Bill Biery hosts a special live hour marking the end of the show's first year on KCOP. Puppets, entertainment and special Hanna-Barbera material are featured at 6 p.m., in color, ch. 13.

- THE IDOL—The story of teen-age singer Bobby Vee's meteoric rise to fame is told in an hour-long special at 7 p.m., ch. 13, highlighting the resultant emotional problems, and the effects of success on his family and friends.

- THE WALTZ KING—Kerwin Mathews. Brian Aherne and Viennese actress Senta Berger star in a two-part musical biography of Johann Strauss during "Walt Disney's Wonderful of Color" at 7:30 p.m., ch. 4. Germany's rock 'n' roll king Peter Kraus is featured as brother Josef as opener finds Johann fighting his father's opposition to a musical career.

- ED SULLIVAN—The entire 8 p.m. ch. 2, hour is devoted to the world-famed Moscow State Circus, taped at a performance at London's Wembley Stadium, and featuring the Kochenov Cossack Riders on horseback, the motorcycle-riding Russian Bear and the aerial ballet of Irina and Petr Schentini.

- APRIL IN PARIS BALL—Jean Pierre Aumont and Lisa Kirk are hosts for tapes of Friday night's society-charity event at the Imperial Ballroom of the Americana Hotel, New York. A fashion show by Madame Gres, Dancing Waters and a dance by the 1963 debutantes are highlighted, plus a "show within a show" featuring Maurice Chevalier and star-offspring Liza Minnelli, Peter Duchin and Frank Sinatra Jr.



AFL FOOTBALL, 12:30 p.m., ch. 7, with Curt Gowdy at Houston's Jeppesen Stadium as the Oilers host the AFL champion Kansas City Chiefs.

USC FOOTBALL, 4:30 p.m., as Bill Welsh describes tapes of Saturdays Berkeley game with California.

SPORTS SPECTACULAR, 5 p.m., ch. 2, has Lindsey Nelson covering the \$7500 National Championship Cup Match of howling between Don Carter and Dick Weber. It's a 2-game, total pins contest.

WEEK'S TOP SHOWS

Sunday—"Twentieth Century" begins its seventh season at 6 p.m. on channel 2 with a documentary on the Chicago YMCA's efforts to reduce teen-age violence.

Monday—"The Addict" at 9 p.m. on channel 13 is an hour-long documentary-drama about the effects of narcotics on one man.

Tuesday—"The Andy Williams Show" at 10 p.m. on

channel 4 in COLOR has guest Jane Wyman plus Ernest Borgnine and Carl Ballantine of "McHale's Navy."

Wednesday—"Chronicle" at 7:30 p.m. on channel 2 visits Blackpool in England where mill workers traditionally vacation every year.

Thursday—"Festival of Performing Arts" at 9 p.m. on channel 13 presents pianist Rudolf Serkin and the Budapest String Quartet.

Friday—"Great Adventure" at 7:30 p.m. on channel 2 presents "Go Down, Moses," a historical drama about an escaped slave who became leader in the abolitionist movement.

Saturday—"The Jerry Lewis Show" at 9:30 p.m. on channel 7 features 15 top stars from the motion picture "It's a Mad, Mad, Mad, Mad World."



Beltone

HEAR AGAIN
is to
LIVE AGAIN

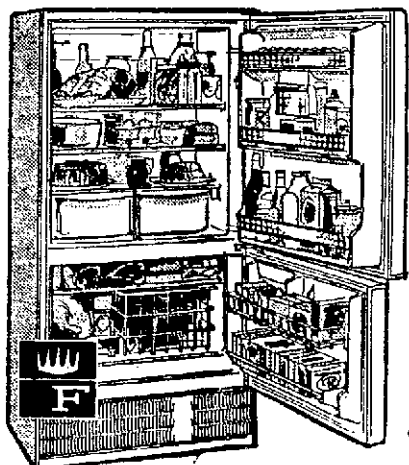



The Beltone Way
Hearing Aid Audiologists
138 E. 3rd, LONG BEACH

HE 7-7437

HILL'S 1963 Model Clearance!

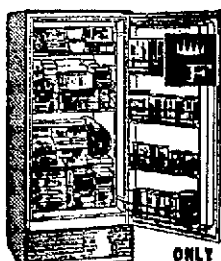
NEVER BEFORE AT THIS PRICE! FRIGIDAIRE "BOTTOM FREEZER" REFRIGERATOR



AT A PRICE YOU
CAN'T AFFORD TO MISS
ONLY!
\$279⁷³

- NO DEFROSTING EVER IN HUGE REFRIG. SEC.
- GIANT 163-LB. BOTTOM FREEZER
- FRIGIDAIRE DEPENDABILITY

HUGE 336-LB. FRIGIDAIRE FOOD FREEZER



- ZERO ZONE FREEZING
- EXTRA DEEP DOOR SHELVES

ONLY 167⁶⁰

FABULOUS FLAIR by FRIGIDAIRE

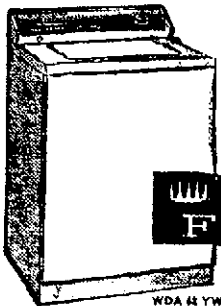


- Glamorous Looks Built-in. Installs in Minutes.
- Cooking Units Roll Back Out of Way. COLOR or WHITE.

272⁷⁰

Frigidaire Laundry--Big-Big-Savings!

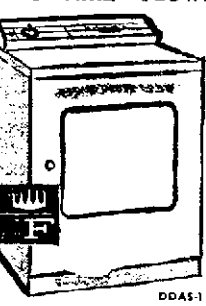
STURDY FRIGIDAIRE



- WASHER
- 2 CYCLE
-
- 3-RING AGITATOR
-
- BABY CARE ACTION

CLEARANCE PRICE—ONLY, **\$174³⁰**

FRIGIDAIRE "FLOWING HEAT"



- DRYER
-
- SAFER THAN SUNSHINE
-
- DRIES BREEZE FRESH
-
- ALL FABRIC SETTING

CLEARANCE PRICED AT **134⁶²**

ZENITH COLOR TV



AT
DRASTIC
REDUCTIONS
•
HANDWIRED-
HANDCRAFTED
QUALITY
HUGE TRADE-IN
TREMENDOUS
SAVINGS!

PRICES YOU'VE BEEN WAITING FOR

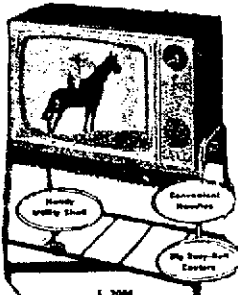


BEAUTIFUL ZENITH 23" CONSOLE

LO-BOY
CHOICE OF MAPLE,
WALNUT OR MAHOGANY.

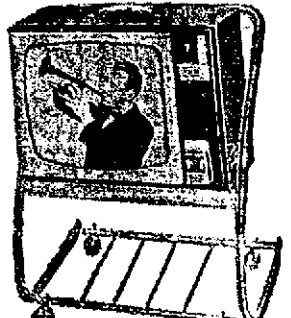
CLEARANCE PRICE
PRICED TOO LOW
TO ADVERTISE!

19" ZENITH PORTABLE



OUT THEY GO! **148⁸⁸**

19" Zenith 'Space Command' REMOTE CONTROL



CLEARANCE PRICED
TOO LOW TO ADVERTISE!

HILL'S

90-DAY TERMS FREE TO CASH BUYERS

It Pays to Buy at Hill's Because:

- WE GIVE HIGHEST TRADE-INS
- COMPLETE SELECTIONS
- OUR OWN SERVICE DEPARTMENT BACKS WHAT WE SELL
- NO DOWN PAYMENT NEEDED

STORE HOURS:
MON.-
THURS.-FRI.
TIL 9 P.M.
TUES.-WED.-
SAT.
TIL 6 P.M.

Our Own Service
Department
Backs Up
What We Sell!
15 YEARS IN
SAME LOCATION!
5650 Atlantic Ave., N.L.B.
GA 2-0908, GA 2-7078

HIGHEST
TRADE-IN
ALLOWANCE

MONDAY

October 28, 1963

★ PAID ADVERTISEMENT

6:00 A.M.

- 2 Sunrise Semester: Ethics "Cult of Pleasure"
- 7 Cartoon Capers (2½ hrs.)
- 6:30
- 2 Society & School (USC)
- 4 (Color) Tales of West: "Great Cattle Drives"

7:00 A.M.

- 2 Captain Kangaroo
- 4 Today, Hugh Downs.
- 7:30
- 11 Columbia Univ. Lectures
- 7:45
- 5 For Kids Only, Sk. Frank
- 9 Big Babysitter (cartoons)

8:00 A.M.

- 2 Panorama Pacific, R. Rowe
- 11 Cartoon Fun
- 8:15
- 5 Learn to Draw, Jon Gnagy
- 8:30
- 5 For Kids Only, Sk. Frank
- 7 Zoomama (San Diego)
- 13 Felix the Cat (cartoons)

9:00 A.M.

- 2 News with Mike Wallace
- 4 Say When, Art James
- 5 The Romper Room
- 7 I Married Joan, J. Davis
- 11 The Jack LaLanne Show
- 13 Morning News
- 9:15
- 13 Guidepost to Science (6)

9:30

- 2 I Love Lucy, Lucille Ball
- 4 (Color) Word for Word
- 7 Love That Bob! Cummings
- 11 Movie: "Gallant Sons," Jackie Cooper (40)

10:00 A.M.

- 2 The McCoy's, W. Brennan
- 4 Concentrat'n, Hugh Downs
- 5 Movie (on L.A. Today): "Dance Hall," Carol Landis (41)
- 7 December Bride, Byington
- 9 Movie: "Kid Gallahad," Edw. G. Robinson (37)
- 10:15
- 13 Guidepost to Science (B8)

10:30

- 2 Pete and Gladys

- 4 (Color) Missing Links
- 7 Girl Talk, Virginia Graham
- 10:45
- 13 Guidepost to Spanish II
- 11:00 A.M.
- 2 Love of Life
- 4 (Color) First Impression
- 7 Price Is Right, Bill Cullen
- 11 The Jean Majors Show
- 13 Meet the Future
- 11:15
- 13 Guidepost to Spanish I
- 11:30
- 2 Search for Tomorrow
- 4 (Clr) Truth-Consequences
- 7 Seven Keys, Jack Narz
- 9 Spectrum: "Amer. Music"
- 11 The Phil Norman Show
- 13 TV Bingo, Johnny Jacobs
- 5 Cross Current (11:35)
- 11:45
- 2 The Guiding Light

12:00 NOON

- 2 Burns and Allen Show
- 4 (Color) People Will Talk
- Guest: Lorne Greene
- 7 Tennessee Ernie Ford
- Guest: Jack LaLanne
- 9 En France: "Tourist Office"
- 11 Sheriff John, John Rovick
- 13 Movie: "Honeychile," Judy Canova (51)
- 5 Trouble w/Father (12:10)
- 12:30
- 2 As the World Turns
- 4 The Doctors, Fred Scollay.
- 7 Father Knows Best, Young
- 9 Mr. D.A., David Brian
- 12:45
- 5 Dateline Europe, J. Thor

1:00 P.M.

- 2 Password, Allen Ludden.
- Milt Kamen, Betty White
- 4 Loretta Young Theatre
- 7 Gen'l Hospital, J. Berardino
- 9 Cartoonsville
- 11 Movie: "Calling Dr. Kil-dare," Lew Ayres (39)
- 1:20
- 5 Douglas Fairbanks Th'tr
- 1:30
- 2 Art Linkletter House Party
- 4 (Color) You Don't Say!
- 7 The Pamela Mason Show
- 1:45
- 9 Feature Page, Joe Dolan
- 5 Overseas Adventure (1:55)



THE LATE Al Jolson is the subject of "Hollywood and the Stars" at 9:30 p.m. on Monday, channel 4.

2:00 P.M.

- 2 To Tell the Truth, Collyer.
- Ruby Dee and Dick Shawn
- 4 Match Game, G. Rayburn
- 9 Movie: "Dark Mirror," Olivia DeHavilland (46)
- 13 Vagabond: "Quebec"
- 2:30
- 2 The Edge of Night
- 4 Make Room for Daddy.
- 5 Movie: "Danger Island," Peter Lorre (38), Mr. Moto.
- 7 Day in Court: Bigamy.
- 13 The Ann Sothern Show

3:00 P.M.

- 2 The Secret Storm
- 4 Bachelor Father, Forsythe
- 7 Queen for Day, J. Bailey
- 11 Oh Susanna, Gale Storm
- 13 Felix the Cat (cartoons)
- 3:30
- 2 My Little Margie, G. Storm
- 4 Movie: "Rage of Paris," Danielle Darrieux (38)
- 7 Who Do You Trust?
- 11 The Chucko Show
- 3:45
- 9 The Mighty Hercules
- 4:00 P.M.
- 2 Life of Riley, Wm. Bendix
- 5 Bozo's Circus, V. Colvig
- 7 Trailmaster, Ward Bond
- 34 Reloj Musical (variety)
- 4:30
- 2 Movie: "The Magic Carpet," Lucille Ball, Raymond Burr (51 - 1st run).
- Deposed caliph.
- 9 The Engineer Bill Show
- 11 Cartoons, Al Lohman Jr.
- 34 Un Canto de Mexico
- 4:45
- 5 Popeye, Tom Hatten
- 13 Rocky and His Friends

5:00 P.M.

- 7 Hawaiian Eye, E. Easley
- 11 Cartoons, Don Lamond
- 13 The Lloyd Thaxton Show
- 34 Escuela KMEX (English)
- 5:30
- 5 Beetle and His Buddies
- 9 Funny Company, J. Coons
- 11 Superman, George Reeves
- 34 El Seguro Social (soc. sec.)
- 5:45
- 4 (Color) Nws/W'ther/Sprts
- 13 Bill Johns, News
- 6:00 P.M.
- 2 Big News, Jerry Dunphy
- 4 (Color) Jack Latham News
- 5 You Asked For It, J. Smith
- 7 News Hour, Baxter Ward
- 9 The Lone Ranger, C. Moore
- 11 The Mickey Mouse Club
- Disneyland engineer explains why Main St. car tracks were relaid.
- 13 (Color) Courageous Cat
- 34 Codicia (dramatic serial)
- 6:30
- 4 Huntley-Brinkley Report
- 5 The News, Robert Arthur (now with Tom Duggan)
- 9 Our Miss Brooks, E. Arden
- 13 (Color) Touche Turtle
- 34 Noticiero 34 (News)
- 6:45
- 7 Ron Cochran, News
- 11 George Putnam Dateline

7:00 P.M.

- 2 Walter Cronkite, News
- 4 (Color) Golden Voyage
- Jack Douglas: "Hill People of Kentucky," Interviews
- 5 Leave It to Beaver
- 7 I'm Dickens... He's Fenster, Marty Ingels
- 9 People Are Funny
- 11 Quick Draw McGraw
- 13 (Color) Wild Cargo
- "Southern Louisiana," Capturing alligators, jungle rats.
- 34 Borrasca (drama serial)
- 7:30
- 2 To Tell the Truth, Bud Collyer: Abe Burrows
- 4 (Color) Movie: "Good Morning Miss Dove," Jennifer Jones, Robert Stack (55-1st run). Flash-back story of a dedicated teacher over 4 decades.
- 5 Addograms, Jack Barry
- 7 The Outer Limits: "The Man Who Was Never Born," Martin Landau, Shirley Knight, John Considine. Grotesque man from the devastated earth of the 22nd century returns through time to kill the biologist whose discoveries were responsible for man's near-devastation of 1995.
- 9 YONITE & EVERY NITE!
- ★ DOBIE GILLIS on 9
- 11 One Step Beyond: "The Sacred Mushroom." Story of the rare plant in remote Mexico said to effect the ESP of those who eat it.
- 13 KEN MURRAY CUTS
- ★ CAPERS ON 'HOLIDAY'
- Ken and Bette Lou Murray narrate their own films of their vacation in Jackson Hole in the High Sierras. Murray winds up judging a Miss Press Photographer contest.
- 34 Seis a las 7:30 (jazz)
- 8:00 P.M.
- 2 I've Got a Secret, G. Moore
- Groucho Marx is celebrity guest.
- 5 The Lawman, John Russell
- 9 ELSA MARTINELLI
- ★ KIRK DOUGLAS in "INDIAN FIGHTER"
- M S M—COLOR
- with Walter Abel, Walter Matthau (55-1st run). Frontiersman and the daughter of Indian chief.
- 11 The Untouchables, Robert Stack, Clu Gulager. Ness stalks Dutch Schulz and "Mad Dog" Coll.
- 13 STONEY BURKE
- ★ WITH JACK LORD
- Political assassination involves beauty.
- 34 Pablo y Elena (serial)
- 8:30
- 2 The Lucy Show, Lucille Ball. Gale Gordon. Lucy calls on reformed safe-cracker (Jay Novello) to help get Mr. Mooney out of the bank vault. But the feel of the tumblers in his fingers triggers his return to crime.
- 5 Thin Man, Peter Lawford
- 7 (Color) Wagon Train, John McIntire, Clu Gulager, Ed Begley. Bank-robbing desperados take young Barnaby (Michael Burns) as hostage while making a getaway.
- 34 Corazon: Diario de Nino
- 9:00 P.M.
- 2 The Danny Thomas Show. Kathy and Bunny are afraid to tell their husbands about the rickety old house they bought in the country.
- 5 Special of the Week: "Mme. Ngo Dinh Nhu." Still more of the Dragon Lady, as Robert Arthur and Bill Stout cover her address before the World Affairs Council at the BevHilton, and question her following her talk. (Taped Saturday)
- 11 Naked City, Paul Burke, Robert Redford. Murdering hoodlums, dressed as Nazis, are sent to Bellevue.
- 13 The Addict (see box)
- 34 Sor Juana Ines (serial)
- 9:30
- 2 The Andy Griffith Show.

SPECIAL

THE ADDICT—An hour-long special report on one man's addiction to dope is told at 9 p.m., ch. 13. Lauded by Gov. Brown as "the most effective anti-narcotics message of recent time," shocking study demonstrates the destruction brought on by narcotics, the unbearable pain, the private world of momentary pleasure. We meet Greg Dykes, and the people who influenced his chaotic life.

Mountaineer (Denver Pyle) abducts Aunt Bee—object: matrimony. The Dillard Brothers are featured as his sons.

4 Hollywood & the Stars, Joseph Cotten: "The Immortal Jolson." Career of a young street singer who rose to a salary of \$15,000 a week.

34 Comicos y Canciones

9:55

9 Hollywood Newsreel

10:00 P.M.

2 East Side/West Side, Geo. C. Scott, Theodore Bikel, Lou Frizzel. Man is faced with the problem of his 20-year-old retarded son when a resident wants him committed.

4 (Color) Sing Along With Mitch, Mitch, Leslie Uggams and the Sing Along Gang salute various forms of entertainment.

5 Robt. Taylor's Detectives

7 The Breaking Point, Paul Richards, Kim Hunter, Mark Richman. Inability to find the husband she knows in the strong political image he has become is the breaking point for the wife of a senatorial candidate.

9 SEE CLETE ROBERTS!

★ EVERY NITE on 9!

11 George Putnam, News

13 News, Johns and Fishman

34 Box de Mexico (boxing)

10:30

9 Movie: "The Thing," Dewey Martin, James Arness (51)

11 The Paul Coates Show

13 It's Country Music Time

11:00 P.M.

2 News, Dunphy and Hart

4 (Color) Jack Latham News

5 The News, Robert Arthur

7 ABC News; Baxter Ward

11 The Best of Groucho

13 Movie: "Track the Man Down," Kent Taylor (57), Scotland Yard.

11:15

4 (Color) Tonight, Johnny Carson with Libby Morris, Jan Sterling, guitarist Laurindo Almeida

5 W'ther/Sprts; Steve Allen (11:20), with Jerry Van Dyke, John Lackey, Jennie Smith (repeat)

11:30

2 The Late Show Tonight!

★ ALAN LADD stars as "WHISPERING SMITH" with Robert Preston (48). Railroad detective of 1890.

7 Five Fingers, D. Hedison

11 Movie: "Desire Me," Greer Garson (47)

34 Noticiero 34 (News)

12:05

9 Movie: "Kid Galahad," Edw. G. Robinson, Bette Davis (37)

12:30

7 Movie: "Ware Case," Clive Brook (Br.-35)

12:50

5 Ladies Night, Wynda Lees

1:15

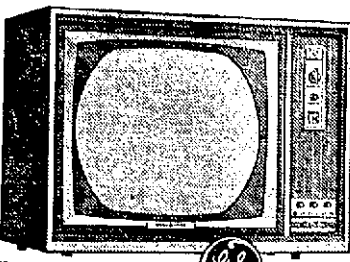
2 Movie: "Paris in Spring," Mary Ellis (35-1st run)

1:30

11 All-Night Show: "Nightmare Alley" and "The Bribe"

9 Spectrum (1:35)

MR. ESTERN SEZ
HOLD THE PRICE
DOWN! 1964 GENERAL
ELECTRIC COLOR TV



Model M920YEB

\$398⁸⁸

ONE YEAR FACTORY GUARANTEE
ON ALL PARTS
70 COLOR SETS TO CHOOSE FROM

PARK AT OUR DOOR

OPEN 10-5 P.M. SAT. 5-5 SUN. 1-5

the ESTERN CO. Long Beach • HE 4-9415
3344 E. Pacific Coast Hwy.





SYLVIA LEWIS and Dick Van Dyke perform for a school show during "The Dick Van Dyke Show" at 9:30 p.m. Wednesday, channel 2.

Pan & Jan

Would you please tell me if the premiere showing of "The Greatest Show on Earth" had previously been aired on TV? I'm certain I've seen it before, but no one else agrees.

Mrs. Jean Summers,
Long Beach

Neither does ABC-TV. The opening episode, they maintain, was an original story done specifically for "The Greatest Show on Earth." If it was familiar, they're sorry.

Could you tell me if John Berardino of "General Hospital" was a baseball player and when and with what ball team did he play?

Mrs. Lena A. Blair,
Long Beach

John was the most valuable player of the University of Southern California's baseball team in 1937. In 1939 he played for the St. Louis Browns, served with the Navy during World War II, then returned to the Browns. He was sold to the Cleveland Indians for \$80,000 in 1948 and was second baseman for the team that year when it won the World Series. In 1952 he was sold to the Pittsburgh Pirates and a year later retired from baseball because of a leg injury.

Although you didn't ask, his acting career started before his baseball days. He appeared in "Our Gang" comedies when he was seven years old.

What has happened to the "new, exciting" Judy Garland Show? Up to this time I had admired her, but now!

When she mumbles out a joke, she sounds like she's drunk. I know you can't fix this show, but do you know what happened?

Kathy Nodler, Long Beach
CBS-TV has experts trying to figure "what happened" and some changes are in prospect.

The lightest handiest typewriter in the WORLD!

HERMES ROCKET
Full Size Office Keyboard
Pica or Elite Type
2-Color Ribbon
5-YEAR PARTS AND LABOR GUARANTEE
BUY YOURS FROM A TYPEWRITER SPECIALIST

DISCOUNT PRICE
\$49.95 plus tax

EASY TERMS
TYPEWRITERS
LAKWOOD CENTER

Bricknell's
5006 Faculty Ave. In the Faculty Shops ME 3-1115

NOW YOU CAN BUY A MAYTAG
FEATURE LOADED
FOR THE PRICE OF AN ORDINARY DRYER!

MAYTAG Multi-Temp Pushbutton DRYER

Brand NEW!

- PUSHBUTTON CONTROLS IN CLADDING WASH 'N WEAR
- LINT FILTER
- STEEL CABINET WITH SAFETY DOOR

SPECIAL—ONLY
158.88
110 or 220 Volt

FREE VENTING DURING OUR "DRYER BUYER DAYS" AT

LEO UPCHURCH APPLIANCES
10055 E. ALONDRA, BELLFLOWER — TO 6-3614

"YOUR GUARD OF QUALITY"



GARDEN GROVE STORE (only)
OPEN SUNDAY
9 a.m. to 6 p.m.

SPECIALS GOOD
thru. WEDNESDAY,
OCT. 30th ONLY!
AT ALL 3 STORES

CENTER MEAT CO.

LAKWOOD CENTER
4932 Faculty Ave. — ME 2-4630
Open Daily 9 a.m. to 9 p.m.
GARDEN GROVE
(Inland to Zephyr)
8772 Chaumont Ave. — LE 9-1181
SANTA ANA 155 W. Parkland
Across from Sears

GIVE THE UNITED WAY

BEEF SALE
RUMP ROAST
OR
SWISS STEAK

Tender
Juicy Beef
Cut From
Custom Fed
Steers, our
Lowest Price
In Years

59¢ lb

New York Steaks



Boneless famous "New York Cuts" —super-trimmed the Center Meat Co. Way!

1.09 lb.

Superb eating!

FILET MIGNON **1.49** lb.

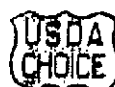
GOURMET QUALITY — the "steak the catfishermen themselves prefer!" Have 60¢ per pound over supermarket prices and get far better steaks!

TURKEY HINDQUARTERS

U.S.D.A. GRADE "A"
YOUNG-DELICIOUS
PERFECT FAMILY
SIZE 4-6 LBS. EACH

29¢ lb.

SIDE OF BEEF



Save \$35 per side
No Money Down—
6 months to pay

Approx. Weight 350-375 lbs.

HINDQUARTER of BEEF

USDA Graded Choice or Our Own Selected Custom-Fed

PHONE ORDERS ACCEPTED

59¢ lb

WITHOUT OBLIGATION, CALL HE 2-3456
for a **FREE Home DEMONSTRATION** OF THE NEW
1963★**MUNTZ 23" TV**
★**RADIO & 3 speed**
★**STEREO PHONO COMB.**

23 **\$198**

NO CHARGE FOR DELIVERY AND INSTALLATION!

FREE!
50 STEREO SELECTIONS
NO PAYMENT FOR 45 DAYS

NO MONEY DOWN
\$2.50 PER WEEK!

BUY DIRECT & SAVE!
★ As Advertised in Life & Saturday Evening Post
★ Hand Wired Power Plant
★ Powerful—Cool Operating
★ Hand Rubbed Cabinetry
★ 100% American Made

Muntz TV
FACTORY FRANCHISED DEALER
PIONEER TV
517 LONG BEACH Blvd. • DOWNTOWN LONG BEACH
OPEN 7-9 DAILY & SUNDAY

TUESDAY

October 29, 1963

★ PAID ADVERTISEMENT

6:00 A.M.

- 2 Sunrise Semester: Art
"Early Greek Art"
7 Cartoon Capers (2½ hrs.)

6:30

- 2 Communism: Myth, Reality
4 (Color) Tales of West:
"Outlaws & Lawmen"

7:00 A.M.

- 2 Capt. Kangaroo
4 Today, Hugh Downs with
Andy Williams, Summer
Locke Elliott, Amb. Adlai
E. Stevenson

7:15

- 11 Columbia Univ. Lectures:
"U.S. & World Resources"

7:45

- 5 For Kids Only, Sk. Frank
9 Big Babysitter (cartoons)
13 Teachers' Institute

8:00 A.M.

- 2 Panorama Pacific, R. Rowe
Guest: Preston Foster
11 Cartoon Fun

8:30

- 7 Zoorama (San Diego)
13 Felix the Cat (cartoons)

9:00 A.M.

- 2 News with Mike Wallace
4 Say When, Art James
5 Romper Room
7 I Married Joan, J. Davis
11 The Jack LaLanne Show
13 Morning News

9:15

- 13 G'depost: Soc. Studies (3)
9:30

- 2 I Love Lucy, Lucille Ball
4 (Color) Word for Word
7 Love That Bob Cummings
11 Movie: "Hangover
Square," Laird Cregar ('45)

9:45

- 13 Essence of Judaism
10:00 A.M.

- 2 The McCoys, W. Brennan
4 Concentration, Hugh Downs
5 Movie (on L.A. Today):
"The Lady Escapes,"
Gloria Stuart ('37)
7 December Bride, Byington
9 Movie: "State Dept. File
'649," Wm. Lundigan ('49)

10:15

- 13 G'depost: Focus on Amer.
10:30

- 2 Pete and Gladys
4 (Color) Missing Links
7 Girl Talk, Virginia Graham

- 10:45
13 G'depost: Living in West
11:00 A.M.

- 2 The Love of Life
4 (Color) First Impression
7 Price Is Right, Bill Cullen
11 The Jean Majors Show
13 G'depost: Soc. Studies (5)

11:30

- 2 Search for Tomorrow
4 (Clr) Truth-Consequences
7 Seven Keys, Jack Narz
9 Spectrum: "Art of Th'tr"
11 The Phil Norman Show
13 TV Bingo, Johnny Jacobs
5 Cross Current (11:35)

SPECIAL

ANDY WILLIAMS — Two Oscar winners team up with the Emmy-winning singer as Jane Wyman (Johnny Belinda), Ernest Borgnine (Marty) and Carl Ballantine guest at 10 p.m., in color, ch. 4. As a Navy officer, Borgnine tricks Andy into a cruise, and Ballantine, who plays Lester Gruber to Borgnine's McHale on ABC, returns to his magician's tricks to saw Miss Wyman in half.

11:45

- 2 The Guiding Light
12:00 NOON

- 2 Burns and Allen Show
4 (Color) People Will Talk
7 Tennessee Ernie Ford
Guest: Janet Blair
9 Beginnings (great thinkers)
11 Sheriff John, John Rovick
13 Movie: "My Sister Eileen,"
Rosalind Russell ('42)
5 Trouble w/Father (12:10)

12:30

- 2 As the World Turns
Ruth Warrick rejoins cast
for 4 days
4 The Doctors, Fred Scollay
7 Father Knows Best, Young
Mr. D.A., David Brian

12:45

- 5 Dateline Europe, J. Thor
1:00 P.M.

- 2 Password, Allen Ludden
4 Loretta Young Theatre
7 Gen'l Hospital, J. Berardino
9 Cartoonsville
11 Movie: "Come Live with
Me," James Stewart ('41)

- 1:20
5 Douglas Fairbanks Th'tr
1:30

- 2 Art Linkletter House Party
Guest: Cesare Danova
4 (Color) You Don't Say!
7 The Pamela Mason Show
13 Ed Allan Show (health)

1:45

- 9 Feature Page, Joe Dolan
5 Overseas Adventure (1:55)

2:00 P.M.

- 2 To Tell the Truth, Lewis
4 Match Game, G. Rayburn
9 Movie: "A Double Life,"
Ronald Colman ('47)
13 Vagabond: "Rancheros
Visitadores,"

2:30

- 2 The Edge of Night
4 Make Room for Daddy
5 Movie: "Prelude to Fame,"
Guy Rolfe (Br-'50)
7 Day in Court: Theft
13 The Ann Sothern Show

3:00 P.M.

- 2 The Secret Storm
4 Bachelor Father, Forsythe
7 Queen for Day, J. Bailey
11 Oh Susanna, Gale Storm
13 Felix the Cat (cartoons)

3:30

- 2 My Little Margie, G. Storm
4 Movie: "Art You With It?"
Donald O'Connor ('48)
7 Who Do You Trust?
11 The Chucko Show

3:45

- 9 The Mighty Hercules
4:00 P.M.

- 2 Life of Riley, Wm. Bendix
5 Bozo's Circus, V. Colvig
7 Trailmaster, Ward Bond
13 Reloj Musical (variety)

4:30

- 2 Movie: "Tarzan's Magic
Fountain," Lex Barker
9 The Engineer Bill Show
11 Cartoons, Al Lohman Jr.
13 Un Canto de Mexico

4:45

- 5 Popeye, Tom Hatten
13 Rocky and His Friends
5:00 P.M.

- 7 Laramie, John Smith
11 Cartoons, Don Lamond
13 The Lloyd Thaxton Show
13 Escuela KMEX (English)

5:30

- 5 Beetle and His Buddies
9 Funny Company, J. Coons
11 Superman, George Reeves
13 Motivo de Alarma (fire)

5:45

- 4 (Color) Nws/Wthr/Sprts
13 Bill Johns, News
13 La Hora de la Marina

6:00 P.M.

- 2 Big News, Jerry Dunphy
4 (Color) Jack Latham News
5 You Asked for It, J. Smith
7 News Hour, Baxter Ward
9 The Lone Ranger
11 The Mickey Mouse Club
13 (Color) Courageous Cat
13 Codicia (dramatic serial)

6:30

- 4 Huntley-Brinkley Report
5 The News, Robert Arthur
9 Our Miss Brooks, E. Arden
13 (Color) Touche Turtle
13 Noticiero 34 (News)

6:45

- 7 Ron Cochran, News
11 George Pinam Dateline
7:00 P.M.

- 2 Walter Cronkite, News
4 (Color) Across the 7 Seas
Jack Douglas: "Navajo."
5 Leave It to Beaver
7 Battleline, Jim Bishop:
"Paris"
9 People Are Funny
11 Huckleberry Hound
13 (Color) Wonders of the
World: "Alaska Adventure."
Nome to Kotzebue.
13 Bonasca (drama serial)

7:30

- 2 Marshal Dillon, James
Arness, Joanna Moore
4 Mr. Novak, James Fran-
ciscus, Alexander Scourby.

(Advertisement)

DOES ASTHMA

Make You Short of Breath?

At the first sign of wheezing, difficult breathing or coughing from recurring bronchial asthma, get the MENDACO. It works fast to combat allergy, relax bronchial tubes, thin and help remove the "cough" from the usually messy breathing tubes, mucus coughing, thus promotes faster sleep. Get MENDACO at drug stores. 1415 14th St.



RICHARD BOONE portrays the seedy owner of a store in a small Mexican fishing village during "The Richard Boone Show" at 9 p.m. Tuesday, channel 4.

Sherry Jackson, Reformed alcoholic launches a new teaching career, but it's threatened by his child bride who staggers drunk into the school.

- 5 Addograms, Jack Barry
7 Combat! Vic Morrow, Eddie Albert, World War I doughboy turns up in 1945 France, and takes Sanders prisoner when he mistakes his GI-garb for a Huns uniform.
9 Dobie Gillis, D. Hickman
11 Cheyenne, Clint Walker Being good samaritan doesn't pay.

INSIDE IRON CURTAIN

★ WITH B. BURRUD! COLOR

- 13 Premier Orfeon (musical)

8:00 P.M.

- 2 The Red Skelton Hour.
Ethel Merman, as owner of a food-packaging firm, plots to seal Freddie's recipe for Mulligan stew. As herself, she offers a medley of songs.
5 The Lawman, John Russell
9 (Color) Movie: "Indian
Fighter," Kirk Douglas

GLENDALE FEDERAL

★ SAVINGS PRESENTS

- "PROBE"—DR. BURKE
"Keeper of the Power"
Threat of military.
34 Pablo y Elena (serial)

8:30

- 4 Redigo, Richard Egan, Kathy Browne, James Best. Redigo befriends a down-on-her-luck girl and winds up fighting her knife-wielding ex-boy-

- friend. (Miss Browne will become Mrs. Adam Cartwright early next year.)
5 Zane Grey Theatre: "The Reckoning," Stephen McNally, Audrey Totter.
7 McHale's Navy, Ernest Borgnine, Tim Conway. Girl-shy Parker is assigned to train 5 beautiful nurses in judo.

- 11 Thriller, Boris Karloff: "The Hollow Watcher," Audrey Dalton, Sean McClory

HOTSPOTS '63—COLOR

- ★ Today's World Crisis
"Malaysia." World's newest nation on brink of war.
34 Arriba el Norte (music)

9:00 P.M.

- 2 Petticoat Junction, Bea Benaderet, Edgar Buchanan, Uncle Joe's mail-order perfume business is nil, until mosquitoes invade the hotel and Kate finds a new market

- for the pungent perfume.
4 The Richard Boone Show: "Sorofino's Treasure," Robert Blake, Laura Devon, Boone, Shaik fisherman (Blake) finds a pearl which awakens greed among villagers.
5 Roller Skating (sports box)
7 (Color) Greatest Show on Earth, Jack Palance, Fabian, James Coburn. When hot-headed young aerialist is charged with robbery and homicide, Slate turns all circus personnel loose on the town to find the real culprit.

EXPEDITION TO

- ★ ROOF OF THE WORLD
Dyrenfurth's 1955 Himalaya expedition.

- 34 Sor Juana Ines (serial)

9:30

- 2 The Jack Benny Program. Jimmy and Gloria Stewart make their 5th annual visit to Benny's show, as Jack disrupts production by crashing the set where the Stewarts are filming.

- 11 M-Squad, Lee Marvin
13 (Color) Happy Wanderer, Slim Barnard: "Solvang," A Corner of Denmark.

- 34 Yate del Prado (musical)

10:00 P.M.

- 2 The Garry Moore Show. Singer Nancy Dussault makes her first of at least 4 appearances with Moore, joining comedian-singer Allan Sherman and Dorothy Loudon in skits of Halloween, hypochondria and 1929

- 4 (Color) Andy Williams Show (see box)
7 The Fugitive, David Janssen, Alcindro Rey, Beverly Garland. Kimble's uncalled-for hands are resented by fellow Imperial Valley fruit pickers

- 9 Clete Roberts, News
11 George Putnam, News
13 News, Johns and Fishman
34 Chucheries (musical)

10:30

- 9 Movie: "Godzilla," Raymond Burr ('56)
11 The Paul Coates Show
13 It's Country Music Time
34 Algo de lo Nuestro

11:00 P.M.

- 2 News, Dunphy and Hart
4 (Color) Jack Latham news
5 The News, Robert Arthur
7 ABC News; Baxter Ward
11 The Best of Groucho
13 Movie: "Storm over Lisbon," Vera Ralston ('44)

11:15

- 4 (Color) Tonight, Skitch Henderson, Ed McMahon (Carson takes 2 days off for his movie debut in Connie Francis' "Looking for Love"). Abe Burrows, Dick Gehman, Jimmy Breslin guest.

- 5 W'her/Sprts; Steve Allen (11:20), with Dizzy Gillespie, Nancy Wilson, Joe Flynn, Little Bertha

11:30

- 2 Movie: "Walk East on Beacon," George Murphy
7 Stagecoach West, R. Bray
11 Movie: "Gallant Bess," Marshall Thompson ('47)
13 Noticiero 34 (News)

12:30

- 7 Movie: "Headline," David Farrar ('43)
9 Movie: "State Dept. File No. 649," Wm. Lundigan

12:50

- 5 Ladies Night, Wynda Lees
1:15

- 2 Movie: "Return of Sophie Lang," Gertrude Michael
1:30

- 11 All-Night Show: "Homecoming" and "High Barbaree"

Du PONT

CONTINUOUS FILAMENT

NYLON CARPET

TWEEDS AND PLAINS TO CHOOSE FROM.
TWELVE AND FIFTEEN FEET WIDE.

\$385
PER SQ. YD.

501 NYLON
CARPETING

\$585
PER SQ. YD.

WE CARRY THE FINEST LINES
OF CARPETS

- Bigelow
- Hollytex
- Mohawk
- Magee
- Callaway Mills
- Pride Carpet

"AND MANY OTHERS"

BEGHTOL'S

Fine Quality Since 1916

Largest Dealer of Zenith Black & White and Color TV in Lone Beach

1372 W. Willow, L.B. GARfield 6-2632

Open Monday and Friday Evenings Until 9

FURNITURE - CARPETING - APPLIANCES



ROLLER SKATING championships, 9 p.m., ch. 5, with Dick Lane at the Olympic.

The Lens-Happy Murrays



BETTE MURRAY

Not too long after they were married 15 years ago, Ken Murray handed a movie-camera to his wife, Bette, and said:

"All you do is wind up this thing and press the button."

The occasion was a father-son softball game at a party given by the Bing Crossbys. Comedian Ken had the serious task of umpiring the game.

So wife Bette wound up and pressed the button and, after 15 years of more of the same, she's got muscles in her trigger-finger.

During that period of time, the lens-lady has become so proficient she recently was



KEN MURRAY

elected to membership in the National Press Photographer's Assn.

Some of her proficient movie produce—in COLOR—will be shown in the half-hour program "Holiday" at 7:30 p.m. Monday, channel 13.

INCLUDED will be shots of Ken judging a beauty contest, High Sierras scenery, their daughters, Pam, 11, and Janie, 9, on their first airplane ride, but no bears.

"We saw one—a bear," said Ken. "I told her to get out and get it. She told me to get out and get it myself."

No snakes either—not that they saw any.

Or are they about to if Bette has her way.

Bill Holden has invited the Murrays to accompany him on an African safari but Bette has refused to go because she's afraid of snakes.

"They give me the heebies-jeebies," she said.

It is an ailment for which there is no known vaccine, even when you're a full-

fledged member of the National Press Photographer's Assn.

DOES YOUR WALL-TO-WALL CARPETING LOOK MORE SOILED SINCE YOU HAD IT CLEANED?

Our Methods Are Different

HERMATEX SOIL RETARDANT PROCESS
• Containing special additives • Will not leave a sticky residue
• Carpets Stay Clean Up to 3 Times Longer

DUO-DELLAY DUPONT PROCESS
• SEALS OUT DIRT • SEALS OUT WEAR
RUGS AND CARPET TRIPLE CLEANED IN OUR PLANT
SAVE 25% WITH CASH & CARRY



RUG & UPHOLSTERY CLEANERS

2222 E. 4th ST., LONG BEACH



PHONE FOR PICKUP, ESTIMATES

UNEQUALLED SERVICE!

GE 3-4971

USE YOUR BANKAMERICARD

SHOP and COMPARE

NOBODY But NOBODY SELLS FOR LESS

DIRECT FACTORY DEALER
FRIGIDAIRE — WEDGWOOD — GAFFERS & SATTLER
MAGNAVOX TV AND STEREO

YOU SAVE!
We have just purchased 40 of last year's model events and tops... Buy yours now at BELOW DEALER COST... You'll save enough to travel 100 miles.

FRIGIDAIRE WASHER



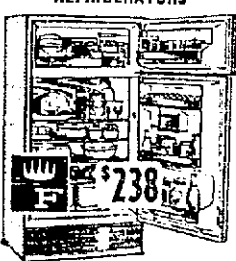
WCDAS 2
FULL PRICE
\$199.00

FRIGIDAIRE FLAIR



Model RDF-430
30" Flair new budget priced with surface units. Automatic clock, slice-out burner.

FRIGIDAIRE REFRIGERATORS



\$238.00

No detouring at this family-size refrigerator location. It's automatic. Zero Zone freezer holds 100 lbs. with twin fruit and vegetable hydrators.

STEEL HOURS: WEEK END UNTIL 8 P.M.
SAT. UNTIL 9 P.M., SUN. 12 TO 6 P.M.

TRADER TUCKER

1003 S. Long Beach Blvd.,
NE E-6465 COMPTON
Just South of Alondra

★ ALL DRIVERS

**AUTO INSURANCE
PAY BY THE MONTH**

REASONABLE RATES

DISCOUNTS FOR NO ACCIDENTS AND SECOND CARS
AVAILABLE THROUGH SOME OF OUR COMPANIES

ALL-MOTORISTS INSURANCE AGENCY

• HOME • FIRE • LIFE INSURANCE
1120 E. Pacific Coast Highway, Long Beach HENLOCK 5-5385

Fiesta's NEW relaxa-cove™ \$1995



76 FF—352 Sq. Ft.—3 to 7 ft. deep
prices may vary depending on area

**SPECIAL
WINTER
PRICE**

for 2 pools in 1
\$25 Monthly
No Money Down

The Only GENUINE Hydro-Therapy Swirl Pool

The "Palm Springs"

with your private, SELF-CONTAINED

relaxa-cove™

RELAXA-COVE COSTS NO MORE!

Why settle for ordinary pools when the PALM SPRINGS by Fiesta with a RELAXA-COVE can help your family to the wonderful health and relaxation they deserve.

RELAXA-COVE stimulates youthful vigor.

- RELAXA-COVE is not just a faucet shooting bubbles and air, but the very latest in swirl action.
- RELAXA-COVE is not a shallow, little wading pool, but a full depth, genuine hydro therapeutic pool where you can really relax on its built-in 14' seat.
- You don't get a single spray stream, RELAXA-COVE gives you the wonderfully thrilling health benefits of genuine hydro-therapy from head to toe.

BONUS WINTER SPECIAL: AUTOMATIC POOL CLEANER \$50

Fiesta can add a RELAXA-COVE to your present pool. Call for details.

ALL THIS PLUS FIESTA'S EXCLUSIVE GUARANTEE: No sub-contractors used. Only Fiesta owns all its own equipment and uses its own skilled craftsmen to build your pool.



Fiesta Pools

Get the startling facts on Fiesta's exclusive RELAXA-COVE. Call for a free brochure today!

Long Beach - Lakewood: NE 5-8168

South Gate: 930 Atlantic Blvd. ... LO 2-4625 Anaheim: 2154 S. Harbor Blvd. ... JE 7-4254

See the Southland's most beautiful pool display—Open 10-4 every day

WEDNESDAY

October 30, 1963

6:00 A.M.

- 2 Sunrise Semester: Ethics. "Egoistic Hedonism."
- 7 Cartoon Capers (2½ hrs.)
- 6:30**
- 2 Society & School (USC)
- 4 (Color) Tales of West: "Music of the West"

7:00 A.M.

- 2 Capt. Kangaroo: J. Adams
- 4 Today, Hugh Downs
- 7:30**
- 5 Supermarket Review
- 11 Columbia Univ. Lectures: "New Trade Patterns"

7:45

- 5 For Kids Only, Sk. Frank
- 9 Big Babysitter (cartoons)

8:00 A.M.

- 2 Panorama Pacific, R. Rowe
- 11 Cartoon Fun

8:15

- 5 Learn to Draw, Jon Gnagy
- 8:30**
- 5 For Kids Only (continued)
- 7 Zooma (San Diego)
- 13 Felix the Cat (cartoons)

9:00 A.M.

- 2 News with Mike Wallace
- 4 Say When, Art James
- 5 The Romper Room
- 7 I Married Joan, J. Davis
- 11 The Jack LaLanne Show
- 13 Morning News

9:15

- 13 Guidepost: Science (4)
- 9:30**
- 2 I Love Lucy, Lucille Ball
- 4 (Color) Word for Word
- 7 Love That Bob! Cummings
- 11 Movie: "Secret Man," Marshall Thompson (Br. '58)

9:45

- 13 Guidepost to Music (4)
- 10:00 A.M.**
- 2 The McCoys, W. Brennan
- 4 Concentration, Hugh Downs
- 5 Movie (on L.A. Today): "Mr. Moto's Last Warning," Peter Lorre ('38)
- 7 December Bride, Byington
- 9 Movie: "Hell's Island," John Payne ('55)

10:25

- 13 G'depost: Soc. Studies (7)
- 10:30**
- 2 Pete and Gladys
- 4 (Color) Missing Links
- 7 Girl Talk, Virginia Graham

10:45

- 13 Guidepost to Spanish II
- 11:00 A.M.**
- 2 Love of Life
- 4 (Color) First Impression
- 7 The Price Is Right, Cullen
- 11 The Jean Majors Show
- 13 Social Security in Action

11:15

- 13 Guidepost to Spanish I
- 11:30**
- 2 Search for Tomorrow
- 4 (Color) Truth-Consequences
- 7 Seven Keys, Jack Narz
- 9 Spectrum: "Amer. Music"
- 11 The Phil Norman Show
- 13 TV Bingo, Johnny Jacobs
- 5 Cross Current (11:35)

11:45**12:00 NOON**

- 2 The Guiding Light
- 2 Burns and Allen Show
- 4 (Color) People Will Talk
- 7 Tennessee Ernie Ford with guitarist Roy Clark
- 9 Community of Condemned
- 11 Sheriff John, John Rovick
- 13 Movie: "Country Husband," Frank Lovejoy ('56)
- 5 Trouble w/Father (12:10)
- 12:30**
- 2 As the World Turns
- 4 The Doctors, Fred Scollay
- 7 Father Knows Best, Young
- 9 Mr. D. A., David Brian
- 12:45**
- 5 Dateline Europe, J. Thor

1:00 P.M.

- 2 Password, Allen Ludden
- 4 Loretta Young Theatre
- 7 Gen'l Hospital, J. Berardino
- 9 Carletonville
- 11 Movie: "Unsung Hero," Loretta Young ('36)
- 1:20**
- 5 Douglas Fairbanks Th'tr
- 1:30**
- 2 Art Linkletter House Party
- 4 (Color) You Don't Say!
- 7 The Pamela Mason Show
- 1:45**
- 9 Feature Page, Joe Dolan
- 5 Overseas Adventure (1:55)

2:00 P.M.

- 2 To Tell the Truth, Lewis
- 4 Match Game, G. Rayburn
- 9 Movie: "Eve of St. Mark," Anne Baxter, Wm. Eythe
- 13 Vagabond: Redwood Empire
- 2:30**
- 2 The Edge of Night
- 4 Make Room for Daddy
- 5 Movie: "Girl Trouble," Don Ameche ('42)
- 7 Day in Court: Suit
- 13 The Ann Sothern Show

3:00 P.M.

- 2 The Secret Storm
- 4 Bachelor Father, Forsythe
- 7 Queen for Day, J. Bailey
- 11 Oh Susanna, Gale Storm
- 13 Felix the Cat (cartoons)
- 3:30**
- 2 My Little Margie, G. Storm
- 4 (Color) Movie: "Lady Killers," Alec Guinness, Peter Sellers (Br-'56)
- 7 Who Do You Trust
- 11 The Chucko Show

3:45

- 9 The Mighty Hercules
- 4:00 P.M.**
- 2 Life of Riley, Wm. Bendix
- 5 Bozo's Circus, V. Colvig
- 7 Trailmaster, Ward Bond
- 13 Reloj Musical (variety)

4:30

- 2 Movie: "Man in the Saddle," Randolph Scott ('51)
- 9 The Engineer Bill Show
- 11 Cartoons, Al Lohman Jr.
- 13 Blancas y Negras

4:45

- 5 Popeye, Tom Hatten
- 13 Rocky and His Friends
- 5:00 P.M.**
- 7 Hawaiian Eye, Al Easley
- 11 Cartoons, Don Lamond
- 13 The Lloyd Thaxton Show

SPECIAL

CHRONICLE—Charles Collingwood is host-narrator for a film profile of the English city of Blackpool, traditional vacation resort of the British millworkers and their families for more than a century, at 7:30 p.m., ch. 2. In the context of following a typical family vacation, the hour also examines the rapidly decaying textile industry in the areas surrounding Blackpool.

34 Escuela KMEC (English)**5:30**

- 5 Beetle and His Buddies
- 9 Funny Company, J. Coons
- 11 Superman, George Reeves
- 34 Puertas Abiertas (travel)
- 5:45**
- 4 (Color) News w/ther/Spts

6:00 P.M.

- 2 Big News, Jerry Dunphy
- 4 (Color) Jack Latham News
- 5 You Asked for It, Smith
- 7 News Hour, Baxter Ward
- 9 The Lone Ranger, C. Moore
- 11 The Mickey Mouse Club
- 13 (Color) Courageous Cat
- 34 Codicia (dramatic serial)

6:30

- 4 Huntley-Brinkley Report
- 5 The News, Robert Arthur
- 9 Our Miss Brooks, E. Arden
- 13 (Color) Touche Turtle
- 34 Noticiero 34 (News)
- 6:45**
- 7 Ron Cochran, News
- 11 George Putnam Dateline

7:00 P.M.

- 2 Walter Cronkite, News
- 4 (Color) Death Valley Days: "Measure of a Man," Rory Calhoun, Michael Pate.

Determined founder of the Arizona Rangers battles politics to capture vicious killer. (Arizona Ranger Captain Calhoun formerly starred as "The Texan.")

- 5 Leave It to Beaver
- 7 The Paul Winchell Show
- 9 People Are Funny
- 11 Heckle and Jeckle
- 13 (Color) This Exciting World, Alan Sloan:

"St. Moritz in the Alps"

- 34 Borrascas (dramatic serial)
- 7:30**
- 2 Chronicle, "Oh, Be Joyful" (see box)
- 4 (Color) The Virginian, Lee J. Cobb, Albert Salmi, Kathie Browne. Former outlaw returns in robes of a Franciscan monk but can't convince the townspeople that his outlaw days are over.

- 5 Addograms, Jack Barry
- 7 Ozzie & Harriet, Change in plans for entertaining important client causes mixups in the David Nelson household.
- 9 Dobie Gillis, D. Hickman
- 11 One Step Beyond: "The Face," Sean Kelly. Nightly dream of murder.
- 13 (Color) Adventure Tomorrow, Dr. Martin Klein: "Atoms at Work." Serving science and industry.
- 34 Clinica Musical (Comedy)

8:00 P.M.

- 5 The Lawman, John Russell
- 7 The Patty Duke Show.



LOIS NETTLETON is the wife of a pickpocket during "The 11th Hour" at 10 p.m. Wednesday, channel 4.

Patty decides to corner the baby-sitting market and hits off too much.

- 9 (Color) Movie: "Indian Fighter," Kirk Douglas
- 11 The Untouchables, Robert Stack, Anthony George.

Agent uses carrier pigeon to get out his messages.

- 13 The Story of . . . the Elizabeth. A 5-day run on the world's largest liner.
- 34 Pablo y Elena (serial)

8:30

- 2 Glynis, Glynis Johns, Ned Glass. Glynis goes to a known criminal for story material, and they plan a "fake" robbery together. (This series is reported to be next in line to follow "100 Grand" into oblivion.)
- 5 Robt. Taylor's Detectives
- 7 The Price Is Right, Bill Cullen, Ray Bolger guests.
- 13 SurfSide 6, Diane McBain
- 34 Festival de Canciones

9:00 P.M.

- 2 Beverly Hillbillies, Buddy Ebsen, Max Baer, Barbara Nichols. Jethro's first love fails to meet the approval of the Clampetts but stumbles upon an unusual idea for her exotic dance act. First of 2 shows guesting Miss Nichols.
- 4 Espionage: "He Rises on Sunday, and We on Monday," Patrick Troughton. Fervor of Irish rebellion leader for "the cause" overcomes his sense of humanity. Story is based on a rebel plot planned for Easter Monday, 1916, in which Sir David Roger Casement was captured and executed.
- 5 Wrestling (sports box)
- 7 Ben Casey, Vincent Edwards, Aldo Ray. Stricken factory worker has symptoms of a brain tumor, but Casey suspects lead poisoning.
- 11 Naked City, Paul Burke, Luther Adler, Betty Field. Man goes after money to cover post-dated check

10:00 P.M.

- 2 The Dick VanDyke Show. When Laura wants to star in a Parents' Council production, Rob must choose between his professional integrity and saving his marriage. Sylvia Lewis is featured.
- 13 Rams in Action (spts box)
- 34 Tijuana Corrida. Special telecast of celebrated June 16 bullfight.)

10:30

- 9 Hollywood Newsreel
- 10:00 P.M.**
- 2 The Danny Kaye Show. Dancer Juliet Prowse and comedian Howard Morris join Kaye in spoofing cowboy and crime shows. The Levee Singers are featured.
- 4 The 11th Hour, Ralph Bellamy, James Coburn, Lois Nettleton. Convicted pickpocket breaks parole in a desperate attempt to win a girl's love.
- 7 Channing, Jason Evers, Henry Jones, Suzanne Pleshette, Jeanne Cooper. Pretty senior tries feminine wiles to influence Prof. Howe's judging of literary contest—but Howe's old girl friend from undergraduate days is a judge, too.
- 9 Cleo Roberts, News
- 11 George Putnam, News
- 13 News, Johns and Fishman

11:00 P.M.

- 2 News, Dunphy and Hart
- 4 (Color) Jack Latham News
- 5 The News, Robert Arthur
- 7 ABC News; Baxter Ward
- 11 The Best of Groucho
- 13 Movie: "Specter of the Rose," Judith Anderson

11:15

- 4 (Color) Tonight, Skitch Henderson, Ed McMahon with Jackie Davis, Larry Storch, George Maharis, Gloria De Haven, Dr. I. M. Leavitt
- 5 W'her/Sprts; Steve Allen (11:20), with magician Jay Ose, Vikki Carr, Gypsy Boots

11:30

- 2 Movie: "Tin Pan Alley," Alice Faye, John Payne
- 7 New Breed, Leslie Nielsen
- 11 Movie: "Dark Delusion," Lionel Barrymore ('47)
- 34 Noticiero 34 (News)

12:05

- 9 Movie: "Hell's Island,"
- 12:30**
- 7 Movie: "Canal Zone,"
- 12:50**
- 5 Ladies Night, Wynda Lees
- 1:05**
- 5 Freedom University

1:15

- 2 Movie: "Partners in Crime," Lynne Overman
- 1:30**
- 11 All-Night Show: "Philadelphia Story" and "Judge Hardy and Son"

(Advertisement)

WOMEN PAST 21

WITH BLADDER IRRITATION

After 21, common kidney or bladder irritations afflict 1 in 10 women. Many women are unaware of the signs and symptoms until they are too late. Burning or itching when urinating, frequent urination, and pain in the back or lower abdomen are the first signs. If you have these symptoms, you may have a bladder infection. It is usually treated with antibiotics. If left untreated, it can lead to more serious complications. For immediate relief, try the new medicine, GYNOLIN. It is a powerful antibiotic that kills the bacteria causing the infection. It is safe and effective. For more information, write to GYNOLIN, P.O. Box 100, New York, N.Y. 10001.

LAKEWOOD HOME APPLIANCES

1117 LAKEWOOD BL. TO 4374 ME 3-474

TV REPAIR

- ★ CASH OR CREDIT
- ★ QUALIFIED TECHNICIANS
- ★ PROMPT, REASONABLE SERVICE
- ★ HOME REPAIRS OUR SPECIALTY
- ★ DAYS - NIGHTS - SUNDAYS - HOLIDAYS
- ★ WE GIVE BLUE CHIP STAMPS

GE 0-0026**HA 9-4462**

4311 E. CARSON ST., LONG BEACH

STAR TV & RENTAL CO.

CALL KENNY . . . FRIGIDAIRE HEADQUARTERS . . .
LIVE BETTER ELECTRICALLY . . . with a . . .

FRIGIDAIRE
 FLAMELESS
 ELECTRIC
 DRYER
 \$138⁸⁸

Flowing Heat dries clothes breeze-fresh; fabric selector, porcelain drum and no-snap lint screen. Model DDA-5-2

LAKEWOOD
HOME APPLIANCES

1117 LAKEWOOD BL. TO 4374 ME 3-474

Television Movie Tips

SUNDAY

HOUSE OF WAX—7:30 p.m., ch. 9. Vincent Price, Frank Lovejoy, Phyllis Kirk (1953). If you like horror films, this is a chiller. Mad sculptor, disfigured and crippled in fire which destroyed his wax museum, builds another by encasing his murder victims in boiling wax. (KHJ builds up to this movie with a color tour of the Movieland Wax Museum at 6 p.m.)

KID GALAHAD—10 a.m.



KIPP HAMILTON is featured in the 1955 COLOR movie "Good Morning, Miss Dove," at 7:30 p.m. Monday on channel 4. It's about a dedicated schoolteacher.

and 12 midnight, ch. 9. Edward G. Robinson, Humphrey Bogart, Bette Davis, Wayne Morris (1937). First rate boxing melodrama of rivalry between two crooked managers.

WEDNESDAY

LADY KILLERS—3:30 p.m., ch. 4, in color. Alec Guinness, Peter Sellers (British-1956). Uproarious comedy about a strange crew of bank robbers whose plans are thwarted by a nice old lady.

THURSDAY

SUDDENLY—10 a.m. and 12 midnight, ch. 9 (also Fri. night at 1:30 a.m.). Frank Sinatra, Sterling Hayden (1954). Cold-blooded hired killer awaits in a small town to assassinate the President when the train pulls in.

DESERT RATS—8:30 p.m., ch. 5, in color. James Mason, Robert Newton, Richard Burton (1953). Gallant Australian defense of Tobruk against Field Marshal Rommel.

GHOST BREAKERS—11:30 p.m., ch. 2. Bob Hope, Paul-ette Goddard (1940). Chills and laughs combine in a Halloween ghost story of a haunted Cuban castle.

FRIDAY

THE STAR—10:30 p.m., ch. 9. Bette Davis, Sterling Hayden, Natalie Wood (1953). Fading movie queen struggles between a film comeback and her real love.

YELLOW SKY—11:30 p.m., ch. 2. Gregory Peck, Richard Widmark, Anne Baxter (1948). Top Western drama of men competing for stolen gold and Anne. Set against the blistering desert of the Arizona badlands.

SATURDAY

DESTROY RIDES AGAIN—5 p.m., ch. 2. James Stewart, Marlene Dietrich, Brian Donlevy (1939). Western classic combines comedy and drama as non-gun-carrying sheriff tries to clean up a town with his wits.

LET'S MAKE LOVE—9 p.m., ch. 4, in color. Marilyn

Monroe, Yves Montand. Tony Randall (1960). First run. Billionaire in disguise goes to rehearsal of off-Broadway revue when he learns he is being satirized. Crosby, Berle and Gene Kelly make cameo appearances.

LOST WEEKEND—11:15

p.m., ch. 2. Ray Milland, Jane Wyman (1945). Billy Wilder's 4-Oscar-winning film of the weekend binge of a promising writer unable to overcome his thirst for alcohol.

TV Trouble?

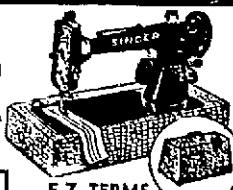
ALL AREAS
We Service Color
DAILY AND SUNDAY
HE 5-8520
USED TV & RENTALS
Terms Available
IMPERIAL TV
1756 ALAMITOS

CLEARANCE!!

SINGER
SEWING MACHINES

Completely Rebuilt
Electric Portable
Sewing Machines
Hurry! Limited Quantity!

3-DAY SALE
19.50
Complete
5-Tr. Guarantee
7621 E. Firestone, Downey



E-Z TERMS

Only \$1 Per Week

FREE! In the First 25 Customers

MADE ACTION ATTACHMENT
Allowing you to:
• ZIG-ZAG • BUTTONHOLE • DARN • ACT NOW!

also Free Pinking Shears
Free Home Demonstration
Phone Day, Night, Sun, No
Obligation

WA 3-2171

5, 10, 20-ACRE

parcels in

Christmas Valley, Oregon

low as
\$130 per acre
per month

Here, in the rich heartland of Oregon, 72,000 acres on the leeward eastern watershed of the Cascades are under development by the M. Penn Phillips Company. A new lodge has been completed and is already a showplace of Central Oregon. A new airport is in operation. Construction is ahead of schedule on the dude ranch, golf course, boat launching ramps and a trailer park which will have its own separate lodge and beach.

FREE BROCHURE, PHOTOS, MAPS

This is an investment opportunity worth looking into. It is certainly worth your while to send for the free pictures, maps, complete information (including the official map of the area) and report prepared by the Real Estate Division of the State of California. Why not send in the coupon right now, while you're thinking of it!

\$3990 full price:

this house and 5 acres of good, level land with your own private well. Foundation, framing, walls, floor finished & painted inside and out. Designed so you can finish interior using ordinary hand tools.

M. Penn Phillips Company, Dept. L.B.—100
242 N. Loren, Astoria, Ore.

Please send me free maps, photos, complete information!

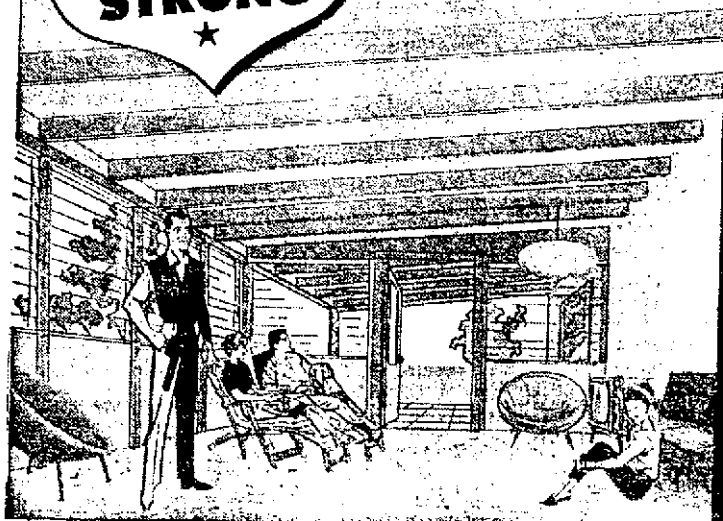
NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

BUY AMERICAN
KEEP AMERICA STRONG

ALL AMERICAN FUN ROOM
INTRODUCTORY SALE
5 DAYS ONLY
FREE LOUVER WINDOWS WITH EVERY JOB



EXCLUSIVE FEATURES AT NO EXTRA COST TO YOU

- EXPOSED BEAM CEILING
- CEMENT SLAB & FOUNDATION
- LOUVER WINDOWS
- 100% WEATHERPROOF PANELING
- HEAT DEFLECTING, FIRE RETARDANT, NEVER RUST LOCKTITE ALUMINUM ROOFING
- BLUEPRINTS—PERMITS

PAYMENTS AS LOW AS \$3.00 A WEEK
NOTHING DOWN
BANK TERMS

GIANT 20'x10'
12'x10' Enclosed
8'x10' Open
PATIO ROOM
in Summer
FAMILY ROOM
in Winter

GIANT 20'x10'
\$987

Designed to sell for \$1980
NO EXTRAS—NO HIGH PRESSURE
NO GIMMICKS—NO HIDDEN CHARGES
A complete job. Nothing else to buy
Labor and material releases
Issued with each job.

LONG BEACH
COMPTON
Geneva
8-6021



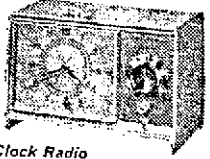
NORWALK-ARTESIA AREA
UN 8-6455
L.A. LYNNWOOD-BELL AREA
CALL DIRECT OR COLLECT
AN 8-1921

ALL AMERICAN PATIOS
(General Office and Warehouse)
2154 S. Atlantic Blvd., L.A. 22
I would like to see samples,
No Obligation
NAME _____
ADDRESS _____
CITY _____ PHONE _____

RENT • TV
PHONE HE 6-3248



MOTOROLA
PORTABLE



Clock Radio with Lazalarm®
Visible softly lights clock face from behind—you can easily tell time in the dark. Lazalarm lets you sneak an extra 40 winks. Available in 3 distinctive colors.

\$24.95

• WE SELL • WE RENT • WE GIVE
FAST SERVICE

A.A. Appliances
715 Long Beach Bl., L.B.
HE 6-3248

THURSDAY

October 31, 1963

★ PAID ADVERTISEMENT

- 6:00 A.M.
2 Sunrise Semester: "Art"
7 Cartoon Capers (2½ hrs.)
6:30
2 Communism, Myth, Reality
4 (Color) Tales of the West
7:09 A.M.
2 Capt. Kangaroo
4 Today, Hugh Downs
7:15
11 Columbia Univ. Lectures
"The Dollar Problem"
7:45
5 For Kids Only, Sk. Frank
9 Big Babysitter (cartoons)
8:00 A.M.
2 Panorama Pacific, R. Rowe
11 Cartoon Fun
8:30
7 Zoorama (San Diego)
13 Felix the Cat (cartoons)
9:00 A.M.
2 News with Mike Wallace
4 Say When, Art James
5 The Romper Room
7 I Married Joan, J. Davis
11 The Jack LaLanne Show
9:15
13 G'depost: Soc. Studies (5)
9:30
2 I Love Lucy, Lucille Ball
4 (Color) Word for Word
7 Love That Bob! Cummings
11 Movie: "Pilot No. 5,"
Francis Tone ('43)
9:45
13 Guidepost: Math
10:00 A.M.
2 The McCoys, W. Brennan
4 Concentration, Hugh Downs
5 Movie (on L.A. Today):
"Happy Land," Don
Ameche ('43)
7 December Bride, Byington
9 Movie: "Suddenly," Frank
Sinatra ('54). Hired killer.
10:30
2 Pete and Gladys
4 (Color) Missing Link
7 Girl Talk, Virginia Graham
10:45
13 G'depost: Living in West
11:00 A.M.
2 The Love of Life
4 (Color) First Impression
7 Price Is Right, Bill Cullen
11 The Jean Majors Show
13 G'depost: Storybook Time
11:30
2 Search for Tomorrow
4 (Cir.) Truth-Consequences
7 Seven Keys, Jack Narz
9 Spectum: "Art of Th'rt"
11 The Bill Norman Show
13 TV Bingo, Johnny Jacobs
5 Cross: Current (11:35)
11:45
2 The Guiding Light
12:00 NOON
2 Burns and Allen Show
4 (Color) People Will Talk
7 Tennessee Ernie Ford
with Joseph Schildkraut

- 9 En France, Dawn Addams
11 Sheriff John, John Rovick
13 Movie: "Landfall," Michael
Denison (Br.-'49)
5 Trouble w/Father (12:10)
12:30
2 As the World Turns
4 The Doctors, Fred Scollay
7 Father Knows Best, Young
9 Mr. D.A., David Brian
12:45
5 Dateline Europe, J. Thor
1:00 P.M.
2 Password, Allen Ludden
4 Loretta Young Theater
7 Gen'l Hospital, J. Berardino
9 Cartoonsville
11 Movie: "Whistling in
Brooklyn," Red Skelton
1:20
5 Douglas Fairbanks Th'tr
1:30
2 Art Linkletter House Party
4 (Color) You Don't Say
7 The Pamela Mason Show
13 Ed Allan Show (health)
2:00 P.M.
2 To Tell the Truth, Lewis
4 Match Game, G. Rayburn
9 Movie: "Paris After Dark,"
George Sanders ('43).
13 Vagabond: "Idaho"
2:30
2 The Edge of Night
4 Make Room for Daddy
Guest: Marie McDonald
5 Movie: "Sealed Lips," Wm.
Gargan ('41)
7 Day in Court: Custody
13 The Ann Southern Show
3:00 P.M.
2 The Secret Storm
4 Bachelor Father, Forsythe
7 Queen for a Day, J. Bailey
11 Oh-Susanna, Gale Storm
13 Felix the Cat (cartoons)
3:30
2 My Little Margie, G. Storm
4 Movie: "Fighting Law-
man," Wayne Morris
7 Who Do You Trust?
11 The Chucko Show
3:45
5 Corbis Guy, Cooking Tips
9 The Mighty Hercules
4:00 P.M.
2 Life of Riley, Wm. Bendix
5 Bozo's Circus, V. Colvig
7 Trailmaster, Ward Bond
34 Reloj Musical (variety)
4:30
2 BOO! For Trick or Treaters!
★ ABBOTT AND COSTELLO
MEET FRANKENSTEIN!
with Bela Lugosi ('48)
9 The Engineer Bill Show
11 Cartoons, Al Lohman Jr.
34 Un Canto de Mexico
4:45
5 Popeye, Tom Hatten
13 Rocky and His Friends
5:00 P.M.
7 Laramie, Robert Fuller
11 Cartoons, Don Lamond
13 The Lloyd Thaxton Show
34 Escuela KMEX (English)
5:30
5 Beetle and His Buddies

- 9 Funny Company, J. Coons
11 Superman, George Reeves
34 De Todo un Poco (society)
5:45
4 (Color) Nws/W'ther/Sprts
6:00 P.M.
2 Big News, Jerry Dunphy
4 (Color) Jack Latham News
5 You Asked for It, J. Smith
7 News Hour, Baxter Ward
9 The Lone Ranger
11 The Mickey Mouse Club
13 (Color) Courageous Cat
34 Codicia (dramatic serial)
6:30
4 Huntley-Brinkley Report
5 The News, Robert Arthur
9 Our Miss Brooks, E. Arden
13 (Color) Touche Turtle
34 Noticiero 34 (News)
6:45
7 Ron Cochran, News
11 George Putnam Dateline
7:00 P.M.
2 Walter Cronkite, News
4 "SCIENCE IN ACTION"
★ "SCIENCE AND CRIME"
In color. Disclosure of new
identification method
5 Leave It to Beaver
7 Fractured Flickers, Hans
Conried, Fairbanks be-
comes a barber when
"Mark of Zorro" is up-
dated. Interview guest is
Paula Prentiss.
9 People Are Funny
11 Yogi Bear Show (cartoon)
13 (Color) Passport to Travel
34 Borrasca (dramatic serial)
7:30
2 Password, Allen Ludden
Alan King and Eydie
Gorme are guests.
4 Temple Houston, Jeffrey
Hunter, Robert Lansing,
Jacqueline Scott, Ralph
Reed. Fanatical hanging
judge uses the power of
the bench to help ramrod
a conviction despite new
evidence.
5 Addograms, Jack Barry
7 (Color) The Flintstones
Fred's formula for a new
soft drink proves a power-
ful glue.
9 Dobie Gillis, D. Hickman
11 Cheyenne, Clint Walker,
Jill Jarmyn, Cheyenne
seeks raider, finds
romance.
13 DANGER BY THE TON!
★ Rhino Hunt—Bill Burrud
"True Adventure," in
color, "Shooting" with
hypodermic needles
34 La Rueda Tricolor (games)
8:00 P.M.
2 Rawhide, Eric Fleming,
Frankie Avalon, Glenda
Farrell. Crusty matriarch
will permit favor to cross
over her property only if
he signs on her arrogant,
contemptuous grandson
5 The Lawman, John Russell
7 The Donna Reed Show.
Jeff's newest money-mak-
ing scheme fills the Stone
backyard with saplings.
9 (Color) Movie: "Indian
Fighter," Kirk Douglas
13 Dick Powell Theatre
★ STARS DICK POWELL
IN "SQUADRON"
with Pat Conway, Joanna
Moore, Herschel Bernardi.
Squadron is singled out by
Germans for annihilation
because of single plane



GLENDAL FARRELL por-
trays a bereaved widow
during "Dr. Kildare" at
8:30 p.m. Thursday and
also has a featured role
the same day on "Raw-
hide" at 8 p.m. on chan-
nel 2.

- which broke a wartime
code about capturing
prisoners in the air. (Next
week "Price of Tomatoes")
34 Pablo y Elena (serial)
8:30
4 Dr. Kildare, Richard
Chamberlain (see box)
★ R. Burton & James Mason
★ "DESSERT RATS" ...
with Robert Newton ('53).
7 My Three Sons, Fred Mac-
Murray. Chip and his
friend Ernie (played by his
real brother, Barry Living-
ston) are indirectly respon-
sible for Bub, Steve and
Valerie (Steve's date—
Patricia Blair) ending up
in police squad cars.
11 The Gallant Men, Robt.
McQueeney. Germans take
village children hostage.
34 Cuerdas y Guitarras
9:00 P.M.
2 Perry Mason, Richard
Burr, John Larkin, Joanna
Moore, Margaret Hayes,
Erin O'Donnell. Art deal-
er's body is found in
apartment of model who's
fleeing the country to
avoid testimony in fake
art lawsuit.
7 The Jimmy Dean Show
13 FESTIVAL OF PERFORMING
★ ARTS—WITH
RUDOLF SERKIN
(see box)
34 Sor Juana Ines (serial)
9:30
4 (Color) Hazel, Shirley
Booth. Hazel uses the
time-honored way to
men's hearts to save her
favorite pro football team
from being disbanded.
Rams halfback Jon Arnett
is featured as Gus.
11 Wanted—Dead or Alive
34 Las Estrellas y Usted

SPECIAL

DR. KILDARE—Glenda Far-
rell, who won an Emmy for
her role on a 2-part "Ben
Casey" segment last season,
switches over to TV's other
medic, but not as a patient
this time. Widowed when her
indigent husband dies in the
charity ward, she is victimized
by an unscrupulous under-
taker who wants to use the
entire meager insurance
money for an expensive fu-
neral. Nancy Malone, Judson
Laire, Crahan Denton and
Johnny Washbrook are fea-
tured, at 8:30 p.m., ch. 4, with
Glenda's son Tommy Farrell
as a young orderly who con-
spires with the undertaker.
(Coincidentally, Miss Farrell
and Tommy also are seen
on tonight's "Rawhide" at 8
p.m., with Tommy playing the
role of her man Friday.)

PERFORMING ARTS—Pi-
anist Rudolf Serkin and the
Budapest String Quartet join
in an hour of concert music
at 9 p.m., ch. 13, featuring
Beethoven's last quartet, and
Schumann's quintet.

- 10:00 P.M.
2 The Nurses, Shirl Conway,
Mary Tahmin. Visiting
nurse from tiny Latin vil-
lage salvages discarded
supplies for the impover-
ished hospital at her home
until a serious consequence
points up the fallacy of
her thrift.
4 (Color) Suspense Theatre:
"A Hero for Our Times,"
Lloyd Bridges, Geraldine
Brooks, Sandra Church,
John Ireland. Successful
executive faces a moral
decision when his testi-
mony would free a drifter
sure to be convicted for
murder, but ruin his own
life.
7 The Sid Caesar Show.
Skits involve car pools,
the German professor, eat-
ing spaghetti romantically.
9 Clete Roberts News
11 George Putnam, News
13 News, Johns and Fishman
34 Paco Malgosto Show
10:30
5 One False Step, W. Hull
7 Talk Back. Opinions.
9 Movie: "Forbidden Island,"
Jon Hall ('59-1st run)
11 The Paul Coates Show
13 It's Country Music Time
34 ... BOXING! ...
★ FROM MEXICO CITY!
11:00 P.M.
2 News, Dunphy and Hart
4 (Color) Jack Latham News
5 The News, Robert Arthur
7 ABC News; Baxter Ward
11 The Best of Groucho
13 Movie: "The Showdown,"
11:15
4 (Color) Tonight, Johnny
Carson with Andy Wil-
liams, Alan King, Leela
Naidu, Harry Lorraine
5 W'ther/Sprts; Steve Allen
(11:20), with Cliff Ar-
quette, Barbara Carroll,
David Allen, rope climber.
11:30
2 BOO AGAIN! For Ghosts
★ & Goblins! THE GHOST
BREAKERS! Bob Hopst
with Paulette Goddard
7 Hawaiian Eye, A. Easley
11 Movie: "Secret Heart,"
Clauddette Colbert ('46)
34 Noticiero 34 (News)
12:00 MIDNIGHT
9 Movie: "Suddenly,"
12:30
7 Movie: "Ellery Queen &
Perfect Crime,"
12:50
5 Ladies Night, Wynda Lees
1:15
2 Movie: "Killers from
Space," Peter Graves ('54)
1:30
11 All-Night Show: "Sweet-
hearts," "Piccadilly Jim"

CARPET SALE

WALL-TO-WALL CARPETING
**DUPONT 100%
CONTINUOUS
FILAMENT
NYLON**
\$6⁷⁷ Sq. Yd.
COMPLETELY
INSTALLED
Open Mon...
Wed., Fri., 'til 9

UPHOLSTERY SALE!
2-PC. SUITE
RECOVERED
AS \$8800
LOW AS \$... TERMS
Includes Material & Labor

DRAPERIES \$1.99
Labor Included 1 yd.

BERGEN'S INTERIORS Established 1943
GA 2-0966 • GA 3-5576
FACTORY SHOWROOM
5201 No. Long Beach Blvd.

Top Grade
100% Nylon
30% Wool... 355 sq. yd.
Luxury
Leaves
Viscose... 199 sq. yd.

CALL KENNY at MAYTAG HEADQUARTERS

Think of a WASHER

Think
MAYTAG

CALL KENNY at ...
TO 6-3766 or ME 3-6967

Open Mon. thru Fri. 10 a.m. to 6 p.m.
Tues., Wed. 11 a.m. to 6 p.m.

- BEST PRICE
- BEST TERMS
- BEST SERVICE

LAKEWOOD

HOME APPLIANCES

1122 HARKNESS BLVD. TO 2-2766 or ME 3-6967

FRIDAY

November 1, 1963

★ PAID ADVERTISEMENT

- 6:00 A.M.
2 Sunrise Semester (Ethics)
"Hedonism, Utilitarianism"
7 Cartoon Capers (2½ hrs.)
6:30
2 Society & School (USC)
4 (Color) Tales of West:
"S.F. Earthquake" (final)
7:00 A.M.
2 Captain Kangaroo
4 Today, Hugh Downs
7:30
11 Columbia Univ. Lectures
"East-West Trade"
7:45
5 For Kids Only, Sk. Frank
9 Big Babysitter (cartoons)
8:00 A.M.
2 Panorama Pacific, R. Rowe
11 Cartoon Fun
8:30
2 Zoorama (San Diego)
13 Felix the Cat (cartoons)
9:00 A.M.
2 News with Mike Wallace
4 Say When, Art James
5 The Romper Room
7 I Married Joan, J. Davis
11 The Jack LaLanne Show
13 Morning News
9:15
13 Guidepost to Science (6)
9:30
2 I Love Lucy, Lucille Ball
4 (Color) Word for Word
7 Love That Bob! Cummings
11 Movie: "Kid Glove Killer,"
Van Heflin (42)
9:45
13 The Intelligent Parent
10:00 A.M.
2 The McCoy's, W. Brennan
4 Concentra'tn, Hugh Downs
5 Movie (on L.A. Today):
"Chamber of Horrors,"
Lilli Palmer (41)
7 December Bride, Byington
9 Movie: "Ivory," Fernando
Lamas (54)
10:15
13 Guidepost to Science (B-9)
10:30
2 Pete and Gladys
4 (Color) Missing Links
7 Girl Talk, Virginia Graham
10:45
13 Guidepost to Spanish II
11:00 A.M.
2 Love of Life
4 (Color) First Impression
7 Price Is Right, Bill Cullen
11 The Jean Majors Show
11:15
13 Guidepost to Spanish I
11:30
2 Search for Tomorrow
4 (Clr) Truth-Consequences
7 Seven Keys, Jack Narz
9 Spectrum: Amer. Music
11 The Phil Norman Show
13 TV Bingo, Johnny Jacobs
5 Cross Current (11:35)
11:45
2 The Guiding Light
12:00 NOON
2 Burns and Allen Show
4 (Color) People Will Talk
7 Tennessee Ernie Ford
Guest: Bobby Rydell
9 Hour of St. Francis (relig.)
11 Sheriff John, John Rovick
13 Movie: "Dual Alibi,"
Herbert Lom (Br. 47)
5 Trouble w/Father (12:10)
12:30
2 As the World Turns

- 4 The Doctors, Fred Scollay
7 Father Knows Best, Young
9 Mr. D.A., David Brian
12:45
5 Dateline Europe, J. Thor
1:00 P.M.
2 Password, Allen Ludden
4 Loretta Young Theatre
7 Gen'l Hospital, J. Berardino
9 Cartoonsville
11 Movie: "White Cargo,"
Hedy Lamarr (42)
1:20
5 Douglas Fairbanks Th'ir
1:30
2 Art Linkletter House Party
Guest: Dale Evans
4 (Color) You Don't Say!
7 The Pamela Mason Show
1:45
9 Feature Page, Joe Doan
2:00 P.M.
2 To Tell the Truth, Lewis
4 Match Game, G. Rayburn
5 Movie: "Anna," Silvana
Mangano (Ital.—51)
9 Movie: "Boomerang,"
Dana Andrews (47)
13 Vagabond: "Ensenada"
2:30
2 The Edge of Night
4 Make Room for Daddy
7 Day in Court: small claims
13 The Ann Sothern Show
3:00 P.M.
2 The Secret Storm
4 Bachelor Father, Forsythe
7 Queen for a Day, J. Bailey
11 Oh Susanna, Gale Storm
13 Felix the Cat (cartoons)
3:30
2 My Little Margie, G. Storm
4 Movie: "Orient Express,"
Eva Bartok (Ital.—53)
7 Who Do You Trust?
11 The Chucko Show
3:45
9 The Mighty Hercules
4:00 P.M.
2 Life of Riley, Wm. Bendix
5 Bozo's Circus, V. Colvig
7 Trailmaster, Ward Bond
34 Reloj Musical (variety)
4:30
2 Movie: "The Runaround,"
Rod Cameron (46)
9 The Engineer Bill Show
11 Cartoons, Al Lohman Jr.
34 Fantasmas de Amor
4:45
5 Popeye, Tom Hatten
13 Rocky and His Friends
5:00 P.M.
7 Hawaiian Eye, A. Easley
11 Cartoons, Don Lamond
13 The Lloyd Thaxton Show
34 Escuela KMEX (English)
5:30
5 Bettie and His Buddies
9 Funny Company, J. Coons
11 Superman, George Reeves
34 Usted y su Salud (health)
5:45
4 (Color) Nws/W'ther/Sprts
13 Bill Johns, News
6:00 P.M.
2 Big News, Jerry Dunphy
4 (Color) Jack Latham news
5 You Asked for It, J. Smith
7 News Hour, Baxter Ward
9 The Lone Ranger
11 The Mickey Mouse Club
13 (Color) Courageous Cat
34 Codicia (dramatic serial)
6:30
4 Huntley-Brinkley Report
5 News Hour, Robert Arthur
9 Our Miss Brooks, E. Arden
13 (Color) Touche Turtle
34 Noticiero 34 (News)
6:45
7 Ron Cochran News
11 George Putnam Dateline
7:00 P.M.
2 Walter Cronkite, News
4 (Color) Curt Massey Show
5 Leave It To Beaver
7 Lawbreaker, Lee Marvin
Pittsburgh bank robbers,
caught with more loot
than was stolen.
9 People Are Funny
11 Deputy Dawg (cartoons)



DARLA Jean Banks, Miss Teenage America of 1963, will crown her successor during the "Miss Teenage America Pageant" at 10 p.m. Friday, channel 2.

- 13 (Color) Ripcord, L. Pennell
34 Borrasca (dramatic serial)
7:30
2 The Great Adventure, Van
Heflin: "Go Down Moses"
(see box)
4 International Showtime,
Don Ameche: "Belgian
Circus Festival." Antwerp-
taped hour includes a Bel-
gian version of our rodeo.
5 Addograms, Jack Barry
7 77 Sunset Strip, Efrem
Zimbalist Jr., Cloris
Leachman, Joanna Barnes,
Bobby Troup. Heiress
hires Bailey to prevent
the murder of her play-
boy brother.
9 Dobie Gillis, D. Hickman
11 One Step Beyond: "The
Face." Child plots the de-
mise of her governess
13 The Rebel, Nick Adams
34 Estudio "A" (musical)
8:00 P.M.
5 The Lawman, John Russell
9 (Color) Movie: "Indian
Fighter," Kirk Douglas
11 Movie: "Destination
Gobi," Richard Widmark,
Don Taylor (53). Navy
weather detachment.
13 COLLEGE FOOTBALL
★ Riverside/San Bernardino
(see sports box)
34 Pablo y Elena (serial)
8:30
2 Route 66, Martin Milner,
Glenn Corbett, J. Carrol
Naish, Alfred Ryder, Lou
Antonio. Stubborn rasp-
berry farmer battles the
new customs of his proud
son, in twice-postponed
segment.
4 (Color) Bob Hope Theatre:
"Four Kings." Peter Falk,
Susan Strasberg, Paul
Lukas, Robt. Strauss, Vito
Scotti, Than Wyenn,
John Van Dreelen. Four
life-imprisoned criminals
are conscripted by the
U.S. Army Intelligence
for a dangerous assign-
ment behind Nazi lines.
5 Roaring 20's, Donald May,
Glynis Johns
7 BURKE'S LAW
★ STARRING GENE BARRY
Carolyn Jones plays a
quadruple role as 4 sis-
ters, one a murder victim
and the others suspects.
34 Mexico Canta (folklore)
9:00 P.M.
34 Sor Juana Ines (serial)

9:30

- 2 Twilight Zone, Rod Ser-
ling: "The Living Doll,"
Telly Savalas, Mary
LaRoche. Man gets real
threat from his step-
daughter's vindictive talk-
ing doll.
4 COLGATE-PALMOLIVE
★ Presents "A bright
newcomer" . . . N.Y. News
HARRY'S GIRLS
Fast-talking, slow-paying
producer ropes Harry into
a movie being shot on the
Riviera.
5 Movie: "Young & Will-
ing," Susan Hayward
7 Farmer's Daughter, Inger
Stevens, Beverly Garland.
Katy subs for an expect-
tant Congresswoman in a
visit to obstetrician.
34 La Hora de Raul Astor
10:00 P.M.
2 Miss Teenage America
Pageant (see box). Pre-
empted Hitchcock.
4 (Color) Jack Paar Pro-
gram. Kate Smith sings,
Sam Levenson reminisces,
and Paar shows rare film
views of life on Pitcairn
Island.
7 Fight of Week (sprts box)
9 Clute Roberts, News
11 George Putnam, News
13 News, Johns and Fishman
34 Festival de Estrenos
10:30
9 Movie: "The Star," Bette
Davis, Natalie Wood (53)
11 The Paul Coates Show.
13 It's Country Music Time
10:45
7 Make That Spare, Johnny
Johnston (see sports box)
11:00 P.M.
2 News, Dunphy and Hart
4 (Color) Jack Latham news
5 The News, Robert Arthur
7 ABC News; Baxter Ward
11 The Best of Groucho
13 Movie: "Spoilers of the
Forest," Rod Cameron
11:15
4 (Color) Tonight, Johnny
Carson with Denise Dar-
cel, the Hi Lo's, Groucho
Marx, Lisa Charell
5 W'ther Sprts: Steve Allen
(11:20), with Theodore
Bikel, Jack Sheldon,
11:30
2 Movie: "Yellow Sky,"
Gregory Peck (48)
7 Laramie, Robt. Fuller
11 Movie: "A Bell for

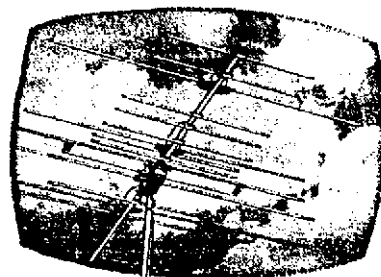
SPECIAL

GREAT ADVENTURE—
The incredible story of one
fearless woman, Harriet Tub-
man, and the thrilling rescues
she engineered along the
underground railroad from
slavery to freedom in the
1850's, is told at 7:30 p.m.,
ch. 2. Ruby Dee stars as the
railroad's "conductor," with
Ethel Waters as her enslaved
mother, Ossie Davis as her
brother and Brock Peters as a
passenger. More than 300
slaves were led to freedom,
and slave holders got a \$50-
000 price on her head.

MISS TEENAGE AMERICA
—Allen Ludden and bride
Betty White are cohosts as
55 girls from 13 through 17
compete at Dallas for the
crown worn by Darla Jean
Banks of Fresno, and for a
talent award. During the 10
p.m., ch. 2, hour, 7 girls vie
for the talent prize, with 3 re-
turning for improvised
sketches with the Luddens to
determine the winner of the
crown, 4-year college scholar-
ship, trip around the U.S.,
and Comet convertible. Bud
Collyer is on-stage emcee,
with Muriel Dance of Reseda
the Southland's entrant.

- Adano," John Hodiak (47)
12:00 MIDNIGHT
9 "HIVARO"—Adventure!
★ F. Lamas, Rhonda Fleming
with Brian Keith (54)
12:30
7 Movie: "Death Goes to
School," Barbara Murray
13 Movie: "Lay That Rifle
Down," Judy Canova (55)
12:50
5 Ladies Night, W. Lees
1:00 A.M.
4 Movie: "Blood Arrow."
5 Movie (1:05): "Tonight We
Raid Calais," Lee J. Cobb
1:15
2 Movie: "Show Them No
Mercy," Rochelle Hudson
(35—1st run)
1:30
9 Movie: "Suddenly,"
Sinatra (54)
11 All-Night Show: "7th
Cross" and "Saraboga"

You need a new WINEGARD COLORTRON ANTENNA



Take a look at your antenna. If it is more than 4
years old, chances are it has lost up to 70% of its pic-
ture pulling power. Let us show you the new Winegard
Colortron—built to take it. And more important, the
most powerful antenna you can own. Guaranteed to
deliver best possible reception in your location. Call
today.

Prices start
at just **\$24.95**

With Electronic Amplifier from \$64.90
(PLUS INSTALLATION)



**ATLAS
TELEVISION SERVICE**

Stereo — COLOR — Radio — Admiral & RCA Sales

10114 E. ROSECRANS

BELLFLOWER

TO 6-7066

Sports Today

JR. COLLEGE Football, 8
p.m., ch. 13, has Bill Brundige
at Riverside as the Tigers
host the San Bernardino
Indians.

FIGHT OF WEEK, 10 p.m.,
ch. 7, is a 10-round middle-
weight match from the Gar-
den between Florentino Fer-
nandez and Juan (Rocky)
Rivero, who combined have
knocked out 66 of the 90
opponents faced.

MAKE THAT SPARE, 10:45
p.m., ch. 7, with Ev Collins
facing Don Carter as he tries
for a sixth victory.

ALCOHOLISM

SIGNAL HILL HOSPITAL & SANITARIUM
Hospitalization and Rehabilitation of the Alcoholic Patient



HEMlock 6-7263

1690 Orange Ave., Long Beach

SATURDAY

November 2, 1963

*** PAID ADVERTISEMENT
7:00 A.M.**

- 2 Sunrise Semester (Art)
4 Movie: "Meet the Wildcat," Ralph Belamy ('40)
7:30
2 Tell It Again, Mark Taylor
5 Design for Learning

8:00 A.M.

- 2 Capt. Kangaroo: "Trains"
4 Exploring the Universe
5 Hopalong Cassidy, B. Boyd
7 The Pinky Lee Show
9 Grom from the Ground Up
11 Kids' Show, Mr. Wishbone

8:30

- 4 (Color) Ruff and Reddy
5 Cine Mexicano (Span.)

9:00 A.M.

- 2 Alvin Show (cartoons)
4 (Color) Hector Heathcote
5 Hopalong Cassidy, B. Boyd
7 Journey Changes Lives In
★ 'The Golden Gloves Story'
stars Dewey Martin

- 11 Superman, George Reeves
13 Panorama Latino

9:30

- 2 Tennessee Tuxedo (cart'n)
4 Fireball XL5 (puppets)
5 Movie: "Casbah," Tony

- Martin ('48)
11 Broken Arrow, J. Lupton

10:00 A.M.

- 2 Quick Draw McGraw
4 Dennis the Menace
9 Movie: "Captain from

- Castile," T. Power ('47)
11 Topper, Leo G. Carroll
34 Matinee del Sabado

10:30

- 2 Mighty Mouse Playhouse
4 Fury, Bobby Diamond
7 The Jetsons (cartoon)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11 Movie: "Last Gangster,"
Edw. G. Robinson ('37)

- 11:00 A.M.
2 Rin-Tin-Tin, Lee Aaker
4 Sgt. Preston of the Yukon
5 Californians, R. Coogan
7 Casper Cartoons Show
13 Variedades, R. Inglesias
11:30
2 The Roy Rogers Show
4 (Color) Bullwinkle Show
5 Movie: "Silver Queen,"
George Brent ('42)
7 Beany & Cecil (cartoon)
9 I Led Three Lives

12:00 NOON

- 2 Sky King, Kirby Grant
4 (Color) Exploring, Dr.
Albert Hibbs: "Richard the
Lion-Hearted," John
Carradine, A look at the
12th century, heraldry,
Crusades, Queen Eleanor.

- 7 Bugs Bunny (cartoons)
9 (Color) Movie: "Indian
Fighter," K. Douglas ('55)

- 11 Movie: "Let Freedom
Ring," Nelson Eddy ('39)

- 13 (Color) Movie: "Trouble in
the Glen," Forrest Tucker,
Orson Welles ('54). Note:
KCOP "color day" here
launches 6 straight hours
of tint.

- 34 Borrasca (drama serial)

12:30

- 2 Do You Know? Bob Max-
well: "Picture Story of
Japan," with author
Rachel Carr

- 7 Magic Land of Allakazam

1:00 P.M.

- 2 Football with Paul Dietzel
4 (Color) World of Orna-
mentals: "Plants of East
Africa"

- 5 Movie: "Hell's Outpost,"
Rod Cameron ('54)
7 My Friend Flicka

1:15

- 2 NCAA Football (sports box)

1:30

- 4 Teacher, '63, Arnold Pike
7 American Bandstand, Dick
Clark, with Wayne New-
ton, Dale and Grace.

1:45

- 13 (Color) Vagabond: "Cana-
dian Sunset"

2:00 P.M.

- 4 Why, Teacher? "What Is a
Teacher?"

- 9 (Color) Movie: "Restless
Breed," Scott Brady ('57)

- 11 Movie: "San Francisco,"
Clark Gable ('36)

- 34 La Familia Piriptin

2:15

- 13 (Color) Teledrama: "Sound
of Fear," Jerry Paris

2:30

- 4 Profile (San Diego State)
5 Wrestling (repeat tapes)
7 Movie: "San Demetrio,
London," Mervyn Johns
(Br.-'44). War drama of
Merchant Marines.

- 34 Don Juan Tenorio.

3:00 P.M.

- 4 (Color) Argiculture, USA

SPECIAL

JERRY LEWIS SHOW—
Sid Caesar, Ethel Merman,
Mickey Rooney, Phil Silvers,
Terry-Thomas, Carl Reiner
and Buster Keaton are among
the 15 stars of "It's a Mad (4)
World" who'll join producer
Stanley Kramer on Lewis' 2-
hour marathon at 9:30 p.m.
ch. 7. Si Zentner is the "guest
band" of the week.

4. "Good in Our Food,"
Home ec students from
LBSC are on panel.

3:15

- 13 (Color) Courageous Cat,
Rod Rocket Cartoons

- 4 Movie: "Glory at Sea,"
Trevor Howard (Br.-'52)

- 5 Changing Times, Ed Hart
9 Championship Bowling

- 13 (Color) Movie: "Home-
stretch," Cornel Wilde

- 5 Passport to Profit

- 5 TV Bowling Tournament
11 Comedy Hour (Laurel &
Hardy, 3 Stooges)

- 2 College Football Scoreb'd

- 2 Teen-Age Trials, Jerry
Dunphy, John Forsythe.
Boy complains of curfew

- 7 AFL Highlights, C. Gowdy
9 Sugarfoot, Will Hutchins.

- 2 Movie: "Destry Rides
Again," James Stewart,
Marlene Dietrich ('39).

- 4 NFL Highlights, Leaming
5 Movie: "Murder in the
Rue Morgue," Bela Lugosi

- 7 ABC's Wide World of
Sports (see sports box)

- 11 Cinnamon Cinder

- 34 Lucha Libre (wrestling)

- 4 Capt. Gallant, B. Crabbe
9 Bowery Boys Movie:
"Spy Chasers" ('55)

- 11 Top Star Bowling, J. Buck
13 (Color) Vagabond: "Dis-
neyland"

- 6:00 P.M.

- 4 (Color) Nws-Sprts-W'ther
13 Flying Doctor, R. Denning

- 34 Actuality y Personalidades

- 4 (Color) Bob Wright News

- 4 (Color) News Conference:
Jesse Unruh. The Assem-
bly speaker defends
charges of bossism in
California politics.

- 5 Leave It to Beaver
7 IX Winter Olympic Games
(see sports box)

- 9 The Deputy, Henry Fonda

- 11 The Phil Silvers Show

- 13 Bourbon Street Beat,
Richard Long.

- 34 Fantasmas de Amor

- 2 Jerry Dunphy Report

- 2 Sea Hunt, Lloyd Bridges
Underwater marijuana

- 4 (Color) Survey '63, Bob
Wright: "Claremont's
Lively Arts Festival."

- 4 (Color) Movie: "Let's
Make Love," Marilyn
Monroe, Yves Montand,
Tony Randall ('60-1st run).

- 11 Chiller (movie): "I Bury
the Living," Richard
Boone, Theodore Bikel
(58-1st run). Grave map

Richard Armour, Millard
Sheets, Doug McClellan
and Helen Watson discuss
"art in our time" and
we see the work of potter
Shoji Hamada and Clare-
mont artists.

- 7 Have Gun, Will Travel,
Richard Boone

- 9 Shirley Temple Movie:
"Our Little Girl," Joel
McCrea, Rosemary Ames

- 11 Checkmate, Sebastian
Cabot, Anthony George

- 34 Teatro Familiar (drama)

- 2 The Jackie Gleason Show

- 4 The Lieutenant, Gary
Lockwood, Paul Burke,
Lizbeth Hush. Gruft, tact-
less captain, long overdue
for promotion, remains
silent when Lt. Rice is
blamed for abandoning
equipment in the path of
a brush fire, which he did
on the captain's orders.

- 7 Hootenanny, Jack Link-
letter, with The Brothers
Four, Nancy Ames, the
Goodtime Singers, The
Travelers Three, The Dal-
ton Boys, comedian Louis
Nye and ragtime pianist
Max Morath at UCLA.

- 13 Touchdown, Chris Schen-
kel (time switch today)

- 8:00 P.M.

- 5 Restless Gun, John Payne

- 11 Sam Benedict, Edmond
O'Brien, Jack Weston. Un-
cooperative entertainer is
convicted of possession of
narcotics.

- 13 It's Country Music Time

- 34 Noches Tapatias (musical)

- 8:30

- 2 New Phil Silvers Show

- Grafton orders a yacht
when he gets market
rights to special glue
invented by plant janitor
(Ludwig Stossel, the little
old winemaker of TV com-
mercials).

- 4 (Color) Joey Bishop Show

- After learning the tricks
of ventriloquism from
Edgar Bergen, Charlie Mc-
Carthy and Mortimer
Snerd, Joey decides to
play a joke on Ellie.

- 5 Movie: "Mr. Peabody &
the Mermaid," Wm.
Powell ('48)

- 7 The Lawrence Welk Show

- 9 'WICHITA'

- ★ LLOYD NOLAN

- VERA MILES—ON
THE NEW COLGATE THEATRE

- with Keith Larsen, Edgar
Buchanan ('55-in color).

- Saga of Wyatt Earp.

- 34 Mauricio Garces (comedy)

- 9:00 P.M.

- 2 The Defenders, E. G. Mar-
shall, William Shatner,
Gerald Hiken, Edward
Asner. Assistant D.A.
finds himself prosecuting
an innocent man for the
murder of a blackmailing
woman

- 4 (Color) Movie: "Let's
Make Love," Marilyn
Monroe, Yves Montand,
Tony Randall ('60-1st run).

- 11 Chiller (movie): "I Bury
the Living," Richard
Boone, Theodore Bikel
(58-1st run). Grave map

- 2 The Defenders, E. G. Mar-
shall, William Shatner,
Gerald Hiken, Edward
Asner. Assistant D.A.
finds himself prosecuting
an innocent man for the
murder of a blackmailing
woman

- 4 (Color) Movie: "Let's
Make Love," Marilyn
Monroe, Yves Montand,
Tony Randall ('60-1st run).

- 11 Chiller (movie): "I Bury
the Living," Richard
Boone, Theodore Bikel
(58-1st run). Grave map

- 2 The Defenders, E. G. Mar-
shall, William Shatner,
Gerald Hiken, Edward
Asner. Assistant D.A.
finds himself prosecuting
an innocent man for the
murder of a blackmailing
woman

- 4 (Color) Movie: "Let's
Make Love," Marilyn
Monroe, Yves Montand,
Tony Randall ('60-1st run).

- 11 Chiller (movie): "I Bury
the Living," Richard
Boone, Theodore Bikel
(58-1st run). Grave map

- 2 The Defenders, E. G. Mar-
shall, William Shatner,
Gerald Hiken, Edward
Asner. Assistant D.A.
finds himself prosecuting
an innocent man for the
murder of a blackmailing
woman

- 4 (Color) Movie: "Let's
Make Love," Marilyn
Monroe, Yves Montand,
Tony Randall ('60-1st run).

- 11 Chiller (movie): "I Bury
the Living," Richard
Boone, Theodore Bikel
(58-1st run). Grave map

- 2 The Defenders, E. G. Mar-
shall, William Shatner,
Gerald Hiken, Edward
Asner. Assistant D.A.
finds himself prosecuting
an innocent man for the
murder of a blackmailing
woman

- 4 (Color) Movie: "Let's
Make Love," Marilyn
Monroe, Yves Montand,
Tony Randall ('60-1st run).

- 11 Chiller (movie): "I Bury
the Living," Richard
Boone, Theodore Bikel
(58-1st run). Grave map

- 2 The Defenders, E. G. Mar-
shall, William Shatner,
Gerald Hiken, Edward
Asner. Assistant D.A.
finds himself prosecuting
an innocent man for the
murder of a blackmailing
woman

- 4 (Color) Movie: "Let's
Make Love," Marilyn
Monroe, Yves Montand,
Tony Randall ('60-1st run).

- 11 Chiller (movie): "I Bury
the Living," Richard
Boone, Theodore Bikel
(58-1st run). Grave map

- 2 The Defenders, E. G. Mar-
shall, William Shatner,
Gerald Hiken, Edward
Asner. Assistant D.A.
finds himself prosecuting
an innocent man for the
murder of a blackmailing
woman

- 4 (Color) Movie: "Let's
Make Love," Marilyn
Monroe, Yves Montand,
Tony Randall ('60-1st run).

- 11 Chiller (movie): "I Bury
the Living," Richard
Boone, Theodore Bikel
(58-1st run). Grave map

- 2 The Defenders, E. G. Mar-
shall, William Shatner,
Gerald Hiken, Edward
Asner. Assistant D.A.
finds himself prosecuting
an innocent man for the
murder of a blackmailing
woman

- 4 (Color) Movie: "Let's
Make Love," Marilyn
Monroe, Yves Montand,
Tony Randall ('60-1st run).

- 11 Chiller (movie): "I Bury
the Living," Richard
Boone, Theodore Bikel
(58-1st run). Grave map



JENNIFER Billingsley is a restless farm girl during "Gunsmoke" at 10 p.m. Saturday, channel 2.

in cemetery office holds power of death.

**34 BULLFIGHTS! . . . FROM
★ MEXICO CITY—2 HOURS**

8:30

7 Jerry Lewis Show (box)

10:00 P.M.

2 Gunsmoke, James Arness,
James Broderick, Nancy
Wickwire, Jennifer Bill-
ingsley. Spinster's mis-
directed concern for her
younger sister leads to
tragedy.

5 Dan Smoots Reports

13 Jeopiers Creepers (movie):
"Black Raven."

10:15

5 Dean Manion Forum

9 Your Heart & Mine.
Report on findings at last
week's meeting of the
American Heart Assn.

10:30

5 Movie: "Kiss of Death,"
Victor Mature ('47)

11 The Texan, Rrry Calhoun

10:45

9 (Color) Movie: "So This Is
Love," Kathryn Grayson

11:00 P.M.

2 News, Jerry Dunphy

11 Movie: "Demetrius & the
Gladiators," Victor Ma-
ture, Susan Hayward ('54)

34 Pasos Triunfales (music)

11:15

2 L.A. Television Premiere

★ "THE LOST WEEKEND"

starring Academy Award
Winner RAY MILLAND

with Jane Wyman ('45)

4 (Color) News Final (11:20)

11:30

7 Movie: "Terror from the
Year 5000," Joyce Holden

34 Noticiero 34 (News)

11:45

13 Movie: "The Hard Way,"
Ida Lupino ('43)

4 (Chr) Curt Massey, 11:50

12:15

9 Movie: "Cornered," Dick
Powell ('45)

RADIO

KABC—700 KFAC—1390 KGER—1390 KJFY—870 KKX—1180
 KAL—1430 KFI—640 KGFJ—1220 KLAG—870 KRLA—1110
 KBLA—1490 KFOX—1280 KGLH—1260 KMPG—710 KWIZ—1400
 KDAY—1680 KFWB—980 KGLM—740 KNX—1070 KWKW—1300
 KEZY—1100 KQNS—1020 KHJ—830 KPOL—1640 XTRA—500

SUNDAY, OCTOBER 27, 1963

7:00 A.M.

KFI—News; Radio Public
 KABC—American Farmer
 KJFY—See It
 KNX—World News Roundup
 KFOX—Christie Troubadours
 KGER—Maurice Johnson
 7:15
 KNX—Your Soc. Security

7:30
 KFI—Home Town
 KABC—It's Time to Live
 KHJ—In-Earth Dialogue
 KJFY—Church of the Air
 KFOX—Eternal Word
 KGER—Hour of Faith

KFI—Christian Science
 KABC—Concert Hall
 KNX—Believe (7:55)

8:00 A.M.

KFI—News; Chang's Times
 KABC—News; Paul Condylls
 KHJ—Eugene Sue
 KNX—Church of the Air
 KFOX—Bill Patterson
 KGER—Christie Troubadours

8:20
 KFI—At Home With Music
 KABC—Sail Lane Tabernacle
 KNX—World Line, Crusade
 KFOX—Moments in Music
 KABC—Flair Reports (8:55)

9:00 A.M.

KFI—Music; Home Folks
 KABC—Paul Condylls (to 2)
 KHJ—Frank Evans (to 2)
 KNX—News; Dress Sports
 KGER—Heaven & Home

9:15
 KNX—University Explorer:
 "Identification"
 KABC—Airmail From Geo
 9:30
 KNX—Moscow Scene;
 Invitation to Learning
 (9:35) "Blessings of
 Liberty" (Chico)
 KGER—John Brown

10:00 A.M.

KABC—News
 KNX—News; Sports; Older
 You Grow (10:10)
 KGER—News in Revelation
 10:15
 KGER—News
 KABC—Paul Condylls

KFI—Eternal Light
 KNX—Shall Novins; Tro
 on Desert (11:30)
 KGER—Chosen People
 10:45
 KGER—Sacred Music

11:00 A.M.

KFI—News; Youth Forum
 (11:15) "UN," and New
 World Countries
 KABC—News; Flair Report
 KNX—News; Port of Call
 (11:15) "Sweden"
 KFOX—Gweneth; Deacon
 KGER—Ch. at Open Door

KABC—Paul Condylls
 11:30
 KFI—Calhoun Hour
 KNX—London; Sun. Scene

12:00 NOON

KFI—News; Monitor
 KABC—News; John Wilson
 KJFY—Sound of Worship
 KNX—News; Headline
 12:20
 KNX—Alexander Kendrick
 KGER—Capitol Classroom
 KFI—Rev. Victor Glenn

MONDAY, OCTOBER 28, 1963

7:00 A.M.

KFI—Pal Bishop Report
 KABC—Hemingway West
 KHJ—Red Kicking to 10
 KNX—World News Roundup
 KFOX—Charlie Williams
 KGER—Christie Troubadours
 7:15
 KFI—Hit the Road
 KABC—News; Sports
 KNX—Bob Crane Show
 KGER—Aubrey Lee

7:30
 KABC—News Around World
 KNX—News; Russ Powell

KFI—News; Southland
 KABC—Mail Gooder News
 KHJ—Bob Crane Show
 KGER—Heaven & Home

8:00 A.M.

KFI—News; Hit the Road
 KABC—News; Paul Harvey
 KHJ—Bob Crane Show
 KGER—Willard Nelson
 8:15
 KABC—Bob Ferris Report
 KNX—Bob Crane Show

8:30
 KFI—Reporter; News
 KABC—Frank Hemingway
 KGER—Voice of China
 8:45
 KFI—Hit the Road
 KABC—News; Sports
 KNX—World News
 KNX—Allan Jackson (8:55)

9:00 A.M.

KABC—Vern Williams; News
 KNX—News
 KGER—Lutheran Hour
 9:15
 KFI—Mynd J. Bennett
 KNX—Bob Crane Show
 KGER—John Brown Hour

9:30
 KFI—Emphasis; Noble
 KABC—Wendell Noble
 KHJ—Women in Wash'n
 KGER—News

10:00 A.M.

KFI—News; Ladies' Day
 KABC—News; Brkfst Club
 KHJ—News; Paul Condylls
 KNX—News; Arnie Godfrey
 KFOX—Lee Ross (to 10:30)

KFI—News; Monitor
 KABC—News; John Wilson
 KJFY—Sound of Worship
 KNX—News; Headline
 12:20
 KNX—Alexander Kendrick
 KGER—Capitol Classroom
 KFI—Rev. Victor Glenn

1:00 P.M.

KFI—Monitor (to 3)
 KABC—News; The Week
 KHJ—See It
 KNX—World News Roundup
 KFOX—Christie Troubadours
 KGER—Maurice Johnson
 1:15
 KNX—Your Soc. Security

1:30
 KFI—Home Town
 KABC—It's Time to Live
 KHJ—In-Earth Dialogue
 KJFY—Church of the Air
 KFOX—Eternal Word
 KGER—Hour of Faith

KFI—Christian Science
 KABC—Concert Hall
 KNX—Believe (1:55)

2:00 P.M.

KFI—News; Chang's Times
 KABC—News; Paul Condylls
 KHJ—Eugene Sue
 KNX—Church of the Air
 KFOX—Bill Patterson
 KGER—Christie Troubadours

2:20
 KFI—At Home With Music
 KABC—Sail Lane Tabernacle
 KNX—World Line, Crusade
 KFOX—Moments in Music
 KABC—Flair Reports (2:55)

3:00 P.M.

KFI—News; USC Notebook
 KABC—News; Quincy Howe
 KHJ—News; Sun. Scene
 KNX—News; Sun. Scene
 KGER—Jack Holcomb

3:15
 KGER—Howard Rushoff
 KABC—Tom Harmon (3:25)
 3:30
 KFI—Moments in Music
 KABC—Overseas; Asymptote
 KHJ—Sun. House; Scene
 KFOX—Jerry Mars
 KGER—Rev. C. T. Walberg

4:00 P.M.

KFI—Senators Report
 KABC—As We See It
 4:15
 KFI—Scout Jambooree
 KABC—News; Voices in the
 Heavens (4:30)
 KHJ—Brass, Belles and
 Blues (to 11)
 KNX—News; Sun. Scene
 KFOX—News; Student Ra
 dio Workshop (4:55)
 KGER—News; In the Garden
 KFI—Rescue Mission
 KABC—Cause for Alarm
 KHJ—Sunday Seminar:
 "Books of the Bible"
 KFI—News; Monitor

4:30
 KFI—News; Monitor
 KABC—News; Quincy Howe
 KHJ—News; Sun. Scene
 KNX—News; Sun. Scene
 KGER—Jack Holcomb

4:45
 KGER—Howard Rushoff
 KABC—Tom Harmon (5:25)
 5:00
 KFI—Moments in Music
 KABC—Overseas; Asymptote
 KHJ—Sun. House; Scene
 KFOX—Jerry Mars
 KGER—Rev. C. T. Walberg

5:00 P.M.

KFI—News; USC Notebook
 KABC—News; Quincy Howe
 KHJ—News; Sun. Scene
 KNX—News; Sun. Scene
 KGER—Jack Holcomb

5:15
 KGER—Howard Rushoff
 KABC—Tom Harmon (5:25)
 5:30
 KFI—Moments in Music
 KABC—Overseas; Asymptote
 KHJ—Sun. House; Scene
 KFOX—Jerry Mars
 KGER—Rev. C. T. Walberg

6:00 P.M.

KFI—Scout Jambooree
 KABC—News; Voices in the
 Heavens (6:30)
 KHJ—Brass, Belles and
 Blues (to 11)
 KNX—News; Sun. Scene
 KFOX—News; Student Ra
 dio Workshop (6:55)
 KGER—News; In the Garden
 KFI—Rescue Mission
 KABC—Cause for Alarm
 KHJ—Sunday Seminar:
 "Books of the Bible"
 KFI—News; Monitor

6:15
 KGER—Howard Rushoff
 KABC—Tom Harmon (5:25)
 6:30
 KFI—Moments in Music
 KABC—Overseas; Asymptote
 KHJ—Sun. House; Scene
 KFOX—Jerry Mars
 KGER—Rev. C. T. Walberg

7:00 P.M.

KFI—News; USC Notebook
 KABC—News; Quincy Howe
 KHJ—News; Sun. Scene
 KNX—News; Sun. Scene
 KGER—Jack Holcomb

7:15
 KGER—Howard Rushoff
 KABC—Tom Harmon (5:25)
 7:30
 KFI—Moments in Music
 KABC—Overseas; Asymptote
 KHJ—Sun. House; Scene
 KFOX—Jerry Mars
 KGER—Rev. C. T. Walberg

8:00 P.M.

KFI—Scout Jambooree
 KABC—News; Voices in the
 Heavens (8:30)
 KHJ—Brass, Belles and
 Blues (to 11)
 KNX—News; Sun. Scene
 KFOX—News; Student Ra
 dio Workshop (8:55)
 KGER—News; In the Garden
 KFI—Rescue Mission
 KABC—Cause for Alarm
 KHJ—Sunday Seminar:
 "Books of the Bible"
 KFI—News; Monitor

8:15
 KGER—Howard Rushoff
 KABC—Tom Harmon (5:25)
 8:30
 KFI—Moments in Music
 KABC—Overseas; Asymptote
 KHJ—Sun. House; Scene
 KFOX—Jerry Mars
 KGER—Rev. C. T. Walberg

9:00 P.M.

KFI—News; USC Notebook
 KABC—News; Quincy Howe
 KHJ—News; Sun. Scene
 KNX—News; Sun. Scene
 KGER—Jack Holcomb

9:15
 KGER—Howard Rushoff
 KABC—Tom Harmon (5:25)
 9:30
 KFI—Moments in Music
 KABC—Overseas; Asymptote
 KHJ—Sun. House; Scene
 KFOX—Jerry Mars
 KGER—Rev. C. T. Walberg

10:00 P.M.

KFI—Scout Jambooree
 KABC—News; Voices in the
 Heavens (10:30)
 KHJ—Brass, Belles and
 Blues (to 11)
 KNX—News; Sun. Scene
 KFOX—News; Student Ra
 dio Workshop (10:55)
 KGER—News; In the Garden
 KFI—Rescue Mission
 KABC—Cause for Alarm
 KHJ—Sunday Seminar:
 "Books of the Bible"
 KFI—News; Monitor

10:15
 KGER—Howard Rushoff
 KABC—Tom Harmon (5:25)
 10:30
 KFI—Moments in Music
 KABC—Overseas; Asymptote
 KHJ—Sun. House; Scene
 KFOX—Jerry Mars
 KGER—Rev. C. T. Walberg

11:00 P.M.

KFI—News; USC Notebook
 KABC—News; Quincy Howe
 KHJ—News; Sun. Scene
 KNX—News; Sun. Scene
 KGER—Jack Holcomb

11:15
 KGER—Howard Rushoff
 KABC—Tom Harmon (5:25)
 11:30
 KFI—Moments in Music
 KABC—Overseas; Asymptote
 KHJ—Sun. House; Scene
 KFOX—Jerry Mars
 KGER—Rev. C. T. Walberg

12:00 A.M.

KFI—Scout Jambooree
 KABC—News; Voices in the
 Heavens (12:30)
 KHJ—Brass, Belles and
 Blues (to 11)
 KNX—News; Sun. Scene
 KFOX—News; Student Ra
 dio Workshop (12:55)
 KGER—News; In the Garden
 KFI—Rescue Mission
 KABC—Cause for Alarm
 KHJ—Sunday Seminar:
 "Books of the Bible"
 KFI—News; Monitor

12:15
 KGER—Howard Rushoff
 KABC—Tom Harmon (5:25)
 12:30
 KFI—Moments in Music
 KABC—Overseas; Asymptote
 KHJ—Sun. House; Scene
 KFOX—Jerry Mars
 KGER—Rev. C. T. Walberg

1:00 P.M.

KFI—News; USC Notebook
 KABC—News; Quincy Howe
 KHJ—News; Sun. Scene
 KNX—News; Sun. Scene
 KGER—Jack Holcomb

1:15
 KGER—Howard Rushoff
 KABC—Tom Harmon (5:25)
 1:30
 KFI—Moments in Music
 KABC—Overseas; Asymptote
 KHJ—Sun. House; Scene
 KFOX—Jerry Mars
 KGER—Rev. C. T. Walberg



LEON AMES

Leon Ames
 on Mr. Ed

By VERNON SCOTT

HOLLYWOOD (UPI)—Leon Ames, the choleric Clarence Day of video's bygone "Life with Father," has been chosen to play a short-fused retired Army colonel on the "Mr. Ed" series, replacing the late Larry Keating.

An old warhorse of a character actor, Ames will wage his own warfare against the unfortunate Mr. Ed, equine star of the show.

Between "Life with Father" and his new assignment, Ames starred in a little bomb titled "Father of the Bride" which survived less than a year on the air.

AMES is an enormously wealthy man, owning one of the largest automobile agencies in the West. Additionally, he continues to reap residuals from "Life with Father," inasmuch as he doesn't need the money, Ames' new role is merely an opportunity to satisfy the inner ham, a fact he cheerfully admits.

BERT'S EYE VIEW

'Waltz King'

(Continued from Page 1)

because everytime he started to, someone would strike up the band.

Sure, I know the man is his music.

But no man, not even Johann Strauss Jr., can be all music.

KERWIN MATHEWS, in his portrayal as young Strauss, performs credibly. He simply should have been provided with more script and less baton.

Senta Berger, who plays his sweetheart, is as dazzling an actress as she is beautiful. Brian Aherne plays the crusty senior Strauss as thoroughly crusty as only Aherne can be.

All in all, there are many more pluses than minuses to this production.

And, in all fairness, it really does escape being a two-hour concert.

It is an escape, I hope, which won't be too narrow to keep the youngsters interested.

FM HIGHLIGHTS

Janacek-Nielsen Concert at 5 a.m. on KPFK . . . Alfred Newman at 10 a.m. on KBIG . . . Latin Hour in multiplex at 11 a.m. on KGGK . . . "On the Town" in multiplex at 1 p.m. on KMLA . . . Hugo Winterhalter at 3 p.m. on KBIG . . . Percy Faith in multiplex at 5 p.m. on KGGK

(Advertisement)

wear FALSE TEETH?
 eat, chew, smile with
REGULAR OR HEAVY GAUGE DENTAL CUSHIONS
EZO
 Helps keep seeds out . . . plate snug
 Helps ease pressure on gums
 Helps prevent clicking
 At Your Dentist • DENTIST'S SUPPLY 60¢

TV TECHNICIANS NEEDED!

By Industry—By the Public—We Train—Short Practical Course—Color and BW—Transistors—Radio—Electronics—Approved for Vets and Calverts
 Cal Tech Trade Schools 5459 Atlantic, Long Beach CA 2-5461



Ordered to be Sold at
PUBLIC AUCTION

By Order of the Executor
 of the Estate of

ABE TENENBAUM

WILL BE SOLD TO THE HIGHEST BIDDER

★ TREMENDOUS INVENTORY ★

PLUS Thousands of Items Representing
 Merchandise of Every Category

Unredeemed Pledges

A GENUINE DIAMOND RING TO
 BE GIVEN AWAY AT
EACH SALE No Obligation
 To Buy

MANY VALUABLE GIFTS GIVEN AWAY AT EACH SALE

1 p.m. - 2 Sales Daily - 7:30 p.m. except Sat. & Sun.

This is a Partial Listing of
 Merchandise to Be Sold

CAMERAS DIAMONDS GUNS TYPEWRITERS SILVERWARE LUGGAGE WATCHES MUSICAL INST.	Sale Conducted Under Supervision of LONG BEACH LIQUIDATORS Business Counselors Auctioneers Commission Noted	BINOCULARS RADIO ELECTRIC SHAVERS RECORD PLAYERS HI-FI AMPLIFIERS CHINAWARE
---	---	---

Plus Hundreds of Articles Too Numerous to Mention

LONG BEACH LIQUIDATORS

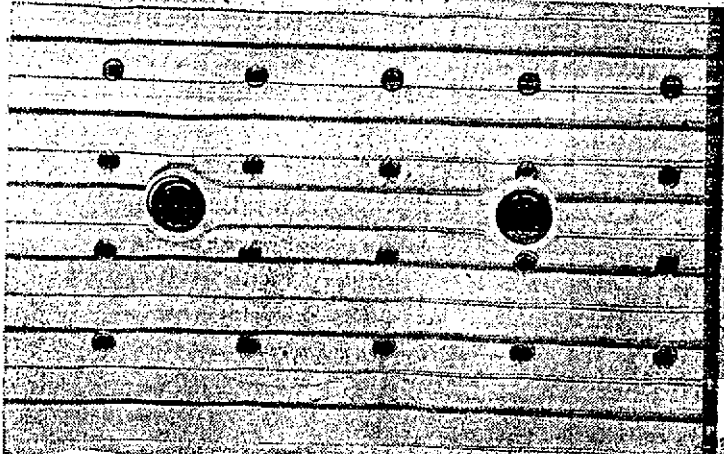
149 E. OCEAN BLVD. at Corner LONG BEACH

Free Parking at Victoria Auto Park, 129 E. Ocean

FM STATIONS

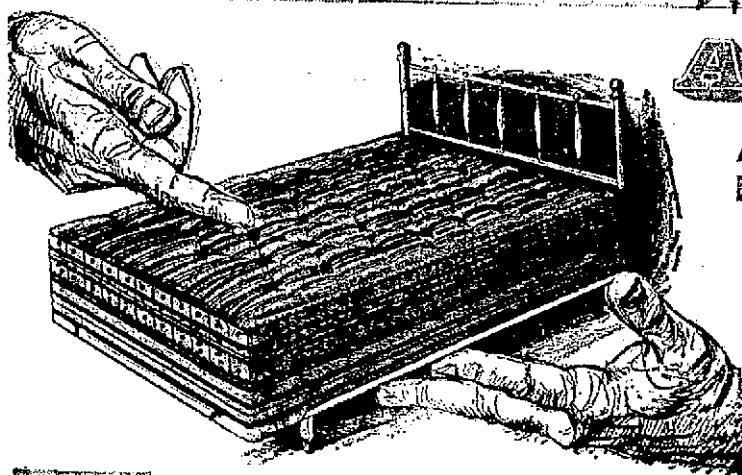
KLON	88.1	KGGK	94.3	KCBH	97.9	KJNOB	97.9
KXLU	88.7	KRRM	94.7	KHOF	98.3	KRIG	98.3
KDSC	90.7	KABD	95.3	KHJ	100.3	KRKB	100.3
KFAC	91.3	KWIZ	96.7	KUTE	101.3	KBMS	101.3
KXN	93.1	KFWB	97.3	KFOX	102.3	KGBI	102.3
KPOL	97.9	KQSD		KGLA	103.5	KGBI	103.5

58 with the events...
 1958 with the events...
 1958 with the events...



79

low price too!!



ACME'S

AIR-CONDITIONED "VENTILATOR" MATTRESS ENSEMBLE!

ACME'S Scientifically developed process of mattress ventilation adds to the resiliency of the mattress, keeps the filling fresher . . . cooler! Gives longer mattress "life" and springiness. This feature, found usually only on higher priced sets, is now available at Acme for this Low, Factory-to-you price of just seventy-nine fifty! Includes "Ventilator" mattress, matching box springs, with heavy plastic turn handles, plastic corner protector, and Harvard frame with either ball casters or rug rollers. Available for a limited time only. (and ONLY at ACME).

FOURTEEN-PIECE KING-SIZED BED ENSEMBLE!

ACME'S big King-size package includes: HUGE SIX BY SEVEN-FOOT MATTRESS! TWO MATCHING SPLIT BOX SPRINGS! King-size mattress pad, fitted bottom sheet, top sheet, two pillows, four pillowcases, fabulous king-sized tufted headboard, Harvard frame with ball casters . . . ALL THIS for just One eighty-nine-fifty. Only while supply lasts! Use your good credit at ACME . . . BANKAMERICARD OR BUDGET TERMS! (ninety-day plan . . . no interest charges)

Growing with Long Beach Since 1932

ACME
 Mattress Factory

3415 EAST ANAHEIM STREET
 GENEVA 9-4908
 OPEN MON. & FRI. UNTIL 9 P.M.
 IN SANTA ANA, TOO!
 411 WEST 5th ST., SANTA ANA
 PHONE KIMBERLY 3-2070
 Open Daily 'til 5; Saturday 10-1



189⁵⁰
 CHARGE IT

Parade

THE NEWS & Independent - Press-Telegram

**WHO 'OWNS' YOUR
CONGRESSMAN?**

BY JACK ANDERSON

**THE GIRL WHO PUTS
STARS IN THEIR PLACES**

CHILE:

**IDEAL SPOT FOR
AN OFF-SEASON VACATION**



October 27, 1963

Walter Scott's Personality Parade

Want the facts? Want to spike rumors? Want to learn the truth about prominent personalities? Write Walter Scott, PARADE, 733 Third Ave., New York 17, N.Y. Your full name will be used unless otherwise requested. Volume of mail received makes personal replies impossible.

Q. John Douglas, who is Asst. Attorney General in charge of the Civil Division in the Justice Department—is he any relation to the senator from Illinois?—J. A. L., Chicago, Ill.
A. Yes, his son.

Q. How did Virginia Woolf die? Was she ever insane?—Ann Howard, Fresno, Calif.
A. She took her life in 1941 after periods of insanity.



Q. Who are the leading manufacturers of color TV sets in America?—Max Davidson, Bridgeport, Conn.
A. RCA, Motorola, Magnavox, Packard Bell, Zenith, Admiral, Westinghouse, General Electric, Setchell-Carlson, Sylvania.

Q. Is it true that Sigmund Freud was a tobacco addict?—Virginia Hansen, Virginia, Minn.
A. Freud smoked for more than 45 years.



Q. I understand that baseball star Stan Musial will enter Missouri politics now that he's retired from baseball. True or false?—Jack Bell, Jefferson City, Mo.
A. Says Musial: "I have absolutely no political ambitions. I am seeking no political office or appointment."

Q. Wasn't Stella Stevens born in Yazoo City, Miss., and wasn't she discovered in a Memphis department store by a motion picture press agent named Irving Shiffrin?—R.P., Jackson, Miss.
A. Right in both cases.

Q. Who said: "He that is good for making excuses is seldom good for anything else"?—Ronald Pride, Knoxville, Tenn.
A. Benjamin Franklin.

Q. Is there anything to the Jill St. John-Frank Sinatra romance? How come she's going with Sinatra when she's married to Lance Reventlow?—Newt Sterns, Monterey, Calif.
A. Miss St. John is separated from her husband. She and Sinatra are close friends.

Q. Are there any Negro police officers or Negro deputy sheriffs in Birmingham, Ala.?—J.T., Knoxville, Tenn.
A. Not as of this writing.

Q. A big strong fellow like Gregory Peck—how did he stay out of World War II?—Robert Blane, La Jolla, Calif.
A. Peck was classified 4F because of a bad back.



Q. Who runs such bands as Tommy Dorsey's, Glenn Miller's and Jimmy Dorsey's since some of these men are dead?—Bernie Hauser, Newark, N.J.
A. Sam Donahue runs the Tommy Dorsey band, Ray McKinley the Glenn Miller outfit, Lee Castle the Jimmy Dorsey orchestra.



Q. I am told that after Michael Wilding entered a multimillion-dollar libel suit against Hedda Hopper for her writings on him in The Whole Truth & Nothing But, all subsequent editions omitted the objectionable mentions of Wilding. Is this so?—Helen Adamson, Toledo, Ohio.
A. Yes.

Q. Is it true that Nikita Khrushchev is a very sick man and that the truth has not been told the public? I understand doctors have forbidden him to drink.—A.L., Seattle, Wash.
A. K. is getting old, drinks much less than he used to, tires much more quickly, takes better care of himself than ever before.



Q. Is there anything between Otto Preminger and Carol Lynley? I read in the Saturday Evening Post that Preminger told her she could become a big star if only she gave up her husband. Is this true?—J.P., Philadelphia, Pa.

A. Preminger never said that and has so testified in a deposition.

Q. Is Phyllis McGuire married to mobster Sam Giancana?—Fred R., Las Vegas, Nev.
A. Reportedly they were married somewhere in Europe many months ago.

Q. How wealthy is actor Vic Mature? Is he a millionaire?—Sara Ann Marshall, Louisville, Ky.
A. Mature is easily a millionaire.

Q. How many people to the square mile in Australia? James Barton, Tucson, Ariz.
A. Three.

Q. Can you tell me how much the Central Intelligence Agency is paying Col. Le Quang Tung in Vietnam? He is the leader of the special forces which led raids on the Buddhists.—Thomas Lynch, Washington, D.C.
A. The CIA has reportedly been making monthly payments of \$250,000 to Col. Tung's forces.

Q. Natalie Wood used to go steady with Warren Beatty (r.) until he kissed her off. Who does she go with now?—Allen D., St. Joseph, Mo.
A. Arthur Loew, Jr.



Q. I would like to find out what's happened to Dorothy Malone since her unfortunate marriage to Jacques Bergerac?—Theo Wells, San Antonio, Tex.
A. She is working in the TV version of Peyton Place.

Parade

THE SUNDAY
NEWSPAPER MAGAZINE
OCTOBER 27, 1963

President and Publisher, Arthur H. Motley Editor, Jess Gorkin

■ Managing Editor, DONALD WAYNE ■ Art Director, ANTHONY LA ROTONDA

Assistant Managing Editor, EDWIN KIESTER, JR. Assistant Art Director, CHARLES VOLPE

Associate Editors: MARIANNA HASSOL, FRED WARSHOFKY Assistant to the Editor, MARION LONG

Women's Editor, ROSALIND MASSOW Home Economics, DEMETRIA TAYLOR Fashion, VIRGINIA POPE

Washington Bureau: JACK ANDERSON, FRED BLUMENTHAL, OPAL GINN

West Coast Bureau: LLOYD SHEARER

Cartoon Editor, LAWRENCE LARIAR

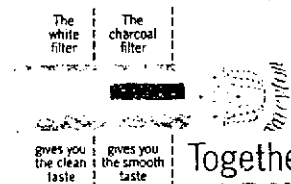
© 1963, Parade Publications, Inc., 733 Third Ave., New York 17, N.Y. All rights reserved under International and Pan American Copyright Conventions. Reproduction in whole or in part of any article without permission is prohibited. PARADE®; Marca Reg.

"Us Tareyton smokers would rather fight than switch!"



Join the Unswitchables and enjoy the great taste that inspires their aggressive loyalty.

Tareyton, of course, is famous for fine tobacco. Now see how the Activated Charcoal filter works with the white filter to actually improve the fine tobacco taste:



Together they give you the great taste of **DUAL FILTER TAREYTON**

Product of The American Tobacco Company - "Kluge" is our middle name © A T Co

Tareyton

DUAL FILTER



who 'owns' your congressman?

by JACK ANDERSON

WASHINGTON, D.C.

This week, exactly one year before the 1964 Presidential election, will kick off the most expensive period of political campaigning in U.S. history. Before next November, more than \$200 million—more than \$3 a vote—will be spent as the White House, 435 House seats, 35 Senate seats and thousands of local offices go up for grabs.

And the bulk of the money will come from people with an ax to grind. It will be put up by special interests—great unions and corporations, farm groups and business and professional associations. And the plink of every donated coin, the rustle of every unfolding bill or scratch of pen on check will add emphasis to the need for reform of one of the greatest evils in the American system.

For the tragic truth is that political campaigns are financed by means that are not only antiquated but often corrupt. Even the most honest candidates are forced to accept shady money (or close their eyes while political bagmen collect in their behalf) in order to run for office.

The costs of campaigning today are so staggering that only the well-heeled candidate can afford them. And to become well heeled, he must take money from persons who expect him to do favors in return.

In fact, it's a miracle of politics and a tribute to our officeholders that interests don't wield more influence than they do. Here's what some political professionals told PARADE—on condition their names be withheld.

WHAT REALLY GOES ON?

A veteran Democratic fund-raiser: "There isn't a major campaign that doesn't receive illegal contributions. The candidate may not know, or pretend he doesn't. But the Corrupt Practices Act is broken, bent, twisted, ignored and circumvented all the time."

A senator who investigated the subject in 1956: "The laws regulating political campaigns are not only hopelessly inadequate; they are meaningless. The only purpose they serve today is to demoralize the people in politics and breed contempt for the law."

A Republican congressman: "The average Congressman would throw out any lobbyist who offered him a \$100 bribe yet accept a \$1,000 campaign contribution from the same man without a qualm."

A senator from a small state: "It was impossible for me to raise enough money in my state for my campaign. I had no alternative but to accept out-of-state contributions. Seventy per cent of my expenses were paid by outside interests."

It costs as much as \$2 million to campaign for governor or senator in a big state. A seat in the House



At stake in U.S.'s most expensive political campaign now beginning: The Presidency, 35 Senate seats, 435 House seats.

can be won for \$25,000, but may cost four or five times that much. The Democrats came out of the 1960 Presidential campaign with a staggering \$4.5 million deficit, causing President Kennedy to exclaim: "My God, what would we have done if we had lost?"

The biggest campaign bite goes for television. One big-state senator described his \$230,000 TV bill as "expensive but essential." Another essential for the modern candidate is the private political poll. It costs \$10,000 to \$12,000 to run a first and second sampling, three times that much in a complex state like California.

COSTS ARE UP

Travel costs have soared with the airplane; so has the price of printing, staff salaries, campaign paraphernalia. Even fund-raising now costs almost a dollar to raise a dollar. Congressman William Ayres (R., Ohio) ran a newspaper ad ("Bill Ayres Needs Your Help") pleading for \$1 contributions. The ad cost \$200, brought in \$51.

The campaign laws require candidates to report what they collect and spend. But there are a thousand and one ways for candidates to avoid disclosure.

So enter the political bagmen, experts in the fine art of slipping money under the table. Their most frequent ruse is "double billing," by which a union or corporation pays certain campaign expenses directly but shows them on the books as "business expenses." A printing bill may be picked up, or a campaign film paid for. One group of New England corporations has contributed to both Republican and Democratic candidates by paying them "commissions." Still another dodge is to channel donations through friends, relatives, employees.

Few men in politics are more scrupulous than Sen. Paul Douglas (D., Ill.), whose campaign aides are forbidden to accept contributions from anyone with an interest in Senate legislation. Ignorant of this, a union official plunked down \$10,000 to help pay his 1954 campaign bills. The horrified Douglas shooed the man out and told him to take his money with him.

A campaign worker later cornered the union man, apologized for Douglas' naïveté, and worked out a "double billing" arrangement, spending the money on the senator's campaign without his knowledge.

Some bagmen are more cautious than others. An oilman used a Senate employee to sound out Sen. Tom McIntyre (D., N.H.) about accepting \$10,000 to help pay off his 1962 campaign debts. (McIntyre said thanks, but no, thanks.) An airline official arranged a tryst in his hotel room to slip \$5,000 to a congress-

OUTDATED ELECTION LAWS MAKE EVEN HONEST MEN TURN TO SPECIAL INTERESTS FOR SUPPORT. WE NEED REFORM. HERE'S HOW TO GET IT.

man with a powerful voice in aviation legislation. But the representative of some trucking firms handed \$10,000 to a Western senator across his Senate desk. These were not bribes but campaign contributions, though sometimes it is difficult to draw the line between one and the other.

The high-sounding Committee for Economic Growth, lavish with campaign donations, turned out to be a group of restaurant owners who were fighting against tax tightening on expense accounts.

Most of the committee's donations went to members of the Senate and House committees that write tax legislation. A \$1,500 contribution went to Sen. Russell Long (D., La.), who delivered a blistering Senate attack on the expense account rules. Another \$1,000 went to Congressman John Dent (D., Pa.), who introduced a bill to cancel restrictions on expense account spending.

The Committee on American Leadership turned out to be a coal industry group fighting for an increase in its tax depletion allowance. Among the donations distributed by the committee were \$500 to Congresswoman Elizabeth Kee (D., West Va.) and \$650 to Congressman John Saylor (R., Pa.). Both introduced bills to have the depletion allowance boosted.

These members of Congress would be outraged at the suggestion that their votes could be influenced by campaign contributions. Long and Dent were opposed to expense account limitations before the contributions. Kee and Saylor represent coal districts and would have tried to help the coal interests anyway.

Senators Warren Magnuson (D., Wash.) and Len Jordan (R., Ida.) both accepted \$500 contributions from lumber interests in 1962, then teamed up to push through a lumber-labeling bill that would hamper competitive Canadian lumber. Both men represent lumber states and have lumber interests at heart.

Yet this raises a question of propriety: which comes first, the contribution or the conviction? Since a politician must have money to run for office—and he can't raise it from the public—he can only get funds from special interests. Whose gifts should he accept?

CONVICTION OR CASH?

It would seem the most ethical solution is to accept campaign contributions only from interests whose views he already shares. Yet if he serves their interests, how are the voters to know whether he is doing so out of conviction or for campaign cash?

The most secret office at the Democratic National Committee here is occupied by Dick Maguire, who handles the big-money men who want government



Sen. Warren Magnuson, D., Wash.: lumbermen aided him.



Rep. John Dent, D., Pa., was helped by restaurant owners.



Sen. Len Jordan, R., Ida., got lumber help, aided them.



Rep. Elizabeth Kee, D., W. Va., backed bill to aid mines.



Rep. William Ayres, R., O., learned lesson about funds.



Rep. John Saylor, R., Pa.: coal men gave \$650 to his fund.



Sen. Paul Douglas, D., Ill., was outfoxed by his aides.



Sen. Thomas McIntyre, D., N. H., turned down \$10,000.

favours. Maguire's mail does not go through normal channels; it is picked up and sorted by trusted aides. But a high Democratic official confided to PARADE that one day he could not help seeing two letters on Maguire's desk, naming contributions made and the favors expected for them.

In the desperate struggle to fill their campaign coffers without selling their souls, candidates keep dreaming up new fund-raising gimmicks. The most productive are the \$100-a-plate dinners; some candidates start holding these dinners two years before the election. Other variations include \$25-a-plate breakfasts, \$50-a-plate luncheons, cocktails for cash. The latest political status symbol is the \$1,000-a-plate dinner, at which you get a filet mignon, a handshake with President Kennedy and a gold-engraved membership card in "The President's Club."

Yet even those who attend these dinners include a large number of representatives of special interests or their lobbyists. How can our office-holders be freed from their obligation to such interests?

COMMITTEE RECOMMENDATIONS

To find out, after the 1960 elections a blue-ribbon bipartisan group was appointed to look into the problem and make recommendations for reform. The committee reported back with 12 suggestions, centering mostly on more effective reporting techniques and more realistic laws. They also proposed that the parties pool certain costs (such as registration drives and TV debates) and the government assume some.

So far, however, the program has made little headway in Congress. And it focuses chiefly on Presidential elections, ignoring the problems posed by congressional, senatorial, state and local races. (This situation will be partly rectified in 1964, when the Citizens Research Foundation, a nonpartisan group specializing in campaign finance, makes the first comprehensive study of non-Presidential campaigns.)

However, most experts agree that the big problem isn't to change procedures but to get ordinary citizens to help foot the bills. One frequently heard suggestion, endorsed by the President's Commission on Campaign Costs, is to make contributions tax-deductible. Under this plan, you can deduct up to \$1,000 from your taxable income for political donations, or take a \$10 credit off the final tax due.

Of all these suggestions, one thing is certain. All sides agree that something must be done to take the candidate out from under obligations to interests. And the voter must pay to elect his government. If he doesn't, he'll be a little less free.

**Significant
Winegard
Antenna
Development**

COLOR TV

Improves black and white, too



THE GOLD ANTENNA

Although the Winegard Colortron antenna was designed to meet the critical standards for color TV, it is also the most sensitive antenna you can own for your black and white set. Color pictures become brighter, clearer, more lifelike. Black & white reception becomes sharper with greater clarity and contrast, even in difficult reception areas.

Can a TV antenna make this much difference? Yes!

But aren't all TV antennas pretty much alike? No!

There are two reasons Winegard Colortrons outperform ordinary antennas. (1) A patented Electro-Lens design intercepts more TV signals... but rejects interfering signals. (2) The TV signal is then amplified by an electronic power pack.

The effect on your reception is this: often you can pull in stations you couldn't reach before. Pictures, on all channels, become brighter, sharper. There's signal power to spare... if you like, you can operate up to 6 sets from one Colortron antenna.

Colortrons are rugged, too. Wind tested to 100 mph. Permanent GOLD ANODIZED finish won't weather wear—stays like new for years.

For the best reception, a Winegard Colortron is a wise investment. 4 models from \$24.95, electronic power pack extra... satisfaction guaranteed. "Ask your TV service dealer or send coupon for full story."

*Guarantee in force for 90 days after installation.

Winegard 3031-10 Kirkwood
Burlington, Iowa

- ☐ Send FREE booklet on Colortron
☐ Send information on long distance FM reception.

Name

Address

City State

My nearest TV station is miles away.

APARTMENT HUNTER FOR THE STARS

by ROSALIND MASSOW

Pat Palmer is a girl who puts famous people in their places.

Kim Novak doesn't mind it. Neither do Gloria de Haven, Tab Hunter, Sophia Loren, Marlene Dietrich, Hermione Gingold and hundreds of other very important personalities.

Pat is a girl real estate magnate. Her principal occupation is finding glamorous living quarters for glamorous people. She does well at it, too. In the past 10 years she has parlayed a talent for finding apartments into a million-dollar business.

In addition, her list of clients reads like the Who's Who in acting, diplomacy, arts, government, literature and money.

How did a 29-year-old manage to accumulate over a million dollars worth of prime New York real estate? Over a lunch of a couple of hard-boiled eggs sent to her office by her mother, Pat explained her secret. "I work like a horse," she said.

"While others are having a good time playing on weekends, I devote myself to business," the young brunette said, sipping coffee from a mayonnaise jar. "Sometimes I work 15 hours a day. My clients not only need apartments, but extra services as well," Pat continued.

Tab Hunter, for instance, wanted not only an apartment with high ceilings, but a cook and maid. Pat got them all.

Kim Novak insisted on an apartment with a terrace and a wood-burning fireplace. Pat not only found her the apartment but also supplied the wood.

In one of the apartments Pat rented on Park Avenue to Marlene Dietrich,



When tenants are out of town, Pat Palmer drops by to check apartments and water plants.

the actress had a special request—to store a few trunks in the basement.

"Sure, how many?" said the landlord amiably. "Twenty-six," replied Miss Dietrich. The landlord gulped but kept his promise.

When Sophia Loren comes to New York for a prolonged visit she brings her fabulous wardrobe. Pat recalled that the Italian actress recently rented a six-room apartment with wall-to-wall closets.

"The closets weren't big enough for Miss Loren," Pat reports. "She took over one of the bedrooms and installed clothing racks all over the room for her dresses. The place looked like a manufacturer's stockroom."

Pat's plush pads have been a home away from home for Zsa Zsa Gabor, Claudette Colbert, Shelley Winters, Tony Bennett, Joanne Woodward, Roddy McDowell and Rock Hudson.

CELEBRITIES ARE DEMANDING

There's a lot of walking and telephoning Pat must do before she finds suitable accommodations for her clients. Celebrities, more than any one else, want an interesting setting while living in New York. Some want apartments as extravagant as movie sets, others look for brownstone apartments, penthouses, garden apartments in town houses. Their tastes are lavish or offbeat, and they pay for it. A 4-room furnished apartment rents for as much as \$1,850 a month. Most of the stars just want to sublet an apartment, but some take out a long lease.

Pat gets along fine with her celebrated clients. Modest-looking, Pat wears

her long black hair pulled straight back from her face. She wears little or no make-up, no jewelry and undistinguished clothes. Her appearance seems in studied contrast to the flamboyance of her clients. She presents herself as an uncompetitive plain Jane. Actually she's a brilliant young woman.

Fancy Hats are just one phase of her operation. She also buys and sells real estate properties. In the course of helping others with their investments, she has acquired four houses herself in New York's fashionable East Sixties.

Pat is also the only real estate broker in New York with three pianos—one in her office, one at home and one in her mother's apartment. Pat's first love was opera. She came to New York 12 years ago to study singing. Her widowed mother, her sister and a brother moved to New York from Boston to help Pat become a star of the Metropolitan Opera. Although the chances of her singing at the Met are getting slimmer, she may some day be rich enough to buy the place.

Her career as a big-time real estate operator started simply enough. When the Palmers moved to New York, it was difficult to find an apartment. Pat walked the city, ringing doorbells, until she found one for \$150 a month. In the process, she acquired a list of good apartments which were becoming available.

"I had no experience, nor any intention of going into business," she says. "I only knew that I had addresses of apartments and that people needed them—so why not bring them together?"

Here's how Bounty Stews start out...



Here's 8¢ to find out how good they end up!

Now Bounty Beef and Chicken Stews bring you old-fashioned flavor and goodness at a savings. Indeed, Campbell quality has never been a better value.

(Tear out this coupon—present to grocer.)

8¢	STORE	COUPON	8¢
<p>SAVE 8¢</p> <p>on the purchase of one 19 oz. can of</p> <p>Bounty</p> <p>BEEF STEW</p> <p>OR</p> <p>CHICKEN STEW</p>		<p>Bounty</p> <p>BEEF STEW</p> <p>Bounty</p> <p>CHICKEN STEW</p>	
<p><small>GROCCER: When all terms of this offer have been fulfilled by the consumer and by you, this coupon will be redeemed by your Campbell representative, or mail the coupon to Coupon Redemption Program, Box 700, Mt. Vernon, N.Y. 10550, for 8 cents plus 2 cents for handling. Any other application constitutes fraud. Invoices proving purchase of sufficient stock to cover coupons presented must be shown upon request. Failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. Use of the mails to collect for coupons not properly redeemed will be reported to Postal Inspectors. Subject to state and local regulations, void if taxed, restricted or forbidden by law or if presented by outside agencies, coupon brokers or others who are not retail distributors of our merchandise. (In the state of Washington, this coupon is good only on the purchase of Bounty Beef Stew.)</small></p> <p>CAMPBELL SOUP COMPANY · CAMDEN 1, NEW JERSEY</p> <p><small>Offer expires OCTOBER 31, 1964 Cash Value 1/20¢</small></p> <p>166</p>			
8¢	STORE	COUPON	8¢



Here she tends plant at Rock Hudson's apartment.

Bring them together she did. Pat got a part-time job in someone else's real estate office and did so well that she opened one of her own, right across the street from the fashionable Colony Restaurant. Diners couldn't escape Pat's ground-floor office. She decorated it like a sitting room and installed a white picket fence around the garden in the rear to give it a homey look.

HER FIRST CLIENT

It attracted the attention of Gloria de Haven, who became Pat's first famous client. Gloria rented a duplex penthouse overlooking the East River. It pleased her so much she sent her friends. Pat was on her way.

Although actors and actresses are her best clients, Pat finds apartments for business people as well.

One day a charming bachelor walked into her office and asked for a one-bedroom apartment. Pat, a confirmed bachelor girl, was able to show him apartments only on Saturday evenings, holidays and at dinnertime.

She finally found a beautiful two-bedroom apartment but the fellow only wanted one bedroom. She convinced him that every bachelor should have a guest room and wouldn't this extra room be great as a den. "Why, you could even put a piano in it," she said.

Not only did he put the piano in the guest room, but he also put a ring on his real estate agent's finger.

"The nicest thing about the real estate business," Pat purred, "is the people you meet."



BRINGING UP BABY,* HINTS COLLECTED BY MRS. DAN GERBER, MOTHER OF FIVE



My, we're busy blossoming out!

The life of a six-month-old is a busy and spirited one indeed. So many new things to try, to see, to do. Today your Jack-be-nimble may roll over like a champ... tomorrow that do-it-yourselfer may sit up alone and stay put. Watch carefully and you'll notice little eyes focus expertly, examine intently. Note how eyes and hands work together, improving graspability and reachability. Countless are the skills your little one will acquire and each day will delight you with his progress.

Meaty subject. During the first year babies are really "on the grow" physically as well as mentally. Now, more than ever, protein foods are in order to give that growth a great big helping hand. Gerber Strained Meats are high in protein and extra-low in fat for easy digestibility. Made from special cuts selected by **ARMOUR**, they're prepared by an exclusive process which helps protect precious food values and insures a marvelously smooth, moist texture. Nine succulent varieties.

Hand-y idea. Once your baby has a few teeth and a "good grasp" on things, you can help his hand-to-mouth co-ordination with Gerber Meat Sticks.

Incentive and inventive plans. Naturally it's important to encourage baby's efforts by providing incentives "to do." But baby should also be left to his own devices from time to time. Six-month-olds are usually content to play alone for periods of time and they

need this time to find ways and means of doing things for and by themselves. In short, fending for themselves at times helps them learn inventiveness and the fine art of self-reliance.

Nutrition note from Dan Gerber. "Of course, your baby's foods must be thoroughly digestible, if he is to get full nutritive benefits from them. Take our cereals, for example. Gerber specialists developed an exclusive cooking method which breaks down starches to assure digestibility. In addition, Gerber Cereals are scientifically formulated to fulfill some of your baby's early nutritional requirements...all 5 are enriched with iron, calcium and important B-vitamins."

For your baby's well-being: Gerber prepares over 100 baby foods—infant formulas, cereals, strained and junior foods—to meet your baby's nutritional needs. We're proud to say:

**"Babies are our business
...our only business!"***

GERBER® BABY FOODS.
BOX 72, FREMONT, MICH



PARADE'S

SPECIAL

INTELLIGENCE REPORT

MARRIAGE—ITALIAN STYLE. Italian men are supposedly the most ardent, attentive, considerate wooers. But as husbands -- well, they're not so hot. So claims Dr. Gabriella Parca, an Italian woman psychologist who has just authored Italian Women Confess. "Marriage in Italy is worse than being in prison for most Italian women," Dr. Parca declares. "It's a life sentence because divorce in Italy is practically impossible. Italy is a man's country with a double standard. The penalty for adultery, for example, is a year in prison for a wife, nothing for a husband. A man has freedom, but all her life the typical Italian woman is treated with suspicion and watched like a hawk, first by her family before marriage, then afterward by her husband and family, and always, of course, by her neighbors."

FLU WARNINGS. The U.S. Public Health Service does not expect any epidemics of influenza this winter, but it does expect sporadic outbursts of the disease. "High risk" people who are susceptible to flu are advised to get vaccinated now. A new influenza vaccine, reportedly "reaction-free," is now being prepared by Sterling Drug Co. According to Dr. Mark Hiebert, chairman of Sterling: "The vaccine will produce no pain in the arm that has been injected and will rarely cause fever. All available flu vaccines are said to cause one or both of these reactions with varying degrees of discomfort. Many physicians have cited such reactions as a principal reason why more children have not been submitted to immunizing injections."

CORPORATION OWNERS. Nearly half the corporations in the U.S. are controlled by a stockholder who owns 50% or more of the company's stock -- this according to the Internal Revenue Service.

BEGINNING SALARIES. Salary offers for 1963 college graduates with a bachelor's degree: electrical engineers, \$607 per month; aeronautical engineers, \$606 per month; mechanical engineers, \$592 per month; accountants, \$527 per month. Aircraft and electronics firms make the highest average dollar offers. Receiving most job offers today are electrical engineering students, followed by students majoring in mechanical and chemical engineering, then business students.

WHEAT TROUBLE. One reason the Soviet Union is buying 6,000,000 tons of Canadian wheat is that it must supply wheat and flour to Cuba. Russian traders have also offered to buy U.S. wheat, and although such sales are not prohibited by U.S. law, the government as of this writing has discouraged all such deals. Restrictions on trade with the Soviet, however, are expected to be lightened and eventually lifted.

SPEEDIER MAIL. At the Dayton, Ohio, post office a machine that separates air mail from regular mail is now being tested so that air mail letters may be delivered more quickly. The machine can handle 30,000

letters per hour, sorts out envelopes with air mail stamps treated with a special luminescent ink.

CALIFORNIA. There are now 17.7 million persons in California, almost 2 million above the 1960 Census figure. The state continues to grow at a rate of about 600,000 new residents per year. Two-thirds of these new residents settle in southern California, generally in Los Angeles, San Diego, Long Beach, San Bernardino, Riverside, Santa Barbara and Ventura.

SHIFTING PRACTICE. In 1950 approximately 48% of the medical doctors in this country were listed as general practitioners and 37% as full-time specialists. Twelve years later, 34% were listed as G.P.'s and 59% as full-time specialists.

FACTS OF THE ROAD. The U.S. has 3.57 million miles of roads and streets. Texas has more mileage than any other state -- 233,009. Next comes California with 150,198 miles. Hawaii permits the widest motor vehicle of any state -- up to 108 inches in width. Most states place a 96-inch limit on the width of a motor vehicle.

SPEEDING AMBULANCES. In most cases ambulances need not speed through city streets, sirens screaming, scrambling traffic. A recent report from the American Hospital Assoc. points out that in many cases ambulance speeding increases the chance of another accident and aggravates the injury of the patient.

PIA LINDSTROM. Ingrid Bergman's daughter, Pia, 24, is following in her mother's footsteps. She's been signed to a film contract by a German motion picture company. Pia, once known as Jennie Lindstrom, left the University of Colorado a few years ago, married a San Francisco socialite. When the marriage foundered, she joined her mother in Europe, has been there ever since. She's had no previous acting experience, but like the offspring of other famous stars, needs none to get an opportunity.

WEATHER WATCH. The Swiss are producing a watch which not only tells the time but also the weather. It contains instruments to measure barometric pressure, goes on sale in this country by year's end.

Because of the volume of mail received, it is impossible for PARADE to answer queries in connection with this column.



"MEMBER OF THE FAMILY?"

Feed him the finest

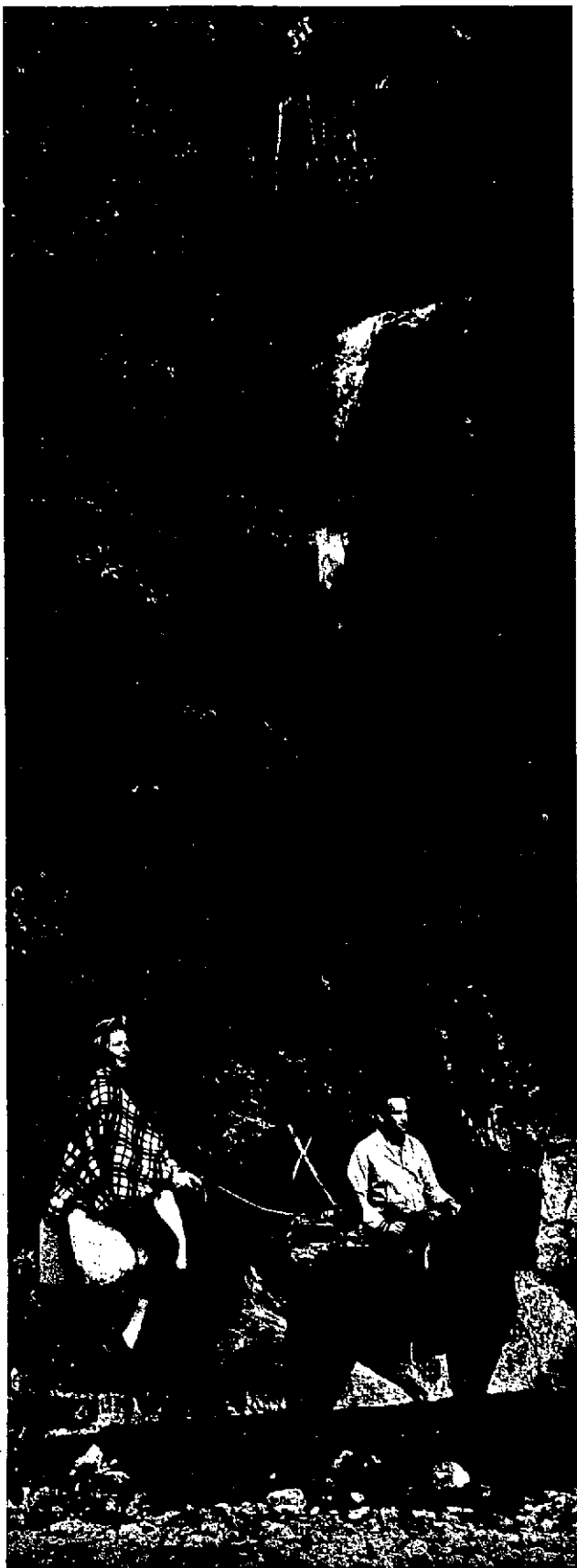
Give him plenty of love,
care, and KAL KAN.
His good health is worth
a few pennies more.

PREMIUM QUALITY
KAL KAN
CAT AND DOG FOOD

"Diamonds are a pet's best friend"



COPYRIGHT 1963 KAL KAN FOODS, INC.



Drinking in beauty of Chile, Don and Sally Brown of Riverside, Calif., pause beside typical glacial waterfall. Sally wears local handmade poncho.



Beginning tour of Chilean-Argentine lakes, Don and Sally Brown arrive at Puerto Montt. Map pinpoints lakes' location.

an off-season vacation to the majestic

CHILEAN LAKES

by ED KIESTER

PUERTO MONTT, CHILE.

How was your vacation this year? Probably it's over for 1963. But in one of the finest vacationing areas of the world the season is just beginning. In South America, pleasant travel weather begins in November and continues through April and May. And yet only a comparative handful of North Americans — fewer than 85,000, as compared to a million who went to Europe this year—will take advantage of it. But if you're in the market for an off-season vacation, South America may be for you.

Most North Americans think of South America as too remote, too expensive, and too politically unstable for a vacation. Yet the continent to the south is as close (measured in jet hours) as Athens, as cheap to reach (\$630 for a tourist-class airline ticket) as Cairo, and no more revolutionary, locals claim, than the U.S. (Peruvians contend, for instance, that their country has had fewer Presidents assassinated in office than we have.) Moreover, the continent has many

things travelers hie to other parts of the world to see. History is found in the Inca ruins, sophistication in Buenos Aires and Rio, beach playgrounds at Mar del Plata and scenery in the Andes that can match the Alps.

Take, for instance, the tour shown on these pages. It follows Don and Sally Brown, of Riverside, Calif., across the lake district of Chile and Argentina, centering around Lake Todos los Santos, which President Theodore Roosevelt called "the most beautiful lake in all the world." Here, in a majestic area much like our Northwest, they spent a thoroughly enjoyable—and inexpensive—trip.

The Browns, of course, were lucky. Since they are stationed in Santiago, the capital of Chile, where Don, an Air Force captain, is attached to the U.S. Air Mission, they were able to take advantage of Chile's wonders easily. (However, you can reach the area from the U.S. readily; Panagra flies every day to Santiago, Pan American to Buenos Aires five times a week, and local flights hop daily to the lake area.) Leaving behind their



Skimming swiftly, couple water-skis on Todos los Santos, colored turquoise by volcanic silt.



Couple picnics and fishes beside rapids. In background Mt. Osorno nestles in the clouds.



Resting, Browns play chess in gameroom of Argentine's Hotel Llao-Llao. Resort is favorite

mecca for fishermen, was visited by President Eisenhower on his tour of Latin America.

three sons and a daughter, they flew to the quaint fishing village of Puerto Montt, then drove between snow-capped volcanoes and through lush valleys to the lake district itself.

"Wow!" said Don Brown, a crew-cut, enthusiastic Korean War fighter pilot. "What country!" The Browns are avid outdoor types who have camped and fished in many parts of the U.S. and the world. Here they tested the rushing streams for salmon (which often run 13 pounds), went water-skiing in glacial lakes, and rode over narrow trails winding through the heavy timber. Nights they stayed in tiny, homey inns.

BELOW THE THUNDERER

Like most tourists to this area, the Browns followed a preset route, by buses, boats, and hired cars. (You can drive through the area, but few people do.) They spent one day at the foot of snow-capped Mount Osorno, then another entire day drifting across the turquoise waters of Todos los Santos. The next night they spent in a chalet below the moun-

tain Tronador (Thunderer), then climbed to the roof of the world through rain forests to cross the border into Argentina. On the Argentine side, high above another gleaming lake, Nahuel Huapi, they ended their trip in one of the most luxurious resorts in the world, the government-run Hotel Llao-Llao.

And yet a week-long trip for two, including air fare, hotel, meals, and transportation, cost them less than \$300. Because of favorable exchange rates in Chile and Argentina, you get far more for your money there. (The Hotel Petrohue, for instance, charges less than \$2 a person a night.)

You're going to be hearing a lot more about South America in the future. A new group, the South America Travel Organization, has banded together to tell you more of its advantages. In days to come, far more than 85,000 North Americans a year will head there.

But meanwhile, why not, like Don and Sally Brown, beat the rush? In the cool splendor of the Chilean-Argentine lakes, you'll find a perfect place for an off-season vacation.

Instant Chill Chaser

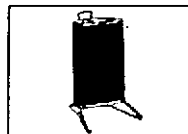


TOASTMASTER PORTABLE ELECTRIC HEATERS

HEAT WHERE YOU WANT IT . . . WHEN YOU NEED IT!

Nearly everyone can use instant, portable heat at some time, in various locations . . . at home, in the office, at the cottage. And there's a TOASTMASTER instant heat, portable heater to fill almost every possible need...from small baseboard radiant heaters to larger, thermostatically controlled heaters, combining radiant heat with fan forced warm air. ♦ All heaters from TOASTMASTER are safe. They shut off automatically if upset or picked up. All have finger-proof safety grills, and they have stay-cool cabinets and handles. ♦ Shown above, the dual element, Custom Dial Control Heater. Model 9A2.

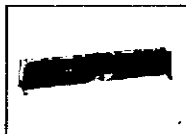
A Toastmaster heater for your every need.



Scientifically designed Radiant Heater. Model R901.



Big room, push-button, 5 heat settings. Model 9D1.



Beautiful, compact Baseboard heater, Model B931.

TOASTMASTER
DIVISION OF RAY-EDISON COMPANY

DO YOU TAKE VITAMINS AND STILL FEEL TIRED?*

If you take vitamins yet *still feel tired*—you may need *more* than vitamins to restore your normal strength and energy. Your worn-out feeling may be due to pale, iron-poor blood.

Vitamins *alone* can't build up iron-poor blood. But GERITOL can! Because GERITOL contains 7 vitamins and, in addition, supplies the amount of iron needed to build iron-rich red blood. Just 2 GERITOL tablets, or 2 tablespoons of GERITOL liquid, contain *twice* the iron in a pound of calves' liver! In only *one* day, GERITOL-iron is working in your

bloodstream, carrying strength and energy to every part of your body!

Proved By Medical Tests: Patients diagnosed with iron-deficiency frequently were pale, nervous, irritable and easily tired. After patients took GERITOL daily, doctors reported definite clinical improvement.

So when you feel tired, check with your doctor, and if iron-poor blood is your problem, take fast-acting GERITOL *every day*. You'll feel stronger fast—in just 7 days or your money back from GERITOL.

**Due to iron-deficiency.*

SMOKED TONGUE

WITH SPECIAL RAISIN SAUCE

Spiced Tongue with Special Sauce

- 1 smoked beef tongue, about 4 lb.
 - 2 tablespoons mixed pickling spices
 - 1 tablespoon instant minced onion
 - 1 tablespoon celery seed
 - 1 tablespoon parsley flakes
- Special Sauce*

Cover tongue with cold water. Add remaining ingredients except Special Sauce. Cover. Cook slowly until tongue is tender (about 2 hours). Cool in cooking water. Remove root section and skin from tongue. Slice and serve with Special Sauce. Serves 8 to 10.

Smoked beef tongue cooked with pickling spices and other flavorful ingredients provides a delicious change of pace for family or company dinners. Serve with spinach, broiled tomatoes and mashed potatoes. Add sauce for tangy flavor.

by **Beth Merriman**
Parade food editor

*Special Sauce

- ½ cup brown sugar
- 2 tablespoons flour
- 2 cups strained broth from tongue
- ⅓ to ½ cup lemon juice (or to taste)
- ½ cup seedless raisins
- ½ teaspoon salt
- 3 tablespoons butter or margarine

Combine brown sugar and flour. Add broth; stir smooth. Add lemon juice, raisins and salt. Boil 5 minutes, stirring constantly until thickened, then occasionally. Add butter; stir until butter melts. Makes 8 to 10 servings.

FROM PARADE'S TEST KITCHEN

PHOTO BY MIDORI



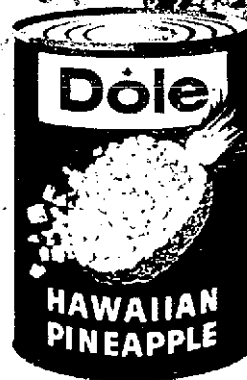
Yumpin' Yiminy!

Scandinavian Ice Box Cake!

No cooking, no baking! Just drain two No. 2 cans of Dole Crushed Pineapple. Crush a 6 oz. package of zwieback into crumbs (or use graham cracker crumbs). Mix with 6 tablespoons of melted butter. Make layers of zwieback and pineapple—starting and ending with the zwieback. Chill 2 hours or more. Serve with lots of whipped cream and a garnish of more crushed pineapple in the center.



Pick Dole:
the pineapple with the fresh-fruit taste
—Hawaii's best, America's favorite!



6 STYLES:
CRUSHED
SLICED
CHUNKS
TIDBITS
SPEARS
JUICE

Why you should take Contac® instead of other remedies when you have a cold:

If you take aspirin, you don't get any of the relief from sneezes, sniffles and nasal congestion that Contac gives.

If you take ordinary cold tablets, you don't get the continuous action against these symptoms that Contac gives.

If you take one of the new capsules, you don't get the tiny "time pills" that Contac (and only Contac) has.

Nothing else does as much for head cold congestion as the tiny "time pills" in Contac. That's why it's today's largest-selling cold medication at your pharmacy.



MY FAVORITE JOKES

by Allan Kent

EDITOR'S NOTE: Allan Kent, 36, was born in Nanticoke, a small Pennsylvania mining town. On graduating from Stevens Prep in Lancaster, he enlisted in the Air Force. His service time finished, he became a dance instructor, working in various Catskill Mountain resorts. Kent broke in as a comic in a Miami burlesque house, then hit the road, eventually landing in New York. There he acquired a local TV program, *Weekend*, an interview and variety show. A bachelor, Kent is currently on the road playing such nightspots as the Casino Royale in Washington, D. C., The Playboy Club in Chicago, The Steel Pier in Atlantic City, where he tells such jokes as these:

"Hey, man," asked the beatnik of his friend. "Do you know Lincoln's Gettysburg Address?"

"No," was the reply. "I didn't even know he had moved."

A musician sat down in the barber's chair and asked the barber: "How much is a haircut?"

"A dollar and a half," replied the barber.

"And how much is a shave?" queried the musician.

"Seventy-five cents," answered the barber.

"Okay," said the musician, pointing to his head. "Shave it!"

Have you heard about the new club called "AA-AAA"? It's for drunks who drive.

"I say, old chap," said an Englishman to his neighbor, "do you cheat on your wife?"

"Who else?" said the second Englishman with a puzzled look.

Three beatniks were standing on a corner. Suddenly a man and woman walked by with a little pet duck on a leash.

"Dig the suit on that cat," said the first beatnik.

"Yeah," enthused the second beatnik. "And look at the gorgeous girl he's with."

"You're both missin' it," announced the third beatnik. "Dig the wild shoes on the kid!"

A drunk walked up to a parking meter, inserted a dime and, upon peering at the meter, exclaimed: "My god!—ness—I weigh an hour!"

One day a woman was going through her husband's pockets and found a slip of paper on which was written "Mary R. BE 8-1550." She promptly clobbered her husband on the head with a vase. When he asked her why, she replied: "Aren't you ashamed of yourself, having another woman's phone number in your pocket?"

"You don't understand," he replied. "Mary R.' is the name of a horse. 'BE 8' means Belmont, 8th race, and '1550' means it paid \$15.50."

"I'm so sorry I misjudged you," his wife said. "Please forgive me. It won't happen again."

Later in the evening, as he was lying on the couch watching television, the phone rang. His wife answered it in the other room and a moment later came in and hit him on the head with another vase.

"What was that for?" he asked.

With daggers in her eyes, she replied: "Your horse just called!"

Isn't it wonderful! Summer is over, and your kids have finally gone back to the only people who can really handle them.

If Eydie Gorme married Robert Weede, her name would be Eydie Weede.

If King Farouk's first wife, Narriman Sadik, married ex-Governor Harriman, her name would be Narriman Harriman.

If Sally Ann Howe married Rudy Vallee, her name would be Sally Vallee.

ANECDOTE OF THE WEEK

■ Tony Bennett was sitting in the lobby of a West Coast hotel with his accompanist, Ralph Sharon, when a little old gentleman sat down next to them. The older introduced himself to the pair and Sharon, figuring the old man might get a thrill telling his family he had met a celebrity, introduced Tony and went on to say that this was the same Tony Bennett who was the star of night clubs, TV, concerts and records.

"Small world," said the old man. "I'm in the music business, too. I'm a piano tuner."



We specialize in minding other people's business

Farmers Insurance Group offers a complete line of commercial insurance to cover every business need at low, low rates.

There is hardly a business enterprise in America today that can't be completely covered by Farmers Insurance Group!

Whether you run a florist shop or a chain of bakeries, an appliance store or a service station, you'll find that Farmers has an insurance program especially tailored to your business—without dangerous gaps, without costly overlaps—and all at Farmers famous low rates.

Farmers insurance covers everything from liability to workmen's compensation to special life insurance—for the businessman, trade

associations, farmers and ranchers, even doctors and hospitals.

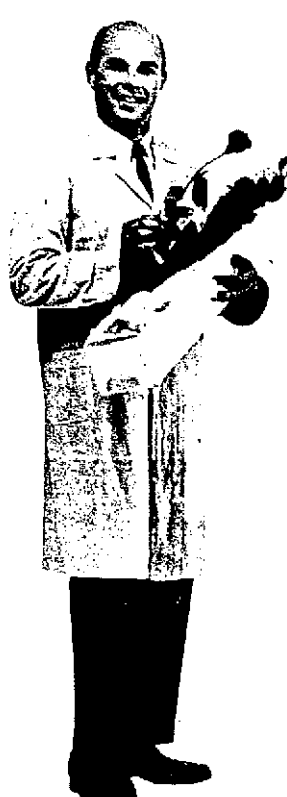
FARMERS IS BEST FOR YOUR PERSONAL INSURANCE, TOO. Farmers provides comprehensive personal coverage for you and your family...**AUTO** insurance that combines low rates with **FAST, FAIR, FRIENDLY** service...the best protection against **FIRE** and **THEFT** for your home and its contents...**LIFE** insurance to protect you and your family, to provide for the children's education, and to insure a happy and prosperous retirement.

FARMERS NEW PAYMENT PLAN ENDS DRAIN ON OPERATING CAPITAL. Farmers exclusive Prematic Payment Plan lets you pay for ALL

your Farmers insurance the sensible, modern way—by the month, if you wish. You pay for your protection as you use it, consolidating ALL your insurance premiums—both personal and business—into convenient, monthly payments. When you pay as you go you keep sharper check on your personal budget and on your operating capital—keep your money working for you longer.

Now is the time to find out about the many advantages of insuring with Farmers.

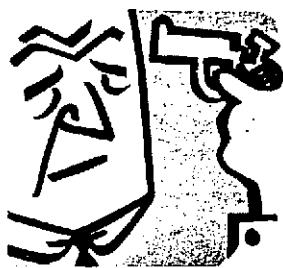
Call your Farmers Agent for ALL your insurance.



Fast • Fair • Friendly

Farmers Insurance Group

AUTO • LIFE • FIRE • HOME • TRUCK • COMMERCIAL



Wife nagging you about "DD"?

She's right, you know. DD... Door Drafts... are annoying! Unhealthy, too. Stop them permanently in 10 minutes with FOAMFLEX DOOR WEATHERSTRIP. The only wood and foam weatherstrip with exclusive "offset" design! Gives an airtight seal against the door and against the door stop! Package contains everything you need—vinyl foam permanently bonded to clear wood molding—two 7' lengths, one 3' length, nails, instructions. Only \$2.29.

FOAMFLEX® DOOR WEATHERSTRIP

For door bottom drafts, ask for the MORTITE "AUTOMATIC" DOOR BOTTOM. (It raises and lowers automatically.) Only \$2.98.

Mortell
COMPANY
585 Burch Street, Kankakee, Illinois

DRIVE SAFELY

Woman relieved of embarrassing itch

"I nearly itched to death for 15 years. Then I found a new wonder-working cream. Now I'm happy," writes Mrs. P. Ramsey of L.A. Calif.

Here's blessed relief from distress of itching, chafing, rash, eczema... even embarrassing membrane itch with an amazing new scientific formula called LANACANE. This fast-acting, steroid medicated cream checks harmful bacteria growth, soothes raw, irritated and inflamed skin tissue. Stops scratching and so speeds healing. Don't suffer! Get LANACANE at drugstores.



Watch



daily editions
of this
newspaper



for prices and
local news about
products and
services advertised
in
PARADE

ARTHRITIS RHEUMATISM PAINS

Try DOLCIN Tablets for moderate Arthritis, Rheumatism or Muscular Aches whenever such pains occur. Nothing else is faster, better for such pains than DOLCIN®. Satisfactory relief or prompt refund.

PICTURE CREDITS: Cover, Larry Fried; 2, Pictorial Parade, Jo Moore-Pix; 4-5, UPI, W.W.; 6-7, Ben & Sid Ross; 10-11, Larry Fried; 12, Midori; 14, James Kriegsmann, Columbia Records; 18, Allan Gould.

How To Use Water To END YOUR CONSTIPATION WORRIES

Here's how to get to the basic root of your constipation problem. Bring enough moisture to your lower colon every day. As soon as food wastes are normally moistened, you will enjoy daily elimination.

So do this to end your constipation worries. Take SERUTAN, the all vegetable laxative aid, every day with plenty of water. SERUTAN is a pure vegetable gel which carries twenty times its weight in water to your lower digestive tract where it is needed to

promote more normal regularity.

SERUTAN provides the proper moisture, bulk and peristaltic action to help keep you regular. This is utterly different from forcing your system with chemical laxatives. SERUTAN contains no harsh roughage, no oils or salts which may be irritating to your system.

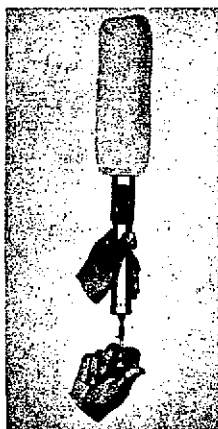
Get SERUTAN at your drugstore today. Use it faithfully as directed for at least one week. You must enjoy daily regularity or your money back from the maker.

parade of progress

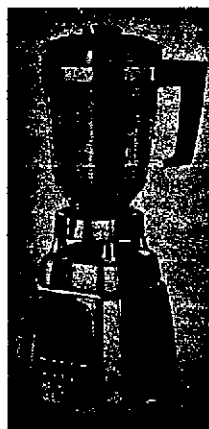
Make life easier—take a look at these new ideas for your home and family ■ BY PETER DRYDEN



Knife holder



Help for painters



Push-button blender

Knives in the wall: Here's a plastic caddy (left) to store your kitchen knives conveniently—out of children's reach—in wasted space between wall studs. Snap-in feature simplifies installation. Gold-Becked turquoise, yellow, pink or white. \$4.98. *Classic, Dept. PP, Box 11492, Tampa, Fla. 33610.*

Help when you paint: With this hand-operated tool (far left), you can spin paint from brushes, rollers into a paper bag for speedy cleanup—and for quick change of paint colors, too. Mixer attachment scours can bottoms, churns heavy paint layers upward, blends thoroughly. \$4.48. *Kruger, Dept. PP, Fennell P.O. Box 5582, Detroit 38, Mich.*

Push-button blender: Now there's an electric blender (left) you can switch at finger touch between low, medium, high, off—in any sequence. Low speed is said to provide stirring action never before available; it controls particle sizes in chopping, eliminates excess foam in reconstituting juices, dry milk solids. About \$54.95. *Oster, Dept. PP, 5055 N. Lydell, Milwaukee 17, Wis.*

Car battery warmer: Garage unheated? Winter starting will be easier with a 1/4-inch-thick plate that fits under battery, plugs into extension cord, uses little current, yet keeps battery at 80° even in zero weather—and boosts starting power 250%. \$5.95. *Visionator, Dept. PP, 120 N. Peoria, Chicago, Ill.*

Parade of Progress items are NOT advertising. Write manufacturer if not available at stores. Allow time for delivery or reply. Manufacturers: PARADE will consider ideas but not correspond.




H. MACE

TOO FUNNY FOR WORDS



G. GATELY

D. OLDEN

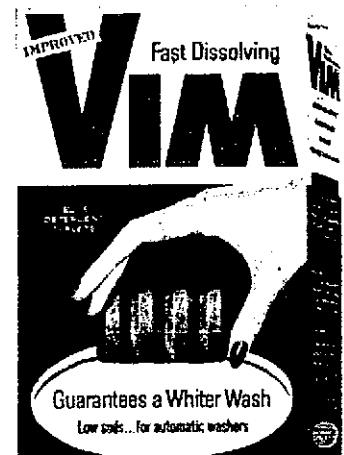


Mommy, how can
anything so blue get
clothes so white?

The answer is Vim! The tablet detergent
that contains bluing! Vim blues while it cleans—
actually guarantees a whiter wash!

Every Vim tablet combines bluing and the
world's most powerful *cleaning* ingredients.
Drop four tablets in your top loader (two in
a front loader)—and you'll see a deep down,
glowing whiteness of a new and special

kind. Vim washes whiter than high-suds
powders, whiter than liquids, whiter than
any other tablet—or your money back! Look
for the valuable money-saving offer on Vim
in your store right now!





wearing
your
SKIN
DRY
this
season?



Put it in the special care
of hospital-proved
Dermassage

...the professional-type lotion that
relieves excessive dryness fast!
Dermassage helps heal weather-
irritated, clothing-chafed skin—
gently soothes and comforts tender,
itching skin. Great for massaging
tense, aching muscles, too! Wear
your skin soft, smooth and supple
... get medicated Dermassage
lotion. It's hospital-proved!

MEDICATED
dermassage
SKIN LOTION
Used in over 4,000 hospitals



TRY NEW
SUPER-MOISTURIZING
DERMASSAGE
SKIN CREAM

Just apply... it liquefies before your eyes!



At meeting of medical fee review committee, doctors and insurance companies air grievances for benefit of patients.

DOCTORS' COURT

A Florida group "tries" cases of disputed medical fees

by SID ROSS & FRED WARSHOFSKY

FORT LAUDERDALE, FLA.

What happens if you feel your medical bills are too high? Is there any recourse beyond complaining to the doctor? These questions have nagged doctors and patients for years. But here in Broward County, Fla., something is now being done about disputed medical fees. What's more, the doctors themselves have offered the solution. The County Medical Society established a voluntary review committee—a panel of 17 medical specialists—to rule on contested medical fees covered by health insurance. So far, the results are encouraging. In more than half of the 200 cases investigated, fees were reduced or greater benefits were paid to patients.

In a recent meeting, a doctor appeared before the committee to defend a \$100 fee for removing a benign growth from a patient's eyelid. He claimed the fee was reasonable. A representative from Blue Shield countered that \$40 was the customary fee. A committee specialist agreed. The panel then voted to reduce the fee accordingly, saving the patient \$60.

The committee was born in 1960, the brain child of Dr. Burns Dobbins, a Ft. Lauderdale pediatrician. Dr. Dobbins recognized that medical society grievance

committees had mediated fees between doctor and patient for years, but were not concerned with the three out of four patients with health insurance.

The committee meets three or four times a year in public hearings to air complaints submitted by patients, doctors and insurance companies. Each side presents its case. Specialists on the committee question doctors closely.

Representatives of the insurance companies are similarly questioned. When all the evidence is in, the committee votes by a show of hands on whether to uphold or reduce the fee.

MORE PAYMENTS AWARDED

The group often takes the side of the patient against the insurance firm. At a recent meeting, a doctor appeared on behalf of an elderly patient and proved that the man was entitled to far more benefit payments than the company had given him. The panel agreed.

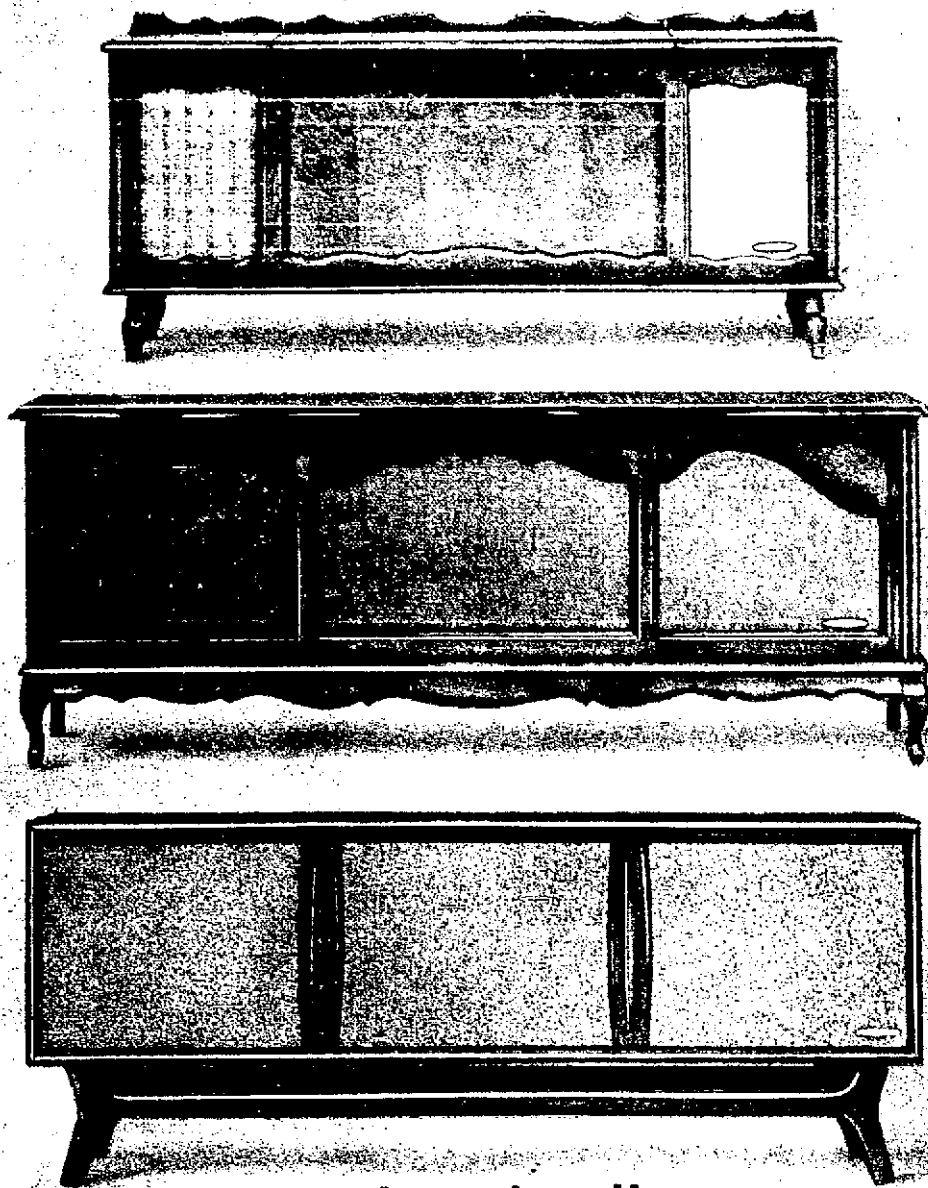
On the other hand, the insurance company often is the complaining party. Its case usually revolves around attempts of some doctors to simply add the insurance settlement onto their regular fee. This not only boosts the patient's bill but also jacks up his premiums.

A case in point was the doctor who appeared before the committee recently to defend his \$50 fee for a simple medical procedure. "It's my policy," he declared, "to charge \$50 in all insurance cases because of the work involved in filling out the forms." The committee ruled the doctor was entitled to only \$15, forms or no forms.

Broward County's program has proved so successful that it has been taken up by 23 other Florida counties. Hopefully it will continue to grow until the entire country has similar committees.

Doctors are frank to say that one reason for formation of the committee is the fear that, if doctors don't police themselves, the government will do it for them. But the doctor's duty to patients is also involved.

"The doctor is responsible for furnishing his patient with the best possible medical care," says Dr. David J. Lehman, Jr., first chairman of the committee. "But he also has an economic responsibility to the patient. Health insurance helps to keep medical costs within the reach of the patient, but if we price ourselves out of the health insurance market, every one suffers—doctor, patient and the community."

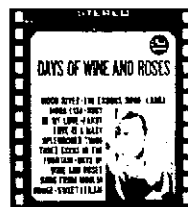


un-stereo-typed!

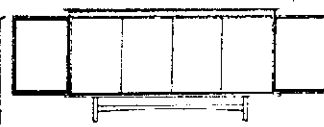
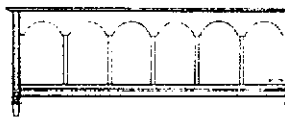
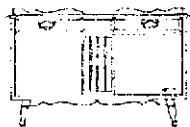
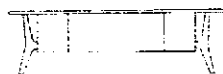
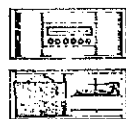
Prices shown are factory suggested list prices. From the top: Model RPC-29 Colonial Maple Finish, Model RPC-30 French Provincial, Model RPC-30 Scandia

Packard Bell Stereo makes you stop and look longingly at the new, long, low look. So distinguished in design. So different...so desirable. Yes, Packard Bell Stereo offers you a wide choice of design, both original and exclusive. Lovingly handcrafted. In styles to flatter and fit your decor. Stereo that is pure and beautiful in tone—all with AM and FM-Stereo radio. Perfected by Packard Bell—after 38 years spent improving the reproduction of sound. For the un-stereo-typed look—the sound of music you've longed for—see and hear Packard Bell.

FREE! DOT STEREO ALBUMS given with every Packard Bell Stereo Console and Combination. Choose from over 200 best selling stereo albums. Stereo from **\$159.95** (Model RC-15)



Packard Bell 
WEST'S LARGEST SELLING TV • COLOR • STEREO • RADIO



Packard Bell Stereo is available in a wide choice of styles and finishes including Scandia Walnut, Colonial Maple, French Provincial, Italian Provincial, Antique White and Contemporary Walnut.
19" TV FROM \$139.77..23" TV FROM \$189.95..COLOR TV FROM \$499.95..STEREO FROM \$159.95..TV-STEREO COMBINATIONS FROM \$499.95..RADIOS FROM \$14.88

SENSATIONAL OFFER TO WESTERN FANS

To introduce you to the Collected Works of Zane Grey in Magnificent Matched Volumes — "The New Golden West De Luxe Editions"

ALL 3 ZANE GREY THRILLERS

Yours for Only \$1.00

Bound in Glowing Shades of Red, Tan, Blue.
Stamped in Genuine Gold. Beautiful Volumes You Will Be Proud to Display

AN
\$8.67
VALUE

Now Ready!

YOUR FIRST 3 VOLUMES

THE THUNDERING HERD

When the plainsman asked Tom Doan why he wanted to hunt buffalo, Tom replied "I can ride... I'm quick on the draw... and I ain't seen man nor beast yet I'd run from!" "You'll do," the plainsman said. "I reckon I'll need every hand I can get. Them Indian varmints is a-min' to run every hide-huntin' white man off the plains — YOUR SCALP WILL DO AS GOOD AS ANY FOR THEM!"

ROBBERS' ROOST

The Hank Hays Gang was at large! These blood-craved killers were wanted — DEAD OR ALIVE — for robbery... run-

ting... murder... and now for KIDNAPPING a beautiful young girl!

But the girl was doomed to perish! No one dared go near their hideout... where Hank Hays himself had boasted of a "Robbers' Roost" where no posse could ride in twenty years!

THE DUDE RANGER

Ernest Howard was a new tenderfoot on the Red Rock Ranch. The ranch manager wouldn't even let him go near a horse. His daughter treated Ernest like dirt! And the foreman hated him — even tried to KILL him!

But The Tenderfoot had an ace up his sleeve. The others didn't know it, but HE was

the new OWNER of Red Rock Ranch! He wanted to find out why the manager had \$200,000 in the bank while the ranch itself was barely breaking even! He would find out, too... if he lived long enough!

The Dude Ranger
ZANE GREY

Robbers Roost
ZANE GREY

The Thundering Herd
ZANE GREY



ZANE GREY

Most beloved Western story teller of all time. The blood of Indian chiefs flowed through his veins, and he actually lived the rugged life made famous in his exciting books.

All the Glory of the Old West — Its Sweeping Action, Color and Romance —
Recaptured in Beautiful Volumes Your Family Will Be Proud to Own

READER'S RESERVATION CERTIFICATE

WALTER J. BLACK, Inc.
Roslyn, L.I., New York 11576

RQ

Please reserve in my name the books listed in this generous offer to readers of this magazine — the luxuriously-bound "Golden West De Luxe Editions" of Zane Grey. Send me at once my three introductory volumes: THE THUNDERING HERD, ROBBERS' ROOST and THE DUDE RANGER. I ENCLOSE NO MONEY IN ADVANCE, but within one week I will send you only \$1.00 (plus a few cents mailing charge) as complete payment for ALL THREE books — and I will be entitled to receive each following handsome De Luxe volume as it comes from the press, at the low \$2.89 price plus a few cents for mailing, sending no money in advance. If not completely satisfied, I may return all three introductory books, or any book which follows, within one week of receipt. I may cancel my reservation at any time. (Books shipped in U.S.A. only.)

Name..... (PLEASE PRINT PLAINLY) 208

Address.....

City..... State..... ZIP CODE 20870

IMAGINE! ALL 3 Western thrillers described above are yours for only \$1.00 — to introduce you to the magnificent matched library series of Zane Grey "Golden West De Luxe Editions."

What a treat is in store for you! You'll be swept away by the colorful action, the breath-taking thrills, the blood-tingling excitement that runs rampant in every Zane Grey Western! You'll come face-to-face with heroic men and women... with ruthless desperadoes and outlaws... with the roar of blazing six-guns!

These volumes are gorgeously bound in beautiful buckram and sturdy cloth, and stamped in genuine gold. Yet they come to you for less than the price of ordinary books!

Just picture them next to your easy chair — and imagine the exciting reading they will provide for you and your family! Here are the other rip-roaring Zane Grey Westerns in this magnificent library series:

RIDERS OF THE PURPLE SAGE. Brave days of old Utah — drenched with blood of men who gambled their lives for adventure and gold.

WILDFIRE. "The tempestuous story of a great wild stallion, a fiery girl — and the man who was strong enough to tame them both!"

ARIZONA AMES. His blazing six-shooter spread terror among the toughest badmen!

SHADOW ON THE TRAIL. Quick-shooting Wade Holden fights with rawhide-tough rustlers.

ROGUE RIVER FEUD. Violence and death on Rogue River.

DESERT GOLD. Spice-tingling adventures of men and women crazed by the lure of riches.

WEST OF THE PECOS. A hard-riding, straight-shooting young man turns out to be a girl!

THE LONE STAR RANGER. One man against the toughest killers in the wild Texas borderland!

CALL OF THE CANYON. Smashing drama of death and danger!

30,000 ON THE HOOF. Pioneer Huett battles screaming Indians and lawless rustlers.

WILD HORSE MESA. A phantom stallion lures all who follow him into deadly danger!

Other great volumes include: The Vanishing American; Fighting Caravans; The Hash Knife Outfit; The Mysterious Rider; Twin Bomberos; The Heritage of The Desert; Western Union; Under The Tonto Rim; The Fugitive Trail; Shepherd of Guadalupe; Thunder Mountain; To The Last Man; The Man of The Forest; and many more famous Zane Grey Western thrillers. All complete — not a word is cut!

SEND NO MONEY

Just mail RESERVATION CERTIFICATE to examine your first three volumes, described above. With them will come an introductory invoice for only \$1.00 (plus a few cents mailing charge) as payment IN FULL for ALL THREE books, and instructions on how to get your other beautiful volumes at the low price of \$2.89 each. If not fully satisfied, you may return all three introductory books, or any later volume in the series; you may cancel your reservation at any time.

There are positively no other charges. No "fee"; no "deposit" in advance. First come, first served. Send Reservation Certificate NOW.
WALTER J. BLACK, INC., Roslyn, L.I., N.Y. 11576

TROUBLE ON THE LINE

(This is Part 1 of a series of articles dealing with the strike now under way in Long Beach against the General Telephone Company.)

By ANDY PARK

At one minute after midnight, Saturday, Oct. 19, the Communications Workers of America ordered its employees off their jobs at the General Telephone Company of California.

A strike against the largest telephone unit of the General Telephone and Electronics company had begun. At this moment, the strike is in its ninth day. It may run to a nineteenth day—or longer.

This strike in the General system is not just a private squabble between labor and management in one industry. If you have a telephone in your house, this strike could have a very personal effect on you.

IN TAMPA, FLORIDA last summer, in another strike against the General Telephone Co., an ordinary average citizen, J. L. Burrell, walked up to a picket line and, with tears in his eyes, cursed both the strikers and the company.

Burrell's wife had had a heart attack. His phone was not working. Before he could get a doctor back to his home, his wife died.

Before the two-month strike in Tampa ended Sept. 8, about 55,000 telephones were out of order, the police counted 2,135 "incidents," the FBI made arrests in bombing cases, the mayor asked for the National Guard to patrol the streets, and the governor of Florida considered calling a state of emergency and declaring martial law.

Already, in Long Beach, in the nine days of this telephone strike, four cables have been cut, affecting 700 phones, the company has welded shut manhole entrances to underground cables, pickets have tried to shut

(Continued Page A-2, Col. 3)

Southland's
OWN SUNDAY
Newspaper

Independent = Press = Telegram

The Weather---

Fog along the coast otherwise mostly sunny today and Monday. Slightly cooler today. High about 74. Complete weather on Page A-2.

Phone HE 5-1161 — Classified No. HE 2-5959 — PRICE 20 CENTS

LONG BEACH 12, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

VOL. 12—NO. 11 278 PAGES

INTEREST CITYWIDE

Diamond Jubilee Month-Long Fete to Begin Thursday

By MARY ELLIS CARLTON

Nothing from Adam to the atom has set off more of an enthusiastic chain reaction in Long Beach than the city's coming Diamond Jubilee celebration.

In a spontaneous combustion of citywide interest, local leaders are out to launch the biggest birthday party in our city's 75-year history.

The month-long commemoration, opening Thursday night with a premier dinner in the Long Beach Arena's crystal foyer, will capsule the dynamic development and progress that has made Long Beach the burgeoning city it is today.

THE NOVEMBER celebration sprang from the efforts and leadership of 40 prominent citizens on the Jubilee board of directors, the support of 26 cosponsoring organizations and the work of 28 active committees and 250 dedicated volunteers.

Included in the festivities will be parades, colorful pageants and an array of glittering social events.

Special days will extol those facets of community life that have helped make the city great.

There will be a Harbor Day and a Sports Day, Education Day and Industry Day, Pioneer Day, State Legislators Day, Navy Salute Day, and Faith of Our Fathers Day.

A SPECIAL commemorative coin (50-cent value) is being put into circulation through local banks.

And a souvenir book, "Highlights and Anecdotes," has been authored for the occasion by I. P. T. columnist Malcolm Epley and published by the Jubilee commission.

Both are collector's items that will, one day, prove to be priceless mementos.

"THIS IS an all-out community project," said George P. Taubman Jr., local attorney and chairman of the Diamond Jubilee executive committee.

"We hope all citizens will join in celebrating Long Beach's 75 years of cityhood."

He noted that the Diamond Jubilee was conceived by the local Chamber of Commerce as a mechanism for keeping the community active in its own behalf.

"We feel, also, that the Jubilee celebration will arouse civic spirit and pace our tempo for the coming 1967-68 World's Fair," Taubman said.

DIAMOND JUBILEE manager Bill Boyd, who opened Jubilee headquarters at 130 Pine Ave. in May, said production of the Jubilee has been made possible through funds contributed by business and industry.

"We are proud that the entire project is being

(Continued Page A-13, Col. 1)

Calendar of Events

Diamond Jubilee Month

"The Long Beach Story".....	Nov. 1-11
Concert Hall, 8:30 p.m.	
Harbor Day.....	Nov. 2
Port of Long Beach	
Sports Day.....	Nov. 11
Bicycle Races, Ocean Blvd., 10 a.m.	
Education Day.....	Nov. 13
"Schools on Parade," Long Beach Arena, 7:30 p.m.	
Industry Day.....	Nov. 14
Celebrity Ball.....	Nov. 15
Long Beach Arena, 9 p.m.	
Pioneer Day.....	Nov. 16
Historical Marker Dedication, 14th & Pacific Ave., 10:30 a.m.	
Jubilee Pioneer Parade, Ocean Boulevard, 2 p.m.	
Aquarama.....	Nov. 17
Marine Stadium, 12 noon	
State Legislators Day.....	Nov. 22
Navy Salute Day.....	Nov. 23
Faith of Our Fathers Day.....	Nov. 24
"Festival of Faith," Municipal Auditorium, 4 p.m.	

Nikita Says Russ Won't Race U.S. to the Moon

FISH, LIVER

Warning on Food Poisons

By SHERM WILLIAMS

Smoked fish from the Great Lakes area and Canadian canned liver paste were ordered off the shelves of Long Beach area markets Saturday and housewives were urged to destroy any in their cupboards.

The staff of the Long Beach Health Department, acting on emergency orders, went from store to store throughout the city ordering the products off the shelves, Dr. I. D. Litwack, city health officer said.

HIS department's action followed a warning from Commissioner George P. Larrick of the Federal Food and Drug Administration, that all smoked fish products caught, or processed in the Great Lakes area that are "packaged in sealed plastic wrappings and those that are sold in bulk without any package" should be destroyed.

Canned fish products are not involved, he said.

LARRICK issued the nationwide order after receiving a report from FDA scientists and from an advisory panel of experts who made an independent study of seven deaths traced to botulism-E and from smoked whitefish processed by the H. J. Hornbos & Bros. Company at Grand Haven, Mich.

During the investigation, the FDA said, traces of botulism-E were found in at

(Continued Page A-2, Col. 5)

WHERE TO FIND IT

STANFORD knocks Notre Dame for a loop, 24 to 14. See Sports Section.	
Amusements.....	C-22
Beach Combing.....	B-1
Bridge.....	W-4
Classified.....	C-1, 21
Death Notices.....	B-7
Editorials.....	B-2
Finance.....	D-7
Music and Arts.....	W-6, 7
Omarr.....	D-7
Radio-TV.....	TV-1, 16
Real Estate.....	R-1, 16
School Menus.....	W-10
Ship Arrivals.....	D-7
Sports.....	D-1, 6
Women's News.....	W-1, 10

MME. NHU IN SILENT TRIBUTE TO U.S. DEAD



—Staff Photo by Skia Shuman

MME. NHU PRIMPS BEFORE SPEECH

By BOB HOUSER
I. P. T. Political Editor

Mme. Ngo Dinh Nhu led a head-bowed moment of silence Saturday—Viet Nam Independence Day—in tribute to Americans who have died in battle for her country while some 300 pickets of the Stop Organized Slaughter Committee paraded outside the Beverly Hilton Hotel.

Addressing 1,500 persons at the Los Angeles World Affairs Council, the doll-like sister-in-law of South Viet Nam's President Ngo Dinh Diem ranged, without rankling, from humility and gracious tribute to the American people to undis-

guised vexation at some official U.S. policy and the "slander, blackouts and misquotation" of some sectors of the American press.

Mme. Nhu, accompanied by her equally lovely daughter, Le Thuy (pronounced leh-TWEE), dodged nothing and reluctantly yielded the microphone in a question and answer session, protesting, "I must follow the rules; I can't force myself, but I would answer more questions."

Most vexed about American aid cuts to her country, she said, "We're not receiving as much military aid as Marshal Tito

(Continued Page A-14, Col. 1)

Purchase of Wheat Depends on Terms

MOSCOW (AP)—Premier Khrushchev said Saturday the Soviet Union is not, at present, in the race to be first with a man on the moon and wished the United States good luck in its attempt to do it by 1970.

He also said the Kremlin would halt negotiations to buy American wheat if the United States put what he called "discriminatory conditions" on the sale.

The premier admitted, however, that the Soviet Union was in grave agricultural difficulties and some observers saw a link between this and what appeared to be a cutback in the Soviet space program.

OF THE American moon program, he said "we will study their experiences."

But his remarks — published by the government newspaper Izvestia — did not indicate the Soviet Union has thrown in the cosmic towel.

"It would be very interesting to make a flight to the moon," Khrushchev said, "but now I cannot say when it will be possible to achieve this."

"At the present time we are not planning flights of cosmonauts to the moon."

Soviet scientists are working on this problem. They are studying it precisely as a scientific problem and they are conducting the necessary research."

KHRUSHCHEV's remarks were made to a group of Asian, African, Latin-American and Soviet journalists

(Continued Page A-16, Col. 6)

HOW'S YOUR CLOCK NOW?

Quick now. What time is it?

Well, if you didn't turn your clock back yet, it's an hour earlier than you think it is. And if you did turn your clock back an hour, it's whatever time your clock says it is — provided, of course, your clock is right.

But it's not daylight-saving time anymore. And if you are confused, why not just call HE 7-0221 and find out the correct time.

INTERIM EXECUTIVE

Chief of Seattle's Fair to Help Here

Joseph E. Gandy, who served as president and chief executive officer of the successful Seattle World's Fair last year, has agreed to give his assistance to the California World's Fair, scheduled for Long Beach in 1967 and 1968, to help solve its immediate management problems.

Gandy will arrive in Long Beach tonight for a three-day series of conferences with officials of the California World's Fair.

Nelson McCook Jr., president of the \$400,000,000 California World's Fair, said Gandy had agreed to discuss the possibilities of serving, in an interim capacity, as chief executive officer of the international exposition here, while the search continues for a permanent executive vice president and general manager.

Gandy emphasized, however, that "under no

circumstances" would he consider taking the general management of the California World's Fair as a permanent assignment. "I am pleased to assist the fair management at this time," he said, "but I would not consider, under any circumstances, the permanent job of general manager of this exposition."

McCook also said Gandy will confer with the California World's Fair regarding the Bureau of International Expositions, the international organization now giving consideration to a re-

(Continued Page A-14, Col. 4)

IT WAS NO SONIC BOOM

That Thump? I, P-T

That big thump you heard this morning was the biggest Independent-Press Telegram ever rolled off the newspaper's presses. It contains 278 pages of news, history, comics, special features and entertainment.

How much is 278 pages? Ask your carrier boy. It is a load. More words have gone into this edition of the newspaper than make up most books.

Much more, though, than

just words makes up this edition.

Research — months and months of peering through yellowed files and interviews with old-timers — has gone into the special Diamond Jubilee section of the paper. The jumbo section contains the best history, in article form, ever produced in the city.

And as always, The Independent, Press-Telegram's large news staff, backed up

by Associated Press, United Press International, syndicated features and the newspaper's network of bureaus, has provided the latest news available from throughout the world in the news sections.

You may want to save the Diamond Jubilee section so as to enjoy its authoritative articles at your leisure.

Meantime, Happy reading!

L.A.C. Says: Round Trip to Washington

One of the most misleading bits of propaganda we have read is that put out a few years ago by the National Education Association (NEA) in its campaign for federal aid to education. Under the above heading, it makes it appear that it costs only a half-cent collection charge for each dollar collected by the federal government. It insists that this is the cheapest way to collect taxes and send them back to the local districts for education.

Nowhere in the literature do we find any reference to the fact that the real tax collector for the federal government is the individual employers. They go through all the intricate processes of deducting federal and state taxes from each paycheck. Then they must send this money, carefully allocated, to the federal treasury. At the end of the year they must fill out forms to be sent to the federal government showing total payments and amount of taxes for each employee. It is many times more costly than the costs incurred by the federal tax collector. To fail to point this out is destructive of the whole NEA propaganda effort.

Neither does the literature tell of the army of bureaucrats in Washington and all over the country who are paid from these taxes before any of it can be sent back to the local districts. This has not been a major factor in education because Congress has wisely refused to adopt the NEA program for federal control of these funds—and eventually the educational programs of the local districts.

If one were to wonder how such a program would work for education he might take a look at our farm program. The number of Agriculture Department agents in many areas constitutes a political organization amounting to a scandal. Their cost is one of the major factors in the farm subsidy program.

If the cost of collecting federal taxes were properly shown it would be many times that shown by the NEA. But the real danger is that dependence on the central government for education funds would place each school district in the same position as many farm communities find themselves. They would be told how the money must be spent for buildings and the subjects that would be taught—and how they would be taught.

This, of course, is denied by all organizations that would look to the federal government for educational funds. But it is clear that any money received from that source must first be collected from the local district taxpayers. No government body will provide funds for another body without placing restrictions on its use. They would not be acting properly if they did not. It is therefore evident that the end result of dependence on federal funds is control by federal bureaucracy.

The trend toward central control of all our economic and social structures should not be ignored. It is the natural trend when people become apathetic and disregard their responsibility. They give up one freedom, then another, until—as has happened in other countries—all freedoms are lost. The local school districts in California have provided the best facilities in the nation and one of the highest educational levels. The people have paid for these programs with great understanding. It is a way of life we should protect by opposing those who would transfer this responsibility to the federal government—from the taxes that must first be collected here.—L.A.C.

[L.A.C.'s column, by L. A. Collins Sr., like other columns, is an expression of personal opinion and does not necessarily reflect the considered opinion of this newspaper.]

Hawaii Firm Gets Ski Lodge Contract

HONOLULU, Oct. 23 (UPI)—A firm of Hawaii architects has been awarded the job of designing a ski lodge in Washington where the winter snow pack is 17 feet deep. The federal government awarded the job of designing the \$1,100,000 (M) Ski Lodge and visitors center at Mt. Rainier National Park, Wash., to the Honolulu firm of Wimberly, Whisenand, Allison and Tong.

Housewife Wins Sign Fight

MINNEAPOLIS (AP)—Because a suburban housewife successfully appealed a \$5 fine, Minneapolis is going to have to repaint its school stop signs or quit issuing tags to motorists who miss them. Mrs. Arlene Fried, fined for going through a school sign last April, contended successfully in an appeal that the signs did not conform with state law requiring stop signs to be octagonal and painted red with white letters.

Telephone Strike a Problem for All

(Continued from Page A-1)

off entrances to defense plants and both sides in the dispute are predicting "a battle to the finish."

Why? A picketing repairman, walking with his sign at a telephone company accounting building at Fourth Street and Orange Avenue says: "It's because this damn pig-headed company is getting rich off of our slave labor!"

An area supervisor for the company, spending 12 hours a day acting as an operator at a switchboard at Sixth Street and Elm Avenue says:

"It's because the General Telephone Company management always has, and always will, run this company, and the union can go to Hell before they'll get a chance to stick their noses in our business."

Somewhere in between these extreme views there is a reason for this strike . . . and a solution. But more than three months of negotiations between company and union, four weeks of federal mediation, and four contract extensions have failed to find the answer.

ON OCT. 19, union members walked out and began picketing. There have been no further meetings at the bargaining table between the parties.

The company has placed food and sleeping cots in its buildings and management employees are trying to keep the phones working.

The union has set up machinery to disburse up to \$9 million in strike assistance funds to keep its pickets going.

What does it all mean? Where will it end?

It means that 1.3 million telephone subscribers in the General California area, the largest independent phone company in the nation, are in danger of losing service.

It means that almost 9,000 employees of the company are not receiving pay checks.

It means that Long Beach, Redondo Beach, San Bernardino, Santa Maria, and parts of Orange County, among other places, are in danger of being affected.

The "southern area" of the company's franchise covers Long Beach and Lakewood, Signal Hill, Bellflower and Norwalk, Downey, and Westminster, Huntington Beach and Laguna Beach in Orange County.

THIS southern area has 221,123 telephones in homes, hospitals, fire stations, doctor's offices, on street corners, in grocery stores, businesses, and police departments.

In this area there are 2,111 hourly employees, 540 management employees.

The company has an investment of \$170,591,000 in buildings, lines and facilities. In Long Beach alone, there is almost \$84 million worth of equipment.

This southern area represents almost 28 percent of

PRESS-TELEGRAM
INDEPENDENT

Published Sunday only at Sixth St. and Pine Ave., Long Beach, Cal. Entered as second class matter at Post Office at Long Beach, Cal. Per Mo. Per Yr. Carrier delivery \$1.00 \$12.00



HELLO AGAIN!

In August Bob J. Burks was named as California leader:

September's past, and it's the same—Bob Burks is a repeater!

He sets his client's Standards high.

This salesman Bob J. Burks; He's got a plan for every man, And like his plan, he works!

For higher Standards of family protection or estate building, call Bob Burks of the Long Beach Agency of Standard Insurance. Telephone: GA 6-3986

Standard
INSURANCE COMPANY
Established 1908
Home Office: Portland, Oregon

LIVER PASTE, FISH

Poison Foodstuffs Object of Search

(Continued from Page A-1)

least three other fish processing plants in the Great Lakes area.

Dr. Litwack said housewives "having smoked fish or smoked fish products in their refrigerators or freezers, unless they know they were not from fish caught in the Great Lakes or processed there," should destroy them.

HE SAID wholesalers, retailers and processors of smoked fish products in the area are being told the following: "All fish from the Great Lakes area should be destroyed unless it is established with certainty that the fish was heated immediately after packaging to

108 degrees for 30 minutes in the coldest part of the fish—or that the fish was frozen immediately after packaging and since has been frozen continuously."

He said specific orders have been issued temporarily prohibiting the sale or distribution of smoked whitefish from Lasco Co., a Los Angeles firm. The plant, he said, received its fish in bulk and is engaged in processing, smoking and curing fish.

Other health departments are following the same pattern, Dr. Litwack said. "Within 24 hours every outlet in the nation will be covered."

L.B. Phone Employees Report Harassment

Two Long Beach women, employees of the General Telephone Co., have reported to

police that they are being "harassed" because they have continued to work during the strike against the company by the Communication Workers of America.

Mrs. Cynthia Howard, of 2330 E. Fourth St., a customer representative for the firm, reported she has been receiving anonymous phone calls threatening harm to her daughter.

Mrs. Winifred Ryan, of 2661 Daisy Ave., reported that groups of men in trucks have been following her from her home to where she parks her car prior to reporting to work at the Sixth Street and Elm

SAVED, police reported two cases of vandalism of telephone company equipment. A cable at 1005 Roosevelt St. was cut with a hatchet at 9 a.m. Saturday, interrupting service to homes in the area. The cable was repaired by noon.

In another incident reported to police, a cable at Comant Street east of Marwick Avenue was hit with a hatchet, but no wires were

R. PARKER Sullivan, president of General Telephone Co., said Saturday that telephone traffic is being handled on a "near normal basis."

Fireworks Plant Explodes, Burns

BELLAIRE, Ohio (UPI)—A series of explosions rocked a fireworks factory near here Saturday night, lighting up the sky like a giant Roman candle and touching off uncontained fires in more than 150 acres of bone-dry woodlands. Further devastation was avoided when a fire on the factory grounds burned around a building containing 35 tons of dynamite.

The blasts injured only one person, Michael Colton, 51, of Bellaire, a watchman. He was reported in critical condition in Bellaire Hospital.

The fires threatened to devour a number of homes when firemen were pulled back because of the dynamite threat. The dynamite was used by the firm, the Ohio Fireworks Co., to fulfill a \$3.3 million government contract.

BUT THE danger of the massive dynamite blast was quashed when the fire on the three-acre factory grounds miraculously burned around the building containing the explosives. Officials said of the original 15 structures on the grounds, 10 were destroyed.

More than 200 firemen, 40 pieces of equipment and 30 emergency cars were pressed into service at the scene, about five miles west of here in a sparsely-inhabited area. The fires in the woodlands were burning out of control and unattended for more than three hours when firemen were withdrawn because of the dynamite threat. About 50 families in the immediate area also were evacuated.

IN NEARBY Kirkland Heights, a community of more than 100 families, all residents were ordered to evacuate or remain in their cellars while the dynamite threat was present.

The explosions sent cherry bombs and skyrockets hurtling through the air in a steady stream in all directions. As they landed, new outbreaks of fire occurred in the tinder-box woods.

Choose your
GIFT
luggage
at
Boyle's LUGGAGE
GIFTS
646 PINE AVE.
HE 2-0941
BaniAmericard
SKYWAY
•
AMERICAN
TOURISTER
•
ATLANTIC
•
FRENCH of CALIFORNIA
•
LARK
Near Corner 7th & Pine

sale

33 ANNIVERSARY

Last 4 Days!

Time is running out! Frank Bros. sale ends Thursday, October 31 . . . Special reductions in every department, selected from the most complete selection of contemporary furniture to be found anywhere . . . including fine custom upholstered designs from our own work rooms . . . Easy to own with a Frank Bros. Budget Plan. As long as three years to pay.

Special From Our ACCESSORY DEPT.

Crystal cream and sugar from Kosta of Sweden. In twilight hue, gift boxed, regular 4.95 . . . **2.49**

CARPET REMNANTS

12'x22'7"	All-wool pile, marlini "pop-corn" texture	328.50	199.95
12'x15'6"	All-wool pile, beige tweed	206.00	149.95
12'x14'	All-wool pile, brown frieze	208.00	129.95
12'x9'2"	All-wool pile, off white loop	131.40	79.95
12'x9'	All-nylon pile, beige tweed by Bigelow	131.40	69.95
12'x9'4"	All-nylon pile, off-white loop	125.60	69.95
12'x14'	All-nylon pile, chocolate brown texture	159.00	99.00
12'x5'4"	All-nylon pile, off-white texture	62.00	10.00
12'x10'2"	All-nylon pile, off-white texture	121.50	79.95
12'x7'4"	All-wool pile, beige and white loop	100.00	59.95
12'x13'8"	All-wool pile, beige tweed	171.30	129.00
12'x13'6"	All-wool pile, marlini loop	305.10	198.00
12'x7'4"	All wool pile, gold beige extra long loop	116.00	59.95

FAMOUS DESIGNS FROM DENMARK & SWEDEN

DUX high back lounge chair designed by Folke Olsson. Luxurious comfort, smooth sculptured lines, rich antique gold or off-white fabric.	Regular 391.00	189.95
DUX rocking-reclining lounge chair with ottoman. Comfortable high back, locks in any position. Sculptured frame of Bangkok teak	2-pc. set 460.00	319.95
High sideboard from Denmark 33" wide, 40" high. Beautiful detailing, two adjustable shelves. In teak or walnut	99.95	79.95
Classic teak and leather lounge chair by Finn Juhl. Reg. 585.00		439.00
The famous "Egg" Chair by Arne Jacobsen. Your choice of fine Danish wool fabric	319.00	239.00
"Egg" chair in leather	498.00	373.00
The "Swan" chair by Arne Jacobsen, your choice of fine Danish wool fabrics	198.00	148.00
Sculptured teak lounge chair with reversible seat and back cushions available in a wonderful selection of 88% wool, 12% Nylon fabrics	149.95	99.95
Companion 3-seater sofa	329.95	219.95
Companion 4-seater sofa	399.95	266.95

SIMMONS SOFA-BEDS

A dozen quality sofa-beds, specially priced . . . comfortable seating, wonderful sleeping . . . Many fabrics from which to choose, two styles . . . **159.95**

ACCENT AREA RUGS

Take advantage of a new decorating technique . . . New life to your room, new interest on your floor . . . no better way to define a conversation area. Bright cheerful imports from Denmark, Sweden, Italy, the Netherlands . . . As well as sparkling designs from the United States. Some examples:

3'x6'	Rya rug from Sweden. 100% wool pile, shades of blue or red to blue.	89.00	59.00
3'x6'7"	Rug from Denmark. 100% wool pile, bright red texture	90.00	79.00
4'x6'	rug from Italy. 100% wool pile, brown and brass texture.	39.95	29.95
4'x6'	rug from United States. 100% Acrilan pile. Bright stripes in vivid colors	54.95	39.95
5'8"x7'6"	rug from Denmark. 100% wool pile. Black grey and white pattern.	119.00	59.00
7'6"x7'6"	"sunburst" from Denmark. 100% wool pile. Yellow and orange.	169.00	99.95

MARBLE TOP TABLES

Practical and beautiful marble tops are accented by handsome sculptured walnut bases:

32"x32" corner table	69.95	49.95
End table	54.95	44.95
Round cocktail table	99.95	74.95
50" Cocktail table	54.95	44.95
Wedge table	69.95	49.95

COMPLETE WEATHER

Long Beach and Vicinity: Fog along coastal areas today but otherwise mostly sunny today and Monday. Slightly cooler. High 74. Interior and Desert Region: Mostly sunny today and Monday. Little temperature change. High today 72 to 85 upper, 85 to 95 lower valleys. Mountain Areas: Mostly sunny today and Monday. Little temperature change.

Offshore Winds and Weather Forecast (Pt. Conception to Mexican Border): Light variable winds becoming westerly 10 to 18 knots in afternoon today and Monday. Widespread fog but some midday sunshine. Slightly cooler today.

SUN, MOON AND TIDES
Sunrise: 6:07 Sunset: 5:07 (standard time)
Tides: High: 4.2 feet at 5:59 a.m. and 4.6 feet at 4:56 p.m. Low: 2.4 feet at 11:25 a.m. and 0.2 foot at 11:44 p.m.

SATURDAY'S WEATHER REPORTS			
CALIFORNIA			
Long Beach	74	58	—
Long Beach Airport	73	57	—
Los Angeles	73	61	—
Alhambra	78	61	—
Glendale	78	61	—
San Bernardino	78	61	—
San Diego	78	61	—
San Francisco	69	57	—
San Jose	68	56	—
San Luis Obispo	72	58	—
Stockton	72	58	—
Yuba City	72	58	—

ACROSS THE NATION			
Albuquerque	73	42	—
Atlanta	57	39	—
Birmingham	57	39	—
Boston	54	38	—
Chicago	57	39	—
Cleveland	51	35	—
Denver	63	39	—
Des Moines	53	39	—
Detroit	53	39	—
Fort Worth	58	39	—
Houston	58	39	—
Kansas City	57	39	—
Las Vegas	67	46	—
Memphis	53	39	—
Minneapolis	53	39	—
Miami Beach	51	47	—
Albuquerque	73	42	—

Highest temperature in the 48 adjacent states Saturday was 92 at Amarillo and Tulsa, Ariz. Lowest was 13 at Baker, Ore.

President of Italy to Visit U.S.

WASHINGTON (UPI)—The White House announced Saturday that Italian President Antonio Segni will pay an official visit to the United States, starting Jan. 14.

The announcement said Mr. Kennedy extended an invitation to Segni during his own visit to Italy early in July.

"It has now been agreed between the two governments that this visit should begin on January 14, 1964," it said.

ASSISTANT White House Press Secretary Andrew Hatcher gave the brief announcement to newsmen.

Text of the announcement:

"On the occasion of his recent visit to Italy, President Kennedy extended to the President of the Republic of Italy an invitation to come to Washington on an official visit. It has now been agreed between the two governments that this visit should begin on January 14, 1964."

NEW LOW RATES

15¢ 25¢ 75¢
1/2 HR. ONE HR. ALL DAY

FREE
PARK & SHOP
WITH VALIDATION

★ COVERED PARKING
Protect Your Car
★ PARK IT - LOCK IT
No One Else Touches It

LINCOLN
PARK
GARAGE

JUST NORTH of Long Beach Library
ENTRANCES: Pacific Ave. at 1st St.
Broadway between Pacific and Cedar

In South Viet Nam ...

A Question of Life--and Death

FRIEND OR FOE? In the vicious guerrilla warfare that rages in South Viet Nam's Mekong River delta, the question is asked violently and often, and often answered in blood. These pictures were made recently in the strategic hamlet of Long-Fu as a secret police officer questioned a resident of a nearby village who had been absent for two nights in an area where the Viet Cong ruled after dark. At first, the questioning was quiet. But soon the brass knuckles were thudding down on the suspect's shoulders. Then his arms were tied behind his back and he was hoisted by them to swing helplessly while the questioning and the beating continued. At last, the policeman pulled out a trench knife, and drew the point across the suspect's belly. A thin trickle of blood started from the flesh. "That was the first interrogation," the policeman told Photographer Leo Lombrink. Later that night, the questioning began again. The prisoner died.



Photos by Leo Lombrink. Copyright 1963 by Independent Picture Service, Inc.



U.S. Increasingly Impatient With Allies for NATO Lag

BONN, Germany (AP)—The United States is getting increasingly impatient with its European allies for criticizing U. S. military policies while refusing to meet their own Atlantic Alliance commitments, U. S. sources said Saturday.

Secretary of State Dean Rusk, in Bonn for two days, had to reassure West German leaders about the continued presence of U. S. troops in Europe. There have been fears that Operation Big Lift would be used as a prelude to a partial withdrawal.

Rusk's talks here did not produce an official West German statement that these fears have been entirely dispelled. The government is

'Unprofessional Conduct' Study Set

SACRAMENTO (UPI)—Unprofessional behavior on the part of teachers will be the subject of two days of hearings by an Assembly subcommittee Nov. 12-13 in Millbrae.

Assemblyman Leo J. Ryan, D-South San Francisco, said that the Assembly Education Subcommittee on personnel is seeking to clarify the legal definition of "unprofessional conduct."

He said unprofessional conduct, as a reason for firing a teacher, is completely undefined in the education code, and can "mean anything to anybody."

Stolen Green Stamps Worth \$12,000 Found

CHICAGO (AP)—Detectives recovered a cache of 3.5 million trading stamps Saturday that are thought to be part of the loot taken in burglaries at Flagstaff, Ariz., and Clovis, N. M.

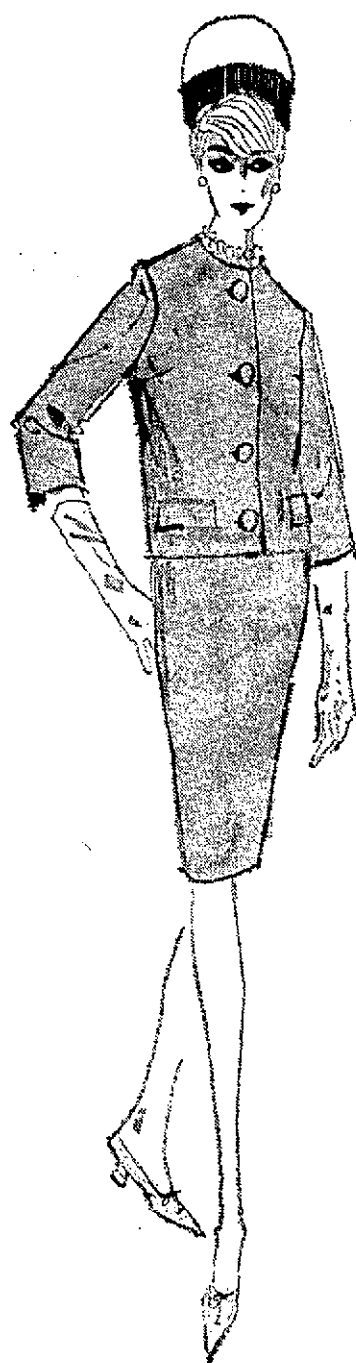
The stamps, valued at an estimated \$12,000 were found in a hotel room rented Friday to a man who registered as "H. Levine," police said. The man was being sought.

The stolen stamps have been showing up in Sperry and Hutchinson (S&H) redemption centers throughout the city for the past several weeks, police said.

Motel TV Stolen

Theft of a 17-inch TV set and stand from a unit in the Searle Motel, 6124 Long Beach Boulevard, was reported to police by the manager, Frank J. Pavlece, who set the loss at \$185.

Columbia—for hi-fashion—at a price



versatile
SHEER WOOL
CREPE
TWO PIECE
by Forever Young

just
13.99

SIZES 10-20
12 1/2 TO 22 1/2

wear as a dress
or a suit—this
unlined charmer
classically styled
in royal blue or
french black.

street floor, long beach
and lakewood center

very new, very specially priced
MINK TRIMMED TWEED
GREAT COAT
IN SIZES 2 TO 16

made to sell for 85.95

\$65

you save 20.95 at columbia

natural ranch mink, ring collar
on monotone tweed in beautiful
colors—golden beige, roseberry,
wild olive, sierra blue, espresso
brown and french black—all
milium lined in matching satin

better coats, long beach
and lakewood center

no payment 'til January '64 at

Columbia



FREE
Park & Shop
CUSTOMER PARKING

LINCOLN
PARK
GARAGE

pacific at 1st long beach — open monday and friday 'til 9 p.m. — lakewood center, monday, thursday, friday 12:30 to 9:30

WORLD NEWS BRIEFS



Kidnaper Frees Girl, 5; Hunted

LANSING, Mich. (UPI)—Incensed police Saturday canceled some holiday leaves and assigned extra officers to an all-out effort to find the apparent sex deviate who kidnaped and criminally assaulted a 5-year-old girl, then dumped her in a ditch near a junkyard.

The girl, Michelle Moran, was in satisfactory condition at Sparrow Hospital where she was suffering slightly from exposure and a bruised face. Hospital officials confirmed that she had been criminally assaulted after being kidnaped from a car where she was waiting for her mother.

At least a dozen detectives were assigned to work under Lansing Police Department Chief of Detectives Elwyn Groak to find the attacker. A roundup of known sex deviates has begun immediately.

Groak said there were "100 to 150" suspected sex deviates in the area. He said all files on deviates in the community would be checked. State police were ordered to give any assistance necessary.

Felons Live on Synthetic Food

VACAVILLE (AP)—Eighteen prisoners at the California Medical Facility here have been living in good health for more than seven weeks on nothing but synthetic chemicals and distilled water, Dr. Wallace Lane Chan said Saturday.

He said it is the longest time normal men have lived solely on synthetic food but he plans to extend the experiment to a total of 18 months.

The prisoner volunteers, who haven't eaten anything solid since Sept. 3, are in better shape than they were, Dr. Chan said. Prison officials agreed.

Senators Probe "Improper Relations"

MINNEAPOLIS, Minn. (UPI)—A Senate committee is scheduled next week to hear about the alleged relationships between some congressional figures and a pretty 27-year-old German woman who has been expelled from this country, the Minneapolis Tribune said Saturday.

A dispatch from the paper's Washington bureau said the Senate Rules Committee is checking allegations of improper conduct on the part of Senate employees and members of the Senate.

The woman, likened to a slightly taller version of actress Elizabeth Taylor, reportedly had "friends and associates" at several levels of the government, including the executive branch and in the White House.

JFK Weekending in Country

WASHINGTON (AP)—President Kennedy flew back from ceremonies at Amherst College in Massachusetts Saturday and took off immediately to spend the weekend at his country home in Virginia. At Amherst, Kennedy received an honorary degree and spoke at ceremonies honoring the late poet Robert Frost.

Wrong Homecoming Queen Crowned

LEXINGTON, Ky. (AP)—It just couldn't happen—but it did. The wrong coed was crowned Homecoming Queen Saturday at the Kentucky-Georgia football game.

At halftime ceremonies, Walter Duvall, master of ceremonies and a Kentucky senior from Celia, Ky., announced that Julie Ritchey of Mt. Sterling, was the 1963 University of Kentucky Homecoming Queen.

There was just one hitch. Vivian Shipley of Erlanger had been elected queen and had been told in advance of her selection. So, amid applause from the stands and tears from the sidelines, Miss Ritchey was escorted onto the field, crowned and given the traditional kiss by the university president, Dr. John Oswald.

Miss Shipley's escort, Earl Bryant of Rumsey, Ky., consoled the uncrowned queen and wiped her tears. The error was announced to the crowd of 30,000 in the third quarter.

Hurricane Ginny Churns Up Ocean

WILMINGTON, N.C. (UPI)—Hurricane Ginny swung back out to sea Saturday after a short faltering movement that kicked up high winds along the North Carolina coast.

Another tropical storm on the weather boards, Helena, was fighting an uphill battle to gain hurricane status. The storm hit the eastern Caribbean island of Dominica with 60-mile-an-hour winds Saturday, losing some of its punch but started rebuilding once it was over the open water again. Forecasters still, however, that "conditions are just against" Helena developing into a full-fledged hurricane.

Atom Blast Lifts Nevada Earth 6 Feet

SAND SPRINGS TEST RANGE, Nev. (AP) — The ground jumped six feet and a tingling shock wave rolled along this desert testing ground Saturday, signaling successful completion of the Project Shoal underground nuclear blast.

Witnesses a half-mile from the blast area saw the ground directly above the detonation point puff and contract after the shock, creating a huge ostrich plume of desert dust, which the wind slowly dispersed.

THE BLAST, a charge equivalent to 12,000 tons of TNT, went off on scheduled at the bottom of a 1,200-foot shaft drilled into the Sand Springs Testing Range, 22 miles east of Fallon in west-central Nevada.

More than 200 Atomic Energy Commission, Defense Department and military personnel witnessed the explosion. Busy transcontinental U.S. Highway 50 was closed to traffic for a half-hour before the shot. The road runs five miles north of the Sand Springs Range.

In nearby Fallon, residents did not feel the shock,



—Associated Press Wirephoto

SPY PILOT WEDS

Francis Gary Powers, 33, who was shot down in 1960 while piloting a U2 spy plane over Russia, poses with his bride, Claudia Edwards Downey, 28, after their wedding Saturday in Catlett, Va. Powers was divorced in January from his first wife, whom he claimed was a "habitual drunkard." His new wife is a former employee of the Central Intelligence Agency.

Colds in Spain

MADRID, Spain (AP)—Despite continuing summer-like weather in Spain, medical authorities estimated a cold virus had stricken about 10 per cent of Madrid's more than two million residents.

In many schools classes were less than half filled because of the illness.

STATE SOCIETY Calendar

MONDAY
 Alaska, 1029 E. Broadway, 7:30 p.m.

SATURDAY
 Minnesota, 550 Pacific Ave., noon.

AAA Says Time Shift Raises Traffic Peril

WASHINGTON (UPI)—The American Automobile Association warned Saturday that traffic hazards will increase starting this weekend when clocks in areas which have been observing daylight saving time are set back to standard time.

It said the earlier hours of darkness brought on by the new time schedule will increase traffic hazards for both motorists and pedestrians.

"Three out of five traffic deaths occur at night, despite the fact that only 30 per cent

of the driving is done in the dark hours," the association said.

According to AAA records, pedestrian deaths rise in November, just about the time daylight saving time comes to an end.

To combat the danger, the AAA advises motorists to reduce speed, switch on headlights at dusk, check on lights and windshield wipers, and be alert for pedestrians wearing dark clothing.

Walker's

the friendly store of Long Beach

FAMOUS BRAND JUNIOR CAPRIS

reg.
12.98

5.99

The price is so low we dare not tell the name, but look for the label in each pair, you'll recognize the name at a glance. They're tailored for perfect fit and comfort.

Your choice of stretch style with stirrup or regular style, both made of 100% wool and fully lined. You may select from a rainbow of delightful solid colors or plaids, sizes range from 5 to 15.

second floor



Walker's

the friendly store of Long Beach



LUXURIOUS CASHMERES AND FUR COLLARED WOOLEN COATS

reg. to
59.98

33.00

Four days only. Choose a beautiful Cashmere or a wool coat with mink, bleached wolf or dyed Fox collar. All coats have rayon acetate satin lining. Sizes range from 6-16.

second floor



SHELL KNIT SHEATH

special
purchase

15.00

Begin the new season with a versatile basic shell knit dress, with just a change of accessories you'll have a dress to suit any occasion. Styled with jewel neckline, ¾ sleeves, tie belt and is completely lined. Select from cherry, royal or black, 10-18, 14½-22½.

second floor

ORLON SWEATERS TURTLE NECK PLUS DOUBLET SPELLS FASHION



Made of washable orlon, DuPont's acrylic fiber, long sleeve slip-over style with very attractive turtle neck collar. Select from red, black or white. Sizes 36 to 40.

specially
priced

5.99

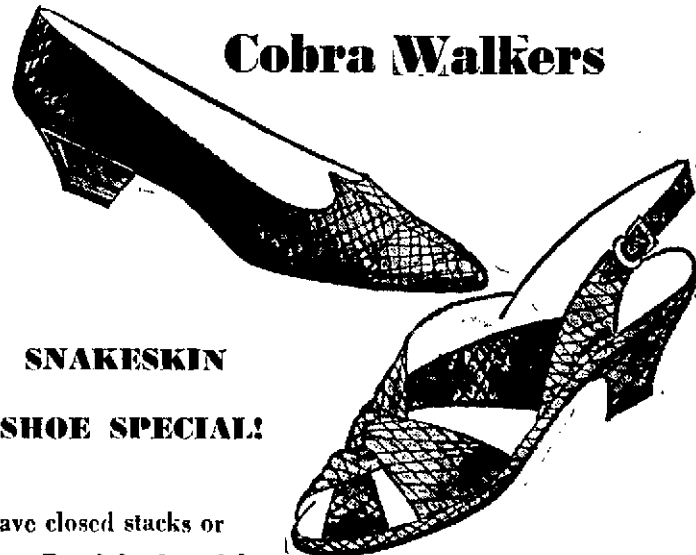
The doublet, newest fashion craze is an absolute must to complete this fashion picture, has jewel neck, button front and sleeveless. Colors of red, white, black, sizes range from 34 to 40.

special
purchase

4.99

second floor

Cobra Walkers



SNAKESKIN

SHOE SPECIAL!

Have closed stacks or open Dutch heel sandals with genuine cobra trimmed uppers. Have brown multi tones, black multi or vivid multicolor.

5.88

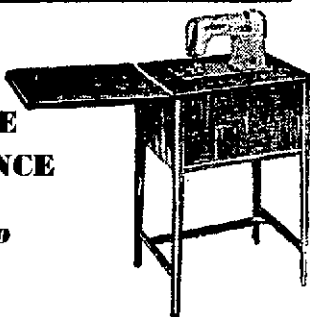
reg. to 12.99

lower floor

Walker's

the friendly store of Long Beach

SEWING MACHINE CLEARANCE



Savings to
50%

Floor samples and slightly used machines — Necchi — Adler — White — Elna — Singer automatic — zig zags — many one-of-a-kind.

Also many fine used machines.

Rebuilt
Portable
Machines

24.95
and up

We accept trade-ins —
we repair all makes.

third floor

Fourth and Pine HE 2-7451 Park Free

Fourth and Pine . . . Shop Monday and Friday 'til 9:00 . . . Phone HE 2-7451 . . . Park Free

CUSTOM DRAPERY SALE

FREE LABOR

ONE WEEK ONLY

Measure your window, select your fabric and let us do the rest. Your draperies pleated and fan-folded to your exact window measurements with such extra custom features as

- double bottom hems
- weights
- pleated to exact measure
- fan folded
- blind stitched bottom and side hems



fourth floor

Fabulous Luxury Bedspreads of Silky Chromspun Acrylic

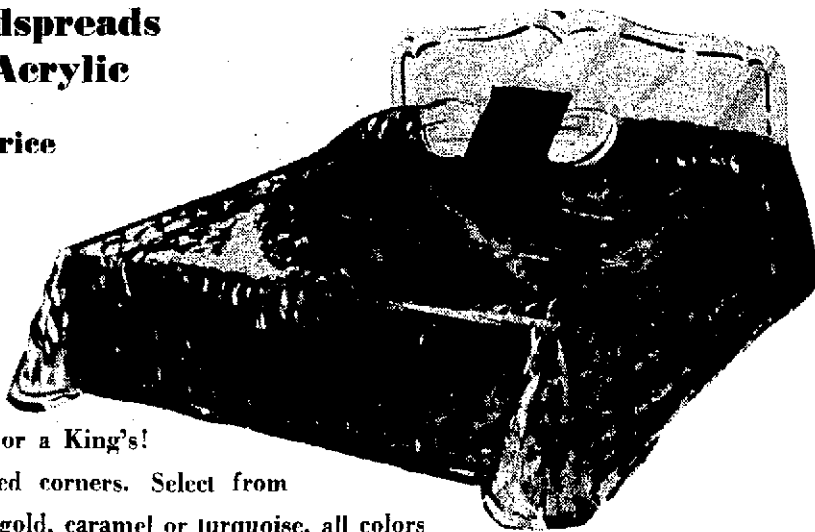
choice of 5 sizes at 1 low price

17.99

reg. to 29.98

Quilted to a Queen's taste . . . or a King's!

Luxurious jumbo welting, rounded corners. Select from colors of peacock, rose, sapphire, gold, caramel or turquoise, all colors that will simply dazzle a decorator.



third floor

TABLE AND FLOOR LAMPS

Exquisite Designs—Budget Priced

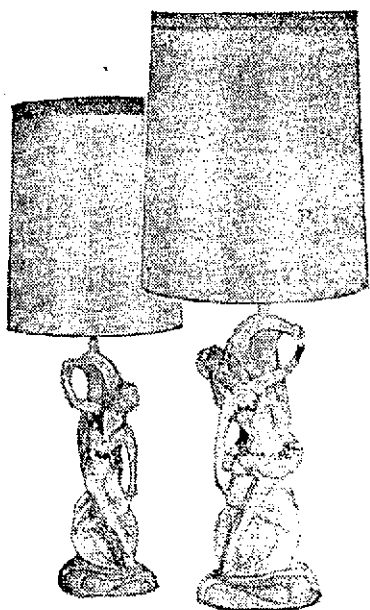
These Italian figurines are an absolute work of art, bone finished with exquisite gold trim. The male and female pair will be a masterpiece in your room because they're styled for modern taste and proportioned for modern rooms.

Shown are the matching pair of these lovely Italian provincial lamps. ea.

\$19

Come in and see our wide selection of modern and traditional lamps not advertised.

fourth floor



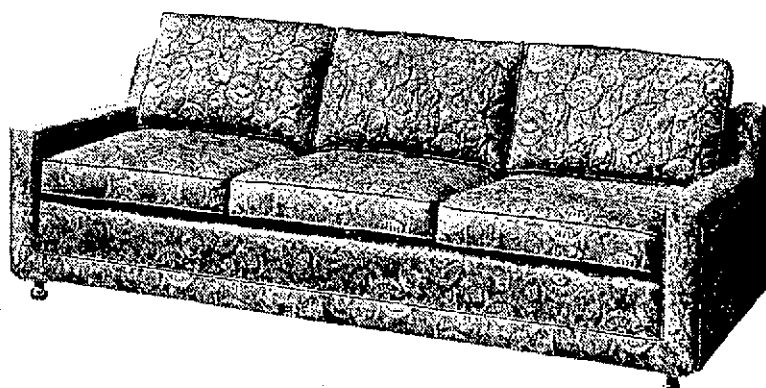
SALE

ENTIRE STOCK

KROEHLER SOFAS

YOUR CHOICE

\$199



From our stock, any Kroehler sofa for this tremendous low price. Limited number, so shop early for yours. In this group you'll find Danish Modern, Traditional and Contemporary styles in an excellent selection of beautiful fabrics.

fourth floor

Walker's

the friendly store of Long Beach



Never Before!
at This Low Price

Imported Brocade-Metallic Fabrics

OVER 10,000 YARDS TO SELECT FROM

All Perfect Quality

VALUES TO
9.98, WHILE
THEY LAST

1.99 YD.

Smartest Fashion Colors

- GOLD
- SILVER
- WHITE/GOLD
- WHITE/SILVER
- BLACK/GOLD
- BLACK/SILVER
- TURQUOISE
- ROYAL
- TANGERINE
- OLIVE
- PEACOCK
- MINT
- EMERALD
- RED
- BEIGE
- BLACK
- WHITE
- GREEN

NO LIMIT ON QUANTITIES
BUY ALL YOU NEED

BE HERE EARLY

DOORS OPEN 9:30 A.M.
Extra Salespeople to Serve You

second floor

Fourth and Pine Shop Monday and Friday 'til 9:00 Phone HE 2-7451 Park Free

25 MORE NAMED FOR HONORS AT JUBILEE BALL

75 L.B. National Figures to Be Feted

Twenty-five additional celebrities of Long Beach heritage were announced Saturday, completing the list of 75 headline-makers to be honored at the Diamond Jubilee Celebrity Ball.

The first 25 selected were revealed in the Oct. 13 issue of The Independent, Press-Telegram; the second 25 were named last Sunday.

All will be presented formally in ceremonies at the Celebrity Ball on Nov. 15 in Long Beach Arena.

EV HOSKING, chairman of the celebrity committee, pointed out that the 75 honored were selected by representatives of the major news services from names submitted by Long Beach citizens.

Only criterion used in their selection, he said, was whether the individual was a celebrity in the true sense of the word, either on the national scene or in his particular field.

No attempt, he explained, was made to judge entrants solely on their contributions to Long Beach, adding: "Such a list would include so many, it would be practically impossible to draw the line."

INCLUDING authors, radio and TV stars, sports figures and headliners from many fields, the third list of 25 follows:

Ruth Ashton — Prominent radio and TV commentator, currently representing the distaff side of the broadcasting team on Story Line, aired three hours every weekday afternoon on KNX. She is a graduate of Poly High.

Richard Bach — Grew up in Long Beach; is author of the current best-seller, "Stranger to the Ground," and West Coast editor of Flying Magazine.

Arthur Beaumont — Noted marine artist; works include portraits of many ranking naval officers, also a magnificent rendering in oil of the atomic cruiser, USS Long Beach.

Gerald A. Counts, Brig. Gen. (USA, ret.) — Had long and distinguished career as an instructor and executive at West Point, also a splendid war record. His brother, Carroll Counts, is a prominent local attorney.

Wayne Dallard — Began career with Orpheum circuit at 19 in golden days of vaudeville; largely known among showmen for production in light opera, dramatic stock and motion pictures. He is a protégé of "Music Man" Meredith Willson. The two conceived and produced a new art form for historical spectacles. Dallard is producer of the International Beauty Pageant here.

Francis C. Denebrink, Adm. (USN, ret.) — Served with distinction through two world wars; was commanding officer of naval forces in the Operation Sandstone atomic tests at Eniwetok. Mrs. Denebrink is daughter of Mr. and Mrs. Nelson McCook of Long Beach.

Beverly Baker Fleitz — One of world's foremost tennis players for more than a decade; retired from big-time competition in 1959 as No. 1 woman player in America. Long a resident of Long Beach, she now lives in Rossmore.

Andy Marzich — Leading money-winner in national Professional Bowlers Association for 1962-63 season; bowls out of Long Beach, formerly

owned a bowling shop here. **Merle Mathews** — Made Southern California All-Star Bowling Team for seven successive years; is obvious choice for all-time woman bowler in the West.

Ed Nofziger — For years a nationally syndicated cartoonist; now prominent in the film cartoon field. His first professional effort appeared in The Press-Telegram over 30 years ago.

Gladys O'Donnell — Holds score of records for her prowess as an aviatrix in era prior to the jet age; now active in public affairs locally and throughout the state.

Alan Parkinson — Built the \$1.5-million Hollywood Movie Land Museum, popular tourist mecca in Buena Park; prior to that had highly successful career here in the drug-manufacturing business.

Rev. Bob Richards — Champion pole vaulter and three-times Olympic medal winner; now in Innsbruck in connection with filming of the forthcoming Winter Olympics. He was at one time pastor of First Church of the Brethren here.

Ronnie Robertson — World's champion figure skater; has toured most recently as a top star with the Ice Capades. Now lives in Laguna Beach.

Charles S. Thomas — Secretary of the Navy from 1954-

57, president of Trans World Airlines 1958-60; president of the Irvine Ranch Company with offices in Tustin.

Dr. Fred L. Whipple — A Poly High graduate; professor of astronomy at Harvard University and director of the Smithsonian Astrophysical Observatories. He was cited this year by President Kennedy as "the man who conceived and developed an optical satellite tracking system which stood ready to track the first artificial satellite launched and has since provided valuable scientific data."

Joseph Ball — For more than three decades a prominent attorney here; named member of the Board of Governors of the State Bar in 1954; in 1955 was appointed to the California Law Revision Commission; also past president of the California Bar Association.

Mary Brian — Although currently inactive in the entertainment field, she is regarded one of the most beautiful women ever to grace the silver screen. Following her Long Beach school days, gained fame in Hollywood with a list of film credits as impressive as it is long.

Barbara Erickson (Mrs. Jack) London — Long one of the nation's outstanding women pilots; gained fame during World War II as a member of the WASPS, flying every type Air Force plane; is West Coast representative on board of All-Woman Transcontinental Air Race (Powder Puff Derby) founded in 1929 by Amelia Earhart. Mrs. London competed in five derbies, officiated at six others, several of which started or ended at Long Beach Airport.

Bruce McCandless, Rear Adm. (USN, ret.) — Awarded medal of honor for heroism when, as lieutenant commander, he took charge of the USS San Francisco, after ranking officers were killed on the bridge when, in World War II, the cruiser fought a Jap battleship in the Solomon Islands. Formerly head of academic section at the U.S. Naval Academy, he retired in 1952.

Jack Rothrock — former major-league pitching star for many seasons.

Ed Wagner — College football official throughout country for 25 years; currently Western States Conference commissioner.

Col. John D. Craig — Host

and narrator of TV series, "Expedition;" producer of "Danger Is My Business," as well as diving and travel films. Hew as the first man to dive to the Lusitania, also invented the underwater camera and led a combat camera unit in World War II, receiving the Legion of Merit, Distinguished Flying Cross and Air Medal.

John D. Bulkeley, Rear Adm. USN — Manning torpedo boats, he achieved enviable war record; transported General MacArthur, his wife, son and 20 staff members from Corregidor to a bomber which took the party to Australia. Last week promoted to rear admiral, he has been assigned as commandant of the U.S. Naval Base at Guantanamo Bay, Cuba.

Marilyn Horne — A graduate of Poly High; gifted operatic soprano who has graced the finest operatic stages in the world. Has been featured soloist with the Roger Wagner Chorale, appeared with the San Francisco Opera Company, also dubbed the voice of Dorothy Dandridge in "Carmen Jones." Currently on European tour with husband-conductor Henry Lewis Chamber Orchestra.

Cranston Says Taxes Excessive

State Controller Alan Cranston told dinner guests honoring him at the Breakers International Saturday night that "the hard-pressed property taxpayer has gone about as far as he is willing to go in paying his share not only of the cost of education but of local government generally."

He stressed that state support for education is increasing steadily and can be expected to continue to do so "to meet the vital educational needs of our increasingly complicated and intricate society."

CRANSTON said 62 percent of the dollar value of school-bond issues failed to gain voter approval last year as against 17 percent in 1958, and school tax-rate elections have suffered similarly.

Although the burden of local school costs borne by property taxes has increased in recent years, he said, the state's contribution to education is increasing dramatically — a tripling of the state's local assistance and its total expenditures on education in the last decade.

"We must find a way," said Cranston, "to finance — fairly and fully — the education required by our young people and by our adults too."

The controller was introduced by Assemblyman Joseph M. Kennick, D-44th District, West Long Beach-Lakewood.

Drug Hearing Set

SACRAMENTO (UPI) — Assemblyman Gordon H. Winton, D-Merced, announced that his interim committee on criminal procedure would conduct hearings Nov. 13-15 in San Diego on the subject of narcotics and dangerous drugs.

BOND'S
America's Largest Clothier

Get Booming Bargains
**MILLION DOLLAR*
BIRTHDAY
SALE**

**\$3.98 BOND
SHIRTS**

for Dress! for Sports!

3 for \$9

FOR DRESS... Once-a-year savings on our famous Super-Count Broadcloths. Superbly tailored in our own shirt factory. Brought direct to you at a price that defies comparison for top-drawer quality. Premium cottons fashioned for comfort, long wear, easy washability. Regular spread, shorter spread and snap-tab collars. French or button cuffs..... **3 for \$9**

FOR SPORTS... Fall's big newsmakers. Embroidered motifs on iridescent cotton/acetate. Ivy deep-tone batik-print wash-and-wear cottons. Ombré stripes on polished rayon/acetate. Plus the topflight needlework of Bond's skilled shirtmakers. Sizes for all: S, M, L, XL..... **3 for \$9**

Write or phone ME 3-8195

LAKEWOOD CENTER
5224 Lakewood Blvd.
Open Mon., Thurs., Fri., 12:00 to 9:30 p.m.
Wed., 9:30 a.m. to 9:30 p.m.
Tues. & Sat., 9:30 a.m. to 8:30 p.m.

**ANAHEIM
SHOPPING CENTER**
14 Conveniently Located Stores in the
Greater Los Angeles Area
ACRES OF FREE PARKING

GET BOOMING BARGAINS BOND'S MILLION DOLLAR* BIRTHDAY SALE

GET big booming bargains.
See all the newest styles,
fabrics, colors—and save!

2-trouser Pure Worsted Suits
reduced from \$59⁹⁵... now **49⁹⁰**

2-trouser Style Manor Suits
reduced from \$67⁹⁵... now **57⁹⁰**

2-trouser Park Lane Suits
reduced from \$74⁹⁵... now **63⁹⁰**

Harridge Row Suits
reduced from \$49⁹⁵... now **39⁹⁰**

Designer Group Fall Suits
reduced from \$57⁹⁵... now **47⁹⁰**

Style Manor Topcoats
reduced from \$47⁹⁵... now **38⁹⁰**

Style Manor Zipliners
reduced from \$57⁹⁵... now **48⁹⁰**

Royal York Sports Coats
reduced from \$29⁹⁵... now **24⁹⁰**

*in 150
Bond stores
coast-to-coast

LYNNS
634 PINE, LONG BEACH
MONDAY ONLY

**2-PIECE
CORDUROY
CAPRI
SETS
1.00**

2-PCS. COMPLETE

- poncho top with contrasting color panels
- washable cotton corduroy
- misses' sizes 10 to 18

ADULTS ONLY

Experts Say Traffic Deaths Insufficiently Probed

CAMBRIDGE, Mass. (AP) — Investigation of traffic deaths by public agencies in this country is a "national disgrace," a team of Harvard researchers reported today on the basis of a five-year study of collision fatalities.

More than 100 persons a day die in automobile accidents in the United States, the report said, yet the deaths are inadequately investigated and attributed to human failure—youth, alcohol, speeding, emotional problems and fatigue—with little regard for other factors.

"The concept of human failure is so firmly held," said Alfred L. Moseley, chief investigator, in a foreword to the survey report, "that there seems no necessity of examining other factors to assess their role."

"Indeed," said Moseley, "the odor of alcohol in a collision-damage vehicle is sufficient to yield an understanding of the case."

"HUMAN FAILURE in traffic death cases is not a myth, but the assessment of its role is based upon inference and presumption and not upon the examination of evidence . . . the emotionalized belief that vehicles do not fail is a myth."

"Highway design, construction and reconstruction are not perfect either."

"Another myth, that each traffic death has a cause, must yield to the finding of multiple causality in each case . . ."

In the public interest and in the interest of justice,

Hearing Set on Control of Car Smog

LOS ANGELES (UPI) — A hearing will be conducted Oct. 30, in San Francisco to permit testimony on state legislation that permits local option by counties on whether they will conduct vehicle inspections for smog control.

Donald A. Jensen of the State Motor Vehicle Pollution Control Board, said that the first step in control of Pollution is crankcase devices and eventually exhaust control, first in new cars and trucks and then on used vehicles.

At present no approval for controlling exhaust fumes has been approved for either used or new vehicles, Jensen said.

Jensen said it is hoped that approval of an exhaust control device can be gained by next June for the 1966 models and to have them installed when the first vehicles roll off the assembly lines in the fall of 1965.

JENSEN said that at present the cost of installing such exhaust control devices on used vehicles would be excessive. But he said that with mass production in new model cars it was hoped the prices may get competitive.

"At this point," Jensen said, he has not seen any device at competitive prices. "We would like to see it in 1966 if mass production works out, but we certainly are not going to scrap our program for used cars."

Los Angeles County officials have delayed until a further date any decision on whether this county would subject motorists to a new inspection requirement.

State officials argue that the inspection system, which initially would check only limited crankcase devices, is vitally needed in the fight against air pollution.

The state legislation permitting local option was signed by Gov. Edmund G. Brown. If accepted locally the county could ask the California Highway Patrol to license privately operated stations in the county where motorists would go to have their vehicles checked.

Classes for Diabetics Will Start Nov. 18

A new series of classes for diabetics will begin Nov. 18 at Long Beach Health Department, 2655 Pine Ave., it has been announced by Dr. I. D. Litwack, Long Beach health officer.

Five classes will be held on successive Mondays from 7 p.m. to 8:30 p.m. Instructors will include a physician, a nurse, a nutritionist and a podiatrist.

Classes are limited to 25 persons. Individuals may enroll by telephoning the health department.

Moseley said, "the investigation into a traffic fatality should be as thorough as that accorded to suspicion of murder."

The point of view "that the people concerned are dead and nothing can be done to help them" presents a formidable barrier in the way of investigation, the researchers said. And Moseley added, "Indeed, the resistance to a scientific scrutiny of the problem is astonishing."

The investigation was financed by an \$809,820 grant from the National Institutes of Health.

The team was divided into two groups — an operations group including a mechanic, automotive engineer, traffic engineer and human engineer; and a clinical group including

a pathologist, chemist, technician, sociologist, internist, psychiatrist, ophthalmologist, optometrist, statistician, clergyman and attorney.

THE RESEARCHERS did their work in many places — at the accident scene, in police stations, in jails, in hospitals. They talked to those involved in their homes, to their employers, examined bodies of accident victims in mortuaries and consulted public records.

"The most fundamental assumption held on the automobile death is that it occurs by accident," Moseley wrote. "This view is an international one."

"It is false. It is worse than that. The view is an automatic barrier to intelligent observa-

tion concerning the problem."

In a paper on motor vehicle suicides, Moseley and Dr. Richard Ford, head of the Department of Legal Medicine at Harvard Medical School, wrote:

"There is a stubborn determination on the part of many investigating officials to ascribe the cause of traffic fatalities to speed, incompetence or to excessive use of alcohol."

"Two cardinal reasons exist for this attitude: laziness, and ignorance of possibilities."

"Bad highway engineering, vehicular failure, physical incapacitation, and intent are rarely considered—much less explored."

"SINCE SUICIDE does occur beneath railroad, subway

and elevated trains, then suicide is also achieved and attempted beneath trucks, buses and automobiles."

They cited a number of cases: a man in serious financial difficulties who threw himself in front of a bus and failing in that attempt, jumped to death 20 minutes later from the roof of a three-story apartment house; a similar case of a college student who left a suicide note in his dormitory; a despairing 60-year-old cancer patient who walked into the side of a passing automobile.

Similarly, the investigators reported cases of deliberate tampering to cause collisions, like the case of two young men who entered a bar and began conversation with two girls sitting unattended. "After

a period, two men came in who had brought the girls there. They were quite annoyed to find two men sitting with their girl friends." When the first pair left the bar an hour later, both were killed in a head-on collision not far away. The left front brake hose of their car had been cut.



...Presenting the finest...

Du Mont from DORN'S

Du Mont COLLECTOR SERIES featuring FM/AM/FM Stereo radio with a Garrard "professional" stereo record changer.

Only Du Mont custom-crafted craftsmanship could produce these outstanding stereo values with all these luxury listening features. Dual channel stereo amplifier and matched 4-speaker sound system. World famous Garrard stereo record changer, with Reflex Action retractable cartridge. Stereo FM/AM radio receives FM Multiplex and standard FM/AM broadcasts. The authentically styled cabinets are custom-crafted of genuine hardwoods.

You would expect to pay so much more than Dorn's Low . . .

319⁹⁵

The Carnegie—Also available in Contemporary Oiled Walnut, Traditional Mahogany.

The Ravel—French Provincial authentically styled cabinets are "a" wide and made of genuine hardwood.

Each component in the custom-crafted cabinet is precision matched to provide thrilling in-person concert hall realism. A powerful dual channel stereo amplifier and six speaker system. World famous Garrard "Professional" record changer, Stereo AM/FM radio receives FM Multiplex and standard FM/AM broadcasts.

Reflex Action Retractable Cartridge Diamond stylus instantly retracts into tone arm on impact while dropping a record guard to prevent damage.

The ultimate in sound reproduction and the last word in handcrafted decorator styling

Du Mont ...first with the finest in television

...again the quality leader in

ALL 82 CHANNEL DELUXE 19" PORTABLE TELEVISION

Du Mont Space Mate — 19-inch* all 82-channel portable television. Full power transformer chassis with 20,000 volts of picture power. Single View UHF/VHF Integral Tuner with a single window controls all station selections. Makes VHF in UHF channel changing simpler. Front-projected FM sound. Perma-Tune for permanent fine tuning and up-front controls, dipole antenna.

You would expect to pay so much more than Dorn's Low . . .

2⁰⁰

A WEEK

DORN'S

THE WEST'S LARGEST Hotpoint DEALER

4949 LAKEWOOD GRAYWOOD AVE. LAKEWOOD CENTER NORWALK 14112 San Antonio Blvd. DAILY NOON TO 9 P.M. SAT. & SUN. 10 A.M. TO 7 P.M.

INSTANT CREDIT IMMEDIATE DELIVERY

LONG BEACH 15, CALIF. INDEPENDENT-PRESS-TELEGRAM—A-7

Thrifty

CUT RATE DRUG STORES

72 Hour Sale Today, Tomorrow and Tuesday

And You Get Blue Chip Stamps, Too!

THRIFTY'S OWN PRICE SPECTACULAR

\$1.29 - 6-Roll Pak Christmas Wrap

Festive Foil or Printed Paper

Each print roll is 26x108" enough to wrap your extra large packages. Each foil roll is 20x36" in choice of colors.

77¢

\$9.95 Electric Heater

with Thermostat

Instant heat at the turn of a dial. Safe-T spring-mounted element, safety guard brackets 1520 watts.

\$8³³

8-Pc. Kitchen Tool Set

Reg. \$2.98 Value!

Small tuxard, large turner, spoon, fork, strainer, spoon & ladle and rack. Beautiful decorator handles. Chrome finish.

\$1⁴⁸

\$7.95 G.E. Alarm Clock

"Cue-ette" Model with Lighted Dial

Miniature antique, white case 2-5/16" x 3-5/16". Dial glows in the dark. Famous G.E. quality.

\$4⁸⁸

Cold Water Soap Powder

47¢ Value! Giant Size

Absolutely the lowest price ever! Safe for all fabrics, fine sweaters, cashmere garments, etc. Cleans and softens material.

17¢

\$9.88 Johnny Pole

With Sliding Door Cabinet

Smart efficient storage for cosmetics, towels, etc. Triple chrome plated poles. Fits all ceilings with adjustable tension.

\$7⁷⁷

Plastic Sweater Box

Regular \$2.78 Value!

Junior size 15" long, 11" wide, 6 1/2" deep. Designed with recessed covers for easy, secure stacking.

\$1⁴⁸

\$6.95 Acrilan Comforter

Fruit of the Loom

Full bed size. Acrilan acrylic filled, French crepe acetate covered. Floral prints in popular color combinations. Warm yet lightweight.

\$5⁴⁴

\$27.88 - 20 Inch Bicycle

Boys' or Girls' Model

Ball bearing wheels, 2 seat flamboyant red finish. Deluxe white wall tires. Rear chromed luggage carrier, chrome fenders, training wheels.

\$24⁶⁹

\$2.98 Century Heat Pad

Full 1 Year Guarantee

Easy to operate 4 position switch. Moisture proof. Snap on cover can be removed for washing. U.L. approved.

\$1⁹⁹

\$1.89 Pertussin Vaporizer

10 Ounce Can

This aerosol medicated room vaporizer helps to relieve stuffiness and congestion. Price includes 30c off stated on label.

\$1¹⁸

Rüser Lager Beer

Pack of 4—12-oz. Cans

A premium light lager beer, brewed with pure crystal clear Arizona spring water . . . stock up today at this low price!

69¢

\$1.79 Briar Pipes

In Sanitary Blister Pack

Genuine Algerian briar with metal filters. There are many styles and finishes from which to choose. Save Now!

\$1⁴⁴

401 PINE AVE., LONG BEACH

- 442 Pacific (at 7th), San Pedro
- 4117 Viking Way (at Carson), Lakewood Village Triangle
- 4402 Atlantic Blvd. (at San Antonio)
- 17454 Bellflower Blvd. (at Ramona)
- 1438 Los Cuyetes Blvd. (at Ximenes), Circle Shopping Center
- 4400 E. Spring St. (at Palo Verde), Lakewood Plaza Center
- 4531 Paramount Blvd. A Del Amo
- 4417 Westmore & Coddington Dr., Harbor Heights Center
- 104 Westminister (at Golden West)
- 104 W. Anaheim (at Aviation), Wilmington Plaza Center

Adult-Education Leaders Parley Here Wednesday



DR. PAUL F. LAWRENCE
Keynote

ROBERT W. DORMAN
Personnel Trainer

T. S. WARBURTON
L. A. Official

Five hundred of the state's top adult-education administrators will meet in Long Beach this week for a three-day "working conference" called by Max Rafferty, state superintendent of public instruction.

Topics under discussion will include: educating the dropout, cooperation between management and education, and increasing the number of culturally disadvantaged in vocational programs.

THE conference, which opens Wednesday in the Lafayette Hotel, is the 39th annual fall meeting of the California Association of Adult Education Administrators.

The keynote address at 7 p.m. Wednesday will be delivered by Dr. Paul Lawrence, new associate superintendent and chief of the Division of Higher Education, State Department of Education.

Other speakers are Robert W. Dorman, director of personnel and training for the Transport Indemnity Co., Los Angeles; Sigmund Arywitz, chief of the State Division of Labor Law Enforcement, and T. Stanley Warburton, associate superintendent of the Division of College and Adult Education for the Los Angeles City School District.

ELECTION of CAAEA officers is scheduled for 9:30 a.m. Friday. C. Edward Pedersen of Berkeley is the current president. Dr. Wiley D. Garner, dean of the General Adult Division of Long Beach City College, is first vice president.

Various committee meetings will be held all day Wednesday, with the first general session convening at 9:30 a.m. Thursday. The conference will close at 6:30 p.m. Friday with the annual banquet.

Morocco, Algeria Talk Set

MARRAKECH, Morocco (UPI)—Morocco and Algeria announced they had agreed Saturday to four-power peace talks to begin Tuesday in Bamakodn Mali, to settle the Moroccan-Algerian border conflict. But almost immediately the Algerian radio launched fresh tirades against Moroccan King Hassan.

The officially announced agreement of the two North African countries to talk over the two-week-old undeclared war along their frontiers came as a surprise to one of the supposed participants. Ethiopian Emperor Haile Selassie, who was in Paris.

The state-run Algiers radio carried the announcement for two news bulletins late Saturday. But the announcements were followed by a violent attack on King Hassan for "sabotaging" the summit conference previously planned in Tunis, Tunisia.

THERE WAS no immediate official explanation for the Algerian change of tone.

Algerian President Ahmed Ben Bella accepted in principle the proposed meeting in Mali and the foreign minister said he would attend in the interest of peace.

The initial announcement of the Mali conference switched the makeup, time and place of a summit conference announced Friday night by Algeria. The Algerians said the meeting would be a six-power session in Tunis.

But Ben Bella amended that announcement earlier in the day saying he would leave today for Tunis, or Tripoli, Libya for a summit meeting.

Downey C of C Books Bach as Speaker

Reservations will be accepted until 5 p.m. Thursday for the Nov. 4 quarterly membership luncheon sponsored by the Downey Chamber of Commerce, Orville Lane, member relations chairman, announced.

Speaker will be Roland Bach, who titles his remarks, "The Elimination of Luncheon Speakers."

The meeting will be held in Rio Hondo Country Club.

Cerritos Bench Club Breakfast Tuesday

The Cerritos Bench Club, men's booster organization for the college, will hold a breakfast meeting Tuesday at 6:30 a.m. in Cerritos Student Center, Norwalk.

Films of the Cerritos-Santa Monica City College football game and a scouting report on East Los Angeles College, the Falcons' next opponent, will make up part of the program.

Progress Exposition Scheduled for Arena

The first annual California Exposition of American Progress is scheduled for the Long Beach Arena Nov. 8 through 10, it was announced Saturday.

The Exposition, saluting the American Negro consumer, is slated to be a show of products currently available in the consumer market, with special emphasis on the Negro buying-population of Los Angeles County.

The exposition is celebrating the centennial of the Emancipation Proclamation and is sponsored by a Los Angeles County property owners association, WESPOA.

James Goodson, executive producer of the show, has announced exhibit areas for products in the fields of beauty supply, automobiles, savings and loan organizations, education, medicine and law, as well as exhibits from civic and social organizations.

DON'T KEEP things you don't use. Sell them with inexpensive Classified Ads and have cash instead. Dial HE 2-5959 today.

ORDER EXTRA COPIES NOW
FOR YOUR FRIENDS & RELATIVES

FOR THE BIG 8-SECTION

DIAMOND JUBILEE

EDITION OF THE

Independent Press-Telegram

Published Sunday, October 27

25¢ per copy, postage paid, wrapped and mailed anywhere in the U.S.

1888-1963 75 years of steady growth and progress! That's what the Diamond Jubilee edition of the Independent Press-Telegram tells in fascinating stories and pictures about Long Beach from its very beginning to its exciting future! It's a very special edition one that would be of great interest to your friends and relatives in other parts of the country. Why not order several today...simply fill in coupons and mail to us with 25¢ for each copy...we'll do the rest.

FILL IN THE ORDER BLANKS NOW!

DIAMOND JUBILEE EDITIONS
Circulation Dept., Independent Press-Telegram
4th and Pine, Long Beach 12, Calif.

Please mail a Diamond Jubilee Edition of the IPT to the following people. Enclosed is 25¢ for each edition ordered.

(NAME)	(NAME)	(NAME)
(ADDRESS)	(ADDRESS)	(ADDRESS)
CITY	ZONE	STATE

(NAME)	(NAME)	(NAME)
(ADDRESS)	(ADDRESS)	(ADDRESS)
CITY	ZONE	STATE

(NAME)	(NAME)	(NAME)
(ADDRESS)	(ADDRESS)	(ADDRESS)
CITY	ZONE	STATE

(NAME)	(NAME)	(NAME)
(ADDRESS)	(ADDRESS)	(ADDRESS)
CITY	ZONE	STATE

SUPERVISORS TO CONSIDER PROPOSAL

Tax-Appeals Boards Studied

By DON BRACKENBURY
I. F. T. Los Angeles Bureau

Creation of tax-appeals boards — authorized by the voters Nov. 6, 1962, but, so far, postponed by the Board of Supervisors—comes before the county solons again on Tuesday.

The three-member boards would replace the Board of Supervisors in hearing petitions for equalization of property assessments.

When supervisors last considered setting up the tax-appeals boards, last Jan. 22, Supervisors Frank G. Bonelli, Burton W. Chace and Kenneth Hahn voted for a one-year delay to see how new policies of County Assessor Philip E. Watson would affect equalization appeals.

THERE were fewer equalization cases this year, but because of more liberal provisions for filing petitions adopted by the 1963 State Legislature, the number of cases next year is expected to jump.

The ordinance establishing tax-appeals boards must be adopted on or before the last day of January in the year they are to become operative.

Nominations by the supervisors of individuals to serve on the boards would have to be completed within 60 days after adoption of the ordinance. The supervisors also would establish rates of compensation for board members.

UNDER THE more liberal provisions adopted this year, petitions for equalization of assessments may be filed from Sept. 28 to Nov. 23.

The period for hearing petitions has been tremendously increased—from 10 days this year to six months next year. Hearings on petitions filed in 1964 will be heard from Sept. 28 through March 31, 1965.

Supervisors were reminded in a letter signed by Chief Administrative Officer L. S. Hollinger, County Counsel 1,119 this year.

Harold W. Kennedy and Board Clerk Gordon Nesvig, that the extended filing and hearing periods are effective regardless of whether the tax appeals boards are formed or not.

OTHER state legislation this year provided that all property owners must be notified if their real property assessment is increased by 25 percent or more over the preceding year.

Supervisors may, if they choose, notify all property owners of their assessments. Last January supervisors briefly discussed two possible methods of such notification: individual postcards or newspaper advertisement.

Hollinger, Kennedy and Nesvig estimated that the extended filing and hearing periods will bring about 5,000 petitions for equalization next year, as compared to only

added work.

"WITH THIS increased work load and the longer hearing period, it would be practically impossible for the Board of Supervisors, with its numerous responsibilities, to continue to sit as a board of equalization."

Hollinger estimated that the cost of establishing two of the three-member tax-appeals boards would be \$64,812 for 1964.

Free Drawing!

MULLEN & BLUETT Lakewood

Win a

Man's Suit, Woman's Fur-Trimmed Coat and Other Prizes

Come in and register.
Nothing to buy. Nothing to write.

MULLEN & BLUETT, LAKEWOOD

1st BIRTHDAY SALE

Shop Mon. & Thurs. 12:30-9:30
LAST 4 DAYS! HURRY!

DON'T MISS THESE EXCITING ANNIVERSARY VALUES!

MEN'S SUIT BONANZA!

WORSTED-MOHAIR SUITS

54.00

Reg. 69.95 year 'round weight, 1, 2 and 3-button styles with plain front trousers.

LUXURY FABRIC SUITS

58.85

Reg. 75.00 All wool imported Sharkskins, Reverse Twists and fine finished worsteds. Shadow stripes, herringbones, checks and solids.

2-PANTS SUITS

68.85

Reg. 79.95 All wool worsteds with permanently creased trousers, trim 2-button styling. New compound colors.

<h3>Dacron Polyester Worsted SPORT COATS</h3> <p>Reg. 39.95 29.</p> <p>Muted plaids and checks. 2 and 3-button with center or side vents.</p>	<h3>Worsted and Mohair MEN'S SLACKS</h3> <p>Reg. 22.50 15.89</p> <p>Plain front — tab style. Year 'round weight.</p>	<h3>Cotton Seersucker SPORT SHIRTS</h3> <p>Reg. 7.95 3.99</p> <p>Short sleeves — washable.</p>
<h3>Link-Stitch ORLON SWEATERS</h3> <p>Reg. 15.95 9.99</p> <p>Golfer's bell sleeved cardigan of washable orlon acrylic.</p>	<h3>Custom Quality DRESS SHIRTS</h3> <p>Reg. 5.95 3.99</p> <p>Fresh new stripes — spread, button-down and snap tab collars.</p>	<h3>New Fall—All Silk NECKWEAR 1/2 PRICE</h3> <p>Reg. 2.50 to 5.00 Now 1.25 to 2.49</p>
<h3>Brushed Orlon Acrylic MEN'S SOCKS</h3> <p>Reg. 1.50 69c 3/2.00</p> <p>Muted Tartan plaids.</p>	<h3>SHOP MON., THURS. & FRI. 12:30 to 9:30</h3> <p>It's Easy! It's Convenient! Charge it! Optional Charge Account!</p> <p>LAKWOOD CENTER/Phone 634-7333</p>	

Rivals Reach for Big Calif. Gas Market

By HARRY WILSON SHARPE

WASHINGTON (UPI) — Any way you look at it, \$412,386,000 is a lot of money. But that is what three interstate pipeline companies are ready to put up as the next installment in a long and bitter fight for the Southern California natural gas market.

The three—El Paso Natural Gas Co., Transwestern Pipeline Co., Houston, and Gulf Pacific Pipeline Co., Houston—have now filed with the Federal Power Commission construction or expansion applications adding up to that figure.

The filings were made under ground rules set up by the FPC to bring the rivalry to a head in an orderly manner and under one tent. Other steps will follow. It will then be the commission's task to decide whether El Paso and Transwestern, which already have firm footholds in the market, must share it with Gulf Pacific, which proposes to build an industrial gas line from Texas to California, or whether Gulf Pacific, a subsidiary of Tennessee Gas Transmission Co., Houston, must retreat in frustration as Tennessee did once before.

EL PASO and Transwestern look upon Gulf Pacific as an interloper. So do Pacific Light and Gas Co. and its two subsidiaries, Southern California and Southern Counties Gas companies. These three already buy big volumes of gas from El Paso and Transwestern and have long-term contracts for increased deliveries as the market expands.

But they will lose their highest industrial customers, Southern California Edison Co. and the Los Angeles Department of Water and Power, if Gulf Pacific gets FPC authority to build its \$313,923,000 boiler fuel line. Gulf has contracts in that effect but it will forfeit them if it can't begin deliveries by July 1, 1965.

El Paso would add \$51 million of facilities to its present system and Transwestern \$39,490,000 worth. In addition both have smaller expansion proposals pending.

THE FPC, in its role of Solomon, has now reached the point where it can begin the tedious process of determining who is entitled to what and what future prices the consuming public would have to pay. It has stressed that the public interest must come first.

The first step was to require the companies to submit their proposals by Oct. 12. This has been done. The FPC then put a Nov. 5 deadline on the filing of interventions. Then, on Nov. 18, a joint hearing of all the parties will be held here to find ways to expedite the whole case.

After this conference, the parties will have 90 days to weigh all direct testimony submitted and another 45 days for filing rebuttals. After still another 45 days—about next June 1—the commission will hold hearings for limited cross-examination only.

Thereafter comes the sweating-out period for the companies, and particularly Gulf Pacific which, if its bid were approved, would have a scant year to lay a 1,398-mile line from Walter County, Tex., to California, to meet its contract commitments with Edison and the city of Los Angeles.

Somebody is going to get hurt unless the FPC can work out a compromise. El Paso, Transwestern and their customers hardly would go for that. They're already on the ground and, judging by press statements, don't intend to surrender one iota.

U.S. Aid Called 'Necessary Evil'

PNOM PENH, Cambodia (UPI) — Prince Norodom Sihanouk said in the newspaper Nationalist that American aid is a "necessary evil" as much for the Cambodians as for Americans.

"The United States does not provide this aid out of sympathy for our policy but because it cannot be absent from any neutral country placed at a nerve center in the world which is the object of much attention from the Socialist nations' camp," he said.

NEWS!
SAVINGS!
NOW!
Manufacturers Close-Out of Famous Label Sportswear!



Choose One or Ten! Each Piece Only

3⁹⁷

VALUES TO 7.99

We can't mention the name of the manufacturer . . . but you'll recognize it.

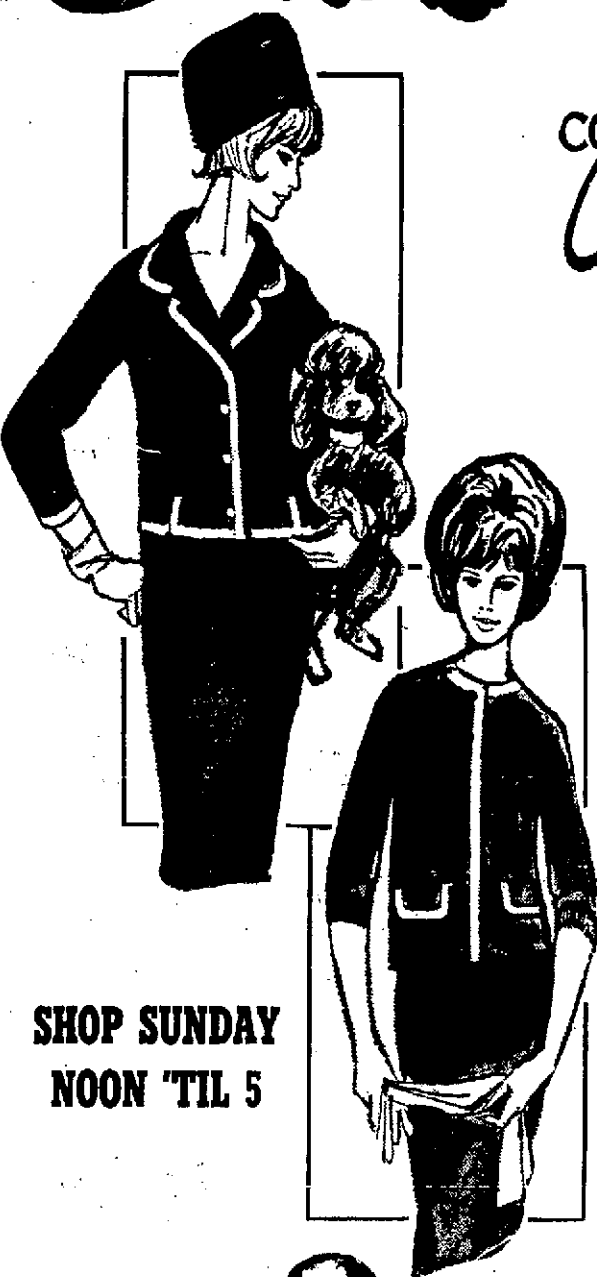
A large collection of separates in crease-resistant cotton. Fine needlepoint weave that stays crisp and fresh looking. Capris and skirts are fully lined. Print jacket or blouse. Washable, sizes 8 to 16.

- Blue
- Cranberry
- Green

Butter's
LAKEWOOD CENTER

SHOP SUNDAY NOON 'TIL 5 P.M.

Butter's FEATURES Fashion



SHOP SUNDAY NOON 'TIL 5

CONTINENTAL-LOOK Knits

Just arrived . . .

Italian All Wool Double Knits

For important news in fashion and important flattery for you. Choose knits . . .

so carefree and easy to wear, so completely adaptable to all occasions.

Value-wise prices make them your best buy, by far.

1, 2, or 3-piece knits, many sophisticated styles. Fall colors. Sizes 10 to 18.

19.95 to 35.00



Fashions. Main Floor



Two Coats in One

in Our Sportswear Dept.

Reversible Stadium Coat 8⁸⁸

12.99 VALUE

From "Dorm to Date" in this fine ¾-length cotton corduroy coat, when you want a change—it's reversible to a cotton poplin that is water repellent. In popular Beige and Loden Green. Sizes 10 to 18.



100% Cashmere Coats

100% cashmere at this unbelievably low price . . . handsomely detailed in fall colors. Sizes 8 to 16 . . . **39⁸⁸**

3 Tier Fox* Trim Coat 79⁸⁸

A marvelous all-wool coat tailored to elegant perfection and lavishly trimmed with a 3-tier fox fur. Truly the coat every woman dreams of—come in and select yours today.

* fur products labeled to show country of origin



Finishing Touch in Long Gloves

Reg. 3.00

Seen around town: more dramatic dresses, ready for the accent of sophisticated, long gloves. Looks like leather in vinyl plastic, cotton lined. Black & white only S, M, L.

Accessories

2⁴⁹



Shoes, Main Floor

FASHIONS SHOE

Sale! Women's and Teen's Flats

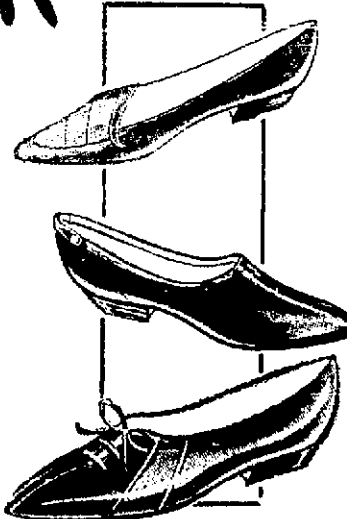
3⁹⁰ and 4⁹⁰

Reg. 0.00

Choose from our collection of flats. Fall colors in soft calfs, patents, and patinas. Sizes 4-10. AA-C in most styles.

LAKEWOOD CENTER

Garfield 3-0901 — MEtcal 3-8101 MONDAY THRU FRIDAY 9:30 TO 9:30; SATURDAY 9:30 TO 5:30 SUNDAY NOON 'TIL 5



Hosiery Bonus Sale!

Buy 3 pairs, get 1 pair FREE



3/3⁰⁰

Plus 1 free pair Reg. 1.00

Sensational savings on seamless hosiery. Beautiful sheer fall tone colors. Boxed. Women's Sizes 8½ to 11.

Museum Folk Music Lecture

1. P-T Los Angeles Bureau

Folk music will be the theme as Los Angeles County Museum presents the second of three lectures Tuesday at 8:30 p.m. as part of its third annual History Lecture Series.

Sam Hinton, curator of the aquarium-museum of the Scripps Institution of Oceanography and a performing authority on folk music, will discuss "Folk Music in American History."

The lecture will be in the auditorium of the museum in Los Angeles Exposition Park. Tickets will be on sale at the box office Tuesday night.

Hinton teaches summer courses in folk music at the Idyllwild School of Music and the Arts, and winter courses in music and biology for the University of California Extension.

Final program of the lecture series will be Nov. 26, when Dr. Donald Cutter, professor of Southwest history at the University of New Mexico, discusses "Franciscans as Explorers."

Storm Hits Rangoon

RANGOON, Burma (AP)—A cyclonic storm traveling at 66 miles an hour struck this capital city Saturday, causing at least three deaths and widespread damage. The winds uprooted many trees and caused at least 100 poles to snap.

USAF Reserve Recovery Group Roster Still Open

Long Beach's 8646 Air Force Reserve Recovery Group Saturday became the first unit of its type in the 2478th Air Reserve Sector to be 100-percent manned.

The sector embraces Southern California, Arizona and Southern Nevada.

IN CEREMONIES at the Group Headquarters on Long Beach Municipal Airport, Col. Claude J. Norton, Santa Ana, swore in AIC Richard G. McIntock, 8581 Cypress Ave., Cypress, a former Navy man.

McIntock was assigned to the 9624th Air Force Reserve Recovery Squadron Air Police Section. He is employed as a security guard in civilian life.

Col. Norton stressed that the fact that his units were 100-percent manned with airmen did not mean that recruiting had been stopped.

He said that the units, located on the Air Force section of Municipal Airport at Spring Street and Redondo Avenue, were compiling a roster of qualified airmen to fill slots in the organization as soon as vacancies occur.

RECOVERY units, a recently established concept in the Air Force Reserve program, have been established at strategic locations in the United States to provide haven in the event of war for combat aircraft returning from missions in the event they are unable to land at their homes bases.

Communications, crash and rescue, refueling, medical, transportation and other service are provided by the units.



LONG BEACH'S 8646th Air Force Recovery Group Saturday became the first unit of its type in a three-state area to reach 100 percent strength in airman manning. Here Colonel Claude J. Norton, group commander, swears in Richard G. McIntock of Cypress to complete the roster of the organization.

Pregnancy in Teens Study Set

SACRAMENTO (AP)—Gov. Brown has asked his Advisory Committee on Children and Youth for a study of teenage pregnancies and young marriages.

Brown made the request after expressing concern over the double suicides of two Castro Valley high school student sweethearts. The girl was three months pregnant.

Five Water Cornerstone

OMAHA, Neb. (UPI)—The Naval Reserve Training Command has asked for a sampling of water from the Atlantic, Pacific, Great Lakes, Gulf and the Missouri River.

The Navy said the water would be used in mortar to seal the cornerstone of a new \$600,000 training center.

Wing of Museum to Be Dedicated

1. P-T Los Angeles Bureau

The 50th anniversary of Los Angeles County Museum will be celebrated with the dedication, at 10 a.m. Wednesday, Nov. 5, of its new \$130,000 paleontology wing.

Wilmington Bid Over Estimate

Construction of a sanitary facility in Wilmington Town Square will be delayed indefinitely.

The delay results from the rejection of the only bid received on the project, according to a City Recreation and Parks Department spokesman, who said he bid of \$12,100 was 30 per cent over the estimate.

The commission delayed indefinitely advertising for new bids.

The date marks exactly 50 years since the county museum in Los Angeles' Exposition Park first opened its doors to the public.

The new, fourth-floor wing is named in honor of William Sheffler, long-time secretary of the museum's board of governors. Sheffler was instrumental in obtaining the \$130,000 from the National Science Foundation to finance the new facility.

It will be used for research on fossil vertebrates. The new wing occupies 7,616 square feet.

ALSO SCHEDULED is the presentation of a scroll to Capt. G. Allan Hancock, who 50 years ago made his first gift to the county museum of fossils from the tar pits near

his family home, now the site of Hancock Park.

Following the dedication ceremony, the public will be invited to tour the new area.

As part of the 50th anniversary program, Dr. E. H. Colbert, chairman of the Department of Vertebrate Paleontology for the American Museum of Natural History, New York, will speak in the museum auditorium at 8:30 p.m. His topic will be "The Little Dinosaurs from Ghost Ranch."

The Los Angeles County Museum first opened its doors Nov. 6, 1913, as part of the celebration following completion of the Owens River aqueduct.

Italy Road Toll

ROME (AP)—Government figures showed that 4,751 persons died in 188,070 road accidents in Italy during the first seven months of this year. The death figure represented a decrease of 6.5 per cent from the corresponding period in 1962, but the accident figure amounted to a 4.5 per cent increase.

ENROLL NOW FOR FALL 1963 EVENING CLASS

MARINELLO BEAUTY TRAINING

MARINELLO school is now accepting a limited select group for an evening program for beginners, consisting of two evenings a week and all day Saturdays.

This program will enable those selected to prepare for a MARINELLO BEAUTY CAREER without quitting present job!

Reservations are now being accepted from those qualifying by personal interview.

ACT NOW! Contact the Registrar
MARINELLO BEAUTY SCHOOL
432 Pine HE 5-9109

\$3 EXAMINATION \$3 SICK AND SUFFERING? STOP WASTING TIME & MONEY



Before You Take Treatments Anywhere
You Should Have This Examination

This examination is conducted by a licensed doctor and will give you an excellent preliminary evaluation of your physical condition. **2-HOUR FLUOROSCOPY** is used plus other standard diagnostic methods. **NATURAL ORTHOPEDIC** X-RAYS on examination at least once every two years regardless of age. Thousands of people have had this examination.

What is it worth to know about your physical condition? **HEAR TO THE** OBSERVATION OF SINUS, EARS, NOSE AND THROAT, LUNGS AND RESPIRATORY TRACT • SPINAL VERTEBRAE AND BONE STRUCTURE • PULSE AND HEART ACTION • BLOOD PRESSURE • STOMACH • KIDNEYS • COLON • GLANDS • NERVOUS SYSTEM • LIVER AND GALL BLADDER

DR. H. L. HUTCHINGS, D.C.

"IN SOUTHERN CALIFORNIA SINCE 1951"

2067 ATLANTIC AVE., LONG BEACH

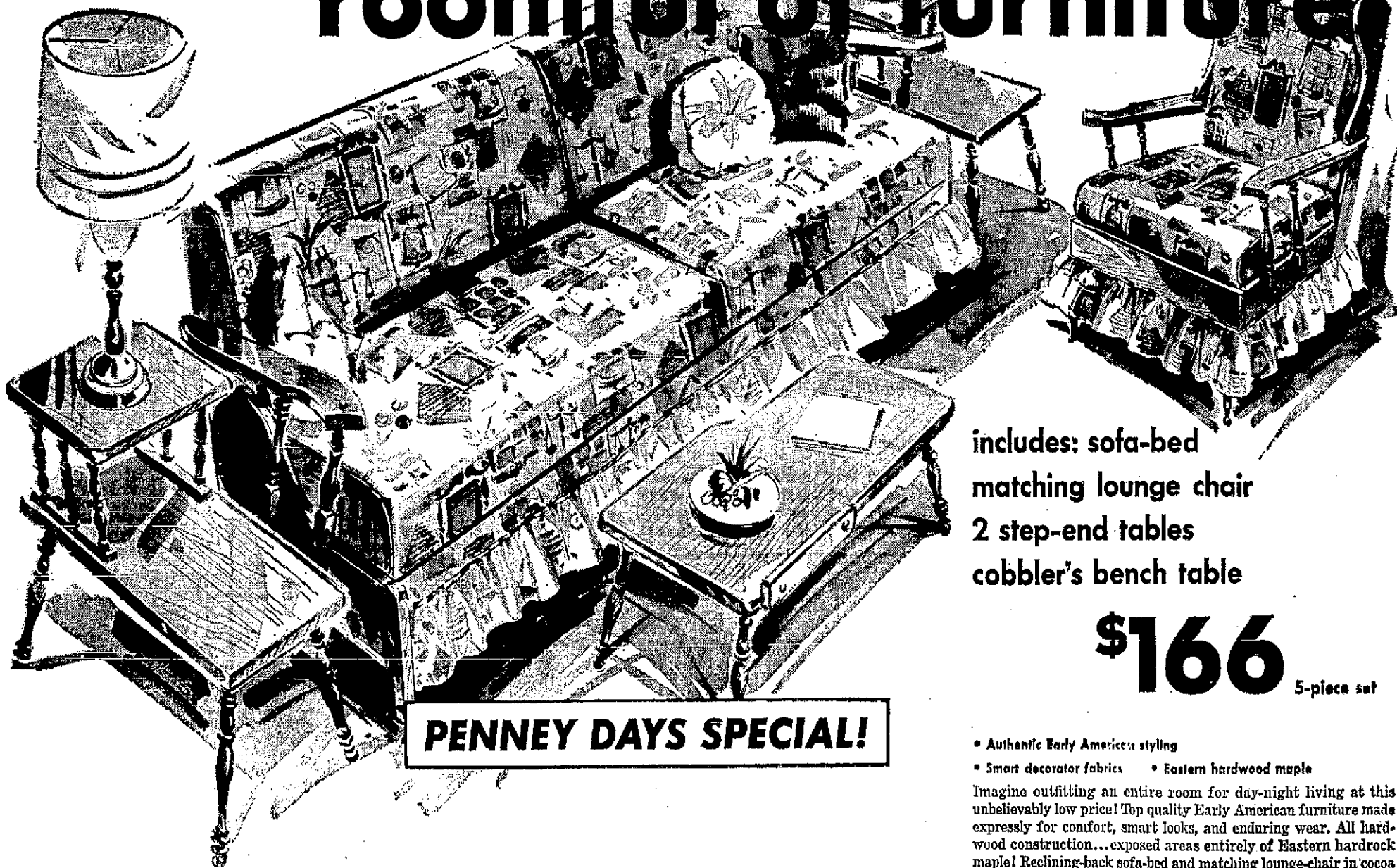
GA 6-6166 — GA 6-6167

OPEN MON.-WED.-FRI. 9 A.M. TO 7 P.M. OPEN TUES. & THURS. 9 A.M. TO 8 P.M. SAT. 9 A.M. TO 1 P.M.

Please bring title of ad showing when you call.

PENNEY'S
ALWAYS FIRST QUALITY

no money down!
\$8 a month buys this
roomful of furniture!



includes: sofa-bed
matching lounge chair
2 step-end tables
cobbler's bench table

\$166
5-piece set

PENNEY DAYS SPECIAL!

- Authentic Early American styling
- Smart decorator fabrics
- Eastern hardwood maple

Imagine outfitting an entire room for day-night living at this unbelievably low price! Top quality Early American furniture made expressly for comfort, smart looks, and enduring wear. All hardwood construction...exposed areas entirely of Eastern hardwood maple! Reclining-back sofa-bed and matching lounge-chair in cocoa or olive Early American heirloom prints or heavily nubbed tweeds in charcoal brown or green...both pieces with innerspring backs and seats. Hurry to Penney's for this limited-time offer, and save! Price includes normal delivery within three weeks of date of purchase!

FEATURED IN THESE PENNEY HOUSEWARES DEPARTMENTS:

BUENA PARK
GARDEN GROVE

• COMPTON
• LONG BEACH

• DOWNEY
• LOS ALTOS

• NORWALK
• TORRANCE

no money down
when you use our
flexible charge plan

Annexation Commission Organized

L.A. Times Bureau
 Effective as of 11:15 a.m. last Friday, any annexation or incorporation initiated in Los Angeles County must have the approval of the five-member Local Agency Formation Commission.
 The commission held its organizational meeting at that time and its members were sworn in.
 They are Preston Hotchkiss of San Marino, president of Bixby Ranch Co., the chairman and general representative; Supervisors Warren Dorn and Frank Bonelli, county representatives; and Long Beach Councilman Bert Bond and Pico Rivera Councilwoman Ruth Bennett, representing the cities.

J. A. BEASLEY, Torrance councilman, is the alternate for the two city members. He would serve if a "conflict of interest" arose for Bond or Mrs. Bennett because of annexations or incorporations involving Long Beach or Pico Rivera. He is to be sworn in at the commission's meeting Tuesday at 2 p.m.

The Local Agency Formation Commission, formed by the 1963 state legislature, has the power of death, but not of life, over any annexation or incorporation.

Any such move must get approval of the commission before it can proceed. The commission cannot initiate any move toward city status, however.

THE NEW commission does not change any of the existing procedures of incorporation or annexation, except to add the requirement that commission approval is necessary.

In the case of an annexation, for example, a group of citizens seeking to annex to a city first would have to go to that city for its approval. When the city council adopted its resolution of intention to annex the territory, the resolution would be submitted to the Local Agency Formation Commission.

Within 60 days of receiving the notice, the commission must hold a public hearing to hear possible protests. Within 30 days of the hearing, it must give its decision.

If the commission approves the annexation, the procedures followed from that point would be the same as they have been. If the commission disapproved the annexation, application could not be renewed for one year.

COMMISSION members indicated at their meeting Friday they would hold their sessions in the supervisors' hearing room in the county Hall of Administration, 500 W. Temple St., Los Angeles.

At Tuesday's meeting, in addition to swearing in Beasley, the commission is to select an executive officer and draw straws to determine the length of each member's initial term.

Eventually, all members will be serving four-year terms. For the first term, however, one member will serve one year, one will serve two years, two will serve three years each, and one will serve four years.

Commission members will not be paid, but may draw expenses for meetings.

U.S., Russ Honeymoon Idea Over

WASHINGTON (AP) — The Soviet Embassy said Saturday it knows of no plan for Russian cosmonette Valentina Tereshkova to spend a honeymoon at Crested Butte, Colo.

The mayor of that ski resort town said the Soviet Embassy had notified him the community's invitation had been accepted, but an embassy spokesman denied it.

"The Soviet Embassy is not aware of any invitation or acceptance of any invitation of that kind," the spokesman said.
 Officials of Crested Butte said they extended the invitation to Miss Tereshkova when she and Soviet cosmonaut Yuri Gagarin visited this country 10 days ago. They said she accepted subject to government approval.

100 YEARS OF HOME DELIVERY

Mark Postal Anniversary

Way back in 1863 in Cleveland, Ohio, postal carriers began for the first time in history to deliver mail to city dwellers' doors. Prior to that time all city dwellers had had to call for their mail at the post office.

Starting Sunday the Post Office Department and the National Association of Letter Carriers will celebrate the 100th anniversary of city mail delivery with week-long festivities all over the country.

To mark the occasion the Post Office Department has issued a commemorative stamp which it calls a "whimsical and nostalgic drawing of the letter carrier of a century ago." It was

drawn by Norman Rockwell and shows a mustachioed letter carrier carrying his



mail sack through the rain with a small boy looking on in admiration.

The stamp will go on sale in Long Beach, as well as the rest of the country, Monday.

Acting Postmaster David Selcer announced that a special exhibit of large photographs depicting the history of mail delivery will be on display in the lobby of the Main Post Office here during the week.

The first city mail delivery was made under the administration of Postmaster General Montgomery Blair, appointed by President Lincoln. It began in July 1863 in 48 postoffices after Cleveland by 449 carriers.

Airport's Impact Meeting Topic

"The Modern Airport—Its Impact on the Metropolitan Economy" will be discussed by Glenn Irvin at the meeting of the Harbor Professional Club at 7 p.m. Nov. 13 at the Lakewood Country Club. Irvin is the executive secretary of the Long Beach Chamber of Commerce, Dr. Donald Graco is program chairman.



EVERYTHING GOES!!

- OFFICE SUPPLIES AND EQUIPMENT
- OFFICE MACHINES — BUSINESS FORMS — STATIONERY — BOOKKEEPING SUPPLIES — TAGS — LABELS — PENCILS, ETC.
- INDUSTRIAL AND COMMERCIAL FORMS, ENVELOPES, STAPLES, ETC., ETC.

**LARGE SELECTION
 AT 1/2 PRICE
 AND LESS!**

ARROW OFFICE SUPPLY

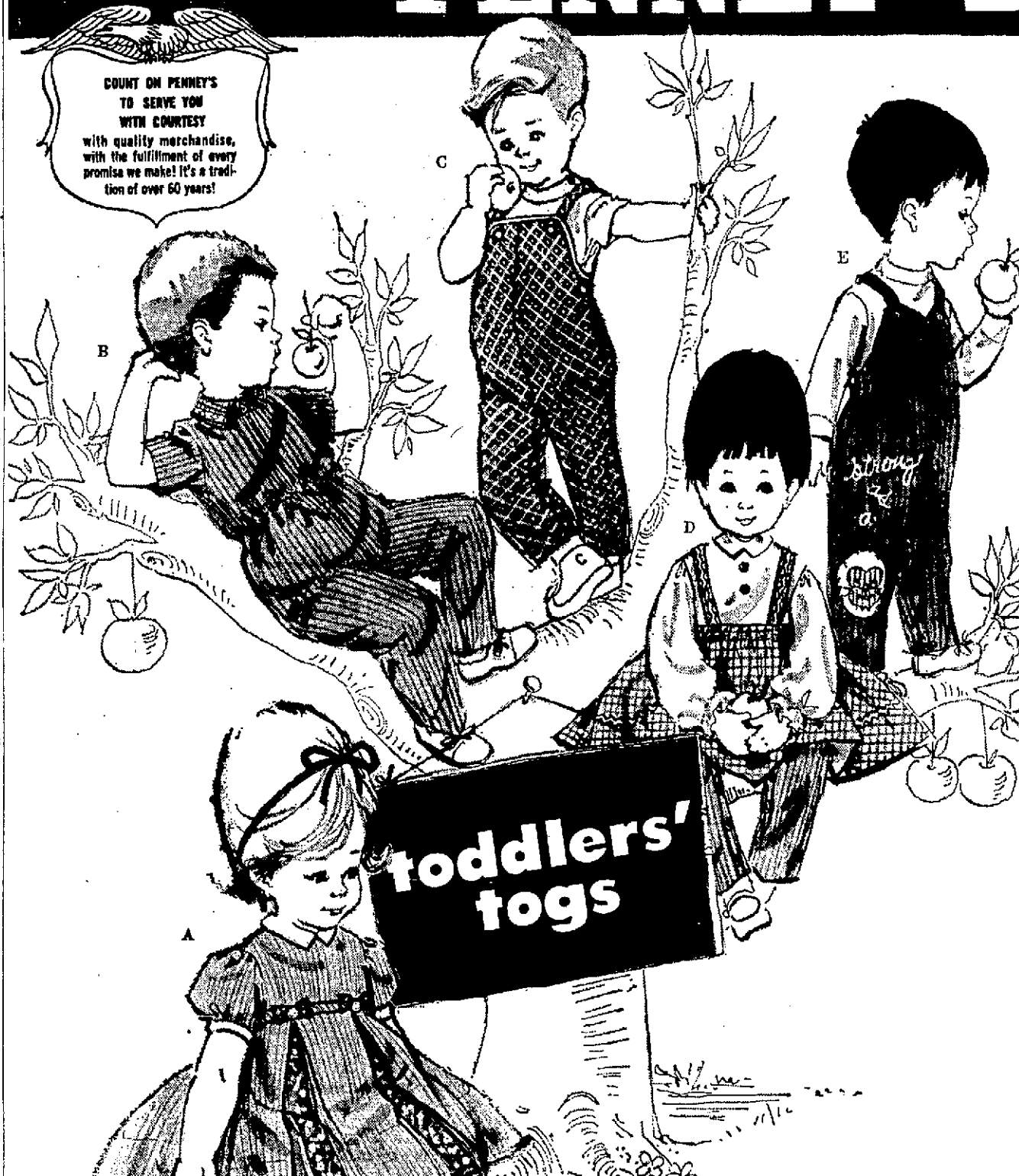
1309 W. WILLOW ST. JUST OFF I.B. FREEWAY RAMP

ALL SALES FINAL • NO PHONE ORDERS • CASH AND CARRY • EXTRA PARKING IN REAR

OPEN SUNDAY NOON TO 6 P.M.

PENNEY'S ALWAYS FIRST QUALITY

PENNEY DAYS



COUNT ON PENNEY'S TO SERVE YOU WITH COURTESY with quality merchandise, with the fulfillment of every promise we make! It's a tradition of over 60 years!

GIRLS' PLAY SET BARGAIN! CORDUROY 'N' STRETCH TIGHTS

A. Penney Days special! Run-resistant nylon stretch tights teamed with colorful cotton corduroy tops. Cover-up tights go over diapers and all! Assorted colors, sizes 1/2 to 2.

2⁹⁸

HIS 'N' HERS ZIP-FRONT CORDUROY JUMP SUITS!

B. Change baby in a jiffy with clever cotton corduroy jumpsuits that combine advantages of both front-snap and zipper openings...elasticized stay-put waistline, too! Clever applique and trim. Boys' sizes 2-4, girls' 1/2-2.

1⁹⁸

CORDUROY CRAWABOUTS IN PRINTS FOR BOYS 'N' GIRLS

C. Jolly printed cotton corduroy crawlabouts in styles for both boys and girls. Front-snap openings make changing truly a snap! Get here early for first choice of styles and prints! Sizes 1/2 to 2.

1⁹⁸

CRAWABOUT SETS FOR THE LITTLE GALS!

D. She's oh so precious in our novelty playwear! Solid cotton corduroy and cotton broadcloth tops with cotton corduroy pants. Trust Penney's to bring you the set at this price!

2⁹⁸ Sizes 1/2 to 2

SPECIAL PENNEY PRICED CORDUROY CRAWABOUTS

E. A fabulous range of vibrant colors for baby's corduroy crawlabouts—with the cutest nursery characters and sayings appliqued on leg or bib! Easy care, machine washable, too!

1⁹⁸ Sizes 1/2 to 2

terrific savings!



SPECIAL! COAT STYLE TURBO ORLON® BULKIES

Wonderful assortment of girls and boys' coat sweaters, zippered and button-front styles, in warm Turbo Orlon acrylic. Get here early for first choice of colors 'n' weaves. Girls' sizes 1-3, boys' 2-3-4.

2⁹⁸ 2-3-4

SAVE! KNIT SHIRT 'N' CORDUROY LONGIE SETS

Colorful cotton knit shirts in delightful patterns with button-turtlenecks or adjustable zippered collars...color coordinated to sturdy cotton corduroy boxer slacks!

2⁹⁸ Set sizes 2-3-4

SPECIAL! PLAID COTTON FLANNEL SPORT SHIRTS

Just like Dad's! Colorful wash 'n' wear plaids in machine washable cotton flannel. Good choice of colors and patterns!

1⁴⁹ 2-4

TODDLER BOYS' CORDUROY BOXER SLACKS

Sturdy pinwale cotton corduroy "longies" with long-life elastic waistband for freedom of action and growth! Pick your colors!

\$1²⁴

CHARGE THESE VALUES AT YOUR GREATER LOS ANGELES OR ORANGE COUNTY PENNEY'S!

HAS THREE OF ITS OWN

Lowly Hagfish May Aid Ailing Human Hearts

By BEN ZINSER
Medical Science Editor

The Pacific hagfish, a strange slithering sea animal with three hearts, may help science to find better ways to aid ailing human hearts.

A researcher told the American Heart Association scientific meeting in Los Angeles Saturday afternoon that the underwater creature already has provided valuable information about heartbeats.

Dr. David Jensen, La Jolla, of the Scripps Institution of Oceanography, disclosed he and his aids have hauled up more than 26,700 hagfish for study purposes.

The foot-long sea dwellers were taken from a small plateau at the bottom of a submarine canyon about 15 miles offshore from San Diego.

IF YOU PLACED Dr. Jensen's research animals end to end, they'd stretch for more than five miles.

Curiosity about the hagfish was first prompted by what causes its main heart to beat. The organ is nerveless. In more advanced species nerves control heart activity, even though they do not initiate the beat.

Thus the hagfish's main heart provides a valuable research tissue. The question: How does a heart beat originate in nerveless muscle.

Dr. Jensen revealed Saturday he has isolated and purified a chemical that serves as the pacemaker

for the nerveless hagfish heart.

He calls the substance eptatretin—after the scientific name of the Pacific hagfish, Eptatretus stoutii.

HERE ARE some of the experimental achievements accomplished by eptatretin:

It has induced a spontaneous rhythmic beat in quiescent bits of heart muscle tissue of various species.

It has restored normal beat to isolated frog hearts which had been beating irregularly because of impairments in their conductive tissue.

It has, when injected into the veins of dogs, stepped up heart work, blood pressure and blood flow. Some were dogs with failing hearts.

It also has improved the electrical conduction of the pacemaking stimulus in dogs' hearts.

THESE experiments suggest that eptatretin may one day be able to improve human heart function.

Perhaps it could help in the treatment of a human heart-rhythm disturbance known as heart block. This

is a condition marked by interruptions or delays in the transmission of the pacemaking signal, a complication of heart disease.

Eptatretin has not yet been tested in humans, Dr. Jensen said.

Eptatretin, chemical tests have shown, is not adrenalin or one of the other stress hormones known to improve heart performance.

The hagfish is very low on the evolutionary scale but very high in scientific research circles these days.

Park Bench Removal Plan Delayed

LOS ANGELES (AP)—The plan to take the benches out of Pershing Square has been postponed for 30 days at the request of City Councilman Gilbert B. Lindsay.

The City Parks and Recreation Commission approved Lindsay's request to halt the \$100,000 revamping project on the downtown park, in a meeting highlighted by demonstrations by a group who want the park to stay the way it is.

BIG SAVINGS

on all types
DENTURES
at DR. CAMPBELL'S

1. HOW MUCH MONEY? After mouth examination, sample dentures are shown with prices molded thereon. You see dentures. You see prices. You choose.

2. GRANTING CREDIT: You are asked a few simple questions. No credit cards. No finance company. I will uphold my reputation for easy credit.

3. PAYING AFTERWARDS: Dentures gladly fitted, adjusted, delivered with NO DOWN PAYMENT. First payment 45 days later. As long as two years to pay.

LOW, LOW PRICES
in LONG BEACH
446 PINE AVE.
FREE PARKING: 5th & LOCUST
ME 6-4072

NO MONEY DOWN



PHONE
for exact prices—
NOT ESTIMATES

NO EXTRA CHARGE
FOR DIFFICULT CASES

NO APPOINTMENT
NECESSARY FOR
EXAMINATION

FAST PLATE REPAIRS

PENSIONERS: BRING
IN YOUR I.D. CARD.
WE DO THE REST

CLOSED ALL DAY SAT.

WEDDED BLISS

Secret Is Coexistence

DENVER (AP)—Louis and Cora Chipman observed 70 years of marriage without a word of advice to newlyweds.

"Advice is the last thing young people want or need," said Mrs. Chipman, who was 20 when she married in Webster City, Iowa. Chipman, 90, said the secret of their own happiness is "peaceful coexistence."

FINAL 5 DAYS

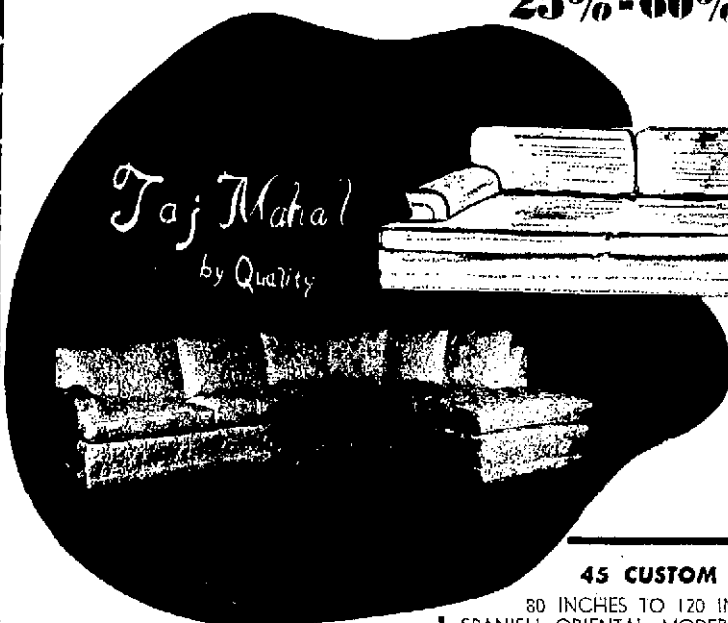
BEGIN

Today Sunday 11 a.m.-5 p.m.

FALL CLEARANCE

OUR ANNUAL FALL HOUSECLEANING OF
FLOOR SAMPLES
DISCONTINUED DESIGNS • MISTAKES • ETC.
MOST ONE OF A KIND • ALL AS IS • ALL AT

SAVINGS OF
25%-60%



250
LAMPS
ON SALE
MODERN - ITALIAN
PERIOD - ORIENTAL
29.50-119.50 VALUES
12⁰⁰ - 50⁰⁰

45 CUSTOM SOFAS

80 INCHES TO 120 INCHES LONG
SPANISH - ORIENTAL - MODERN - ITALIAN - FRENCH
HIDE-A-BEDS, QUILTED PLASTIC, LOOSE PILLOW
324.50-744.50 VALUE

ON SALE
\$175 - \$575

11 OVERSIZE SECTIONALS

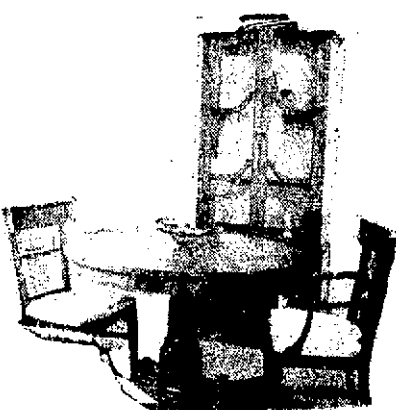
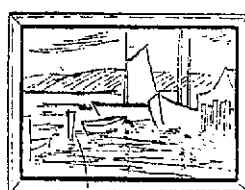
MODERN - ITALIAN - ORIENTAL
QUILTED - LOOSE PILLOW BACK, CIRCULAR
SQUARE, TUFTED—349.50-874.50 VALUE

ON SALE
\$195 - \$695

145 PICTURES

AND WALL DECOR
PRINTS, WATER COLORS
ORIGINAL OILS
34.50-159.50 VALUES

ON SALE
15⁰⁰ - 95⁰⁰



Hundreds
of other

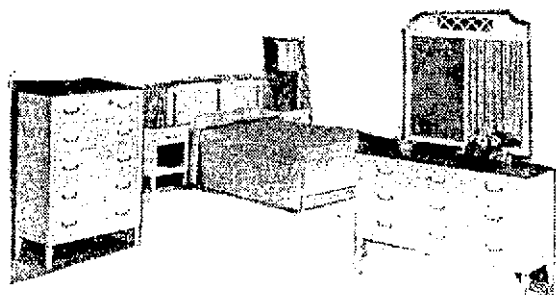
Odds and Ends
at Near and Below

Cost

11 DINING ROOM SETS

5-PIECE SETS TO 8-PIECE SETS
MODERN - ORIENTAL - ITALIAN
IN WALNUT, BLACK CHERRY, FORMICA
WHITE, WROUGHT IRON
159.50-904.50 VALUE

ON SALE
\$95 - 594⁰⁰



20 BEDROOM SETS

EACH COMPLETE WITH DRESSER,
MIRROR, BED, 2 NITE STANDS
ORIENTAL - ITALIAN - MODERN - FRENCH
IN BLACK, FRUITWOOD, WALNUT, WHITE
KING SIZE, STANDARD AND TWIN SIZE

294.50-794.50 VALUES
ON SALE
195⁰⁰ - 475⁰⁰

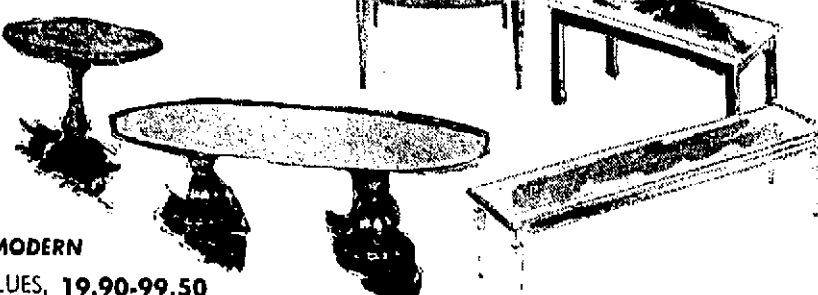
IMPORTED MARBLE TABLE CLOSE-OUTS

39.50 18 inch, ROUND CIGARET TABLE 24.50
189.50 OVAL PEDESTAL TABLE 99.50
139.50 42 inch, ROUND COFFEE TABLE 79.50
79.50 ORIENTAL END TABLE 39.50
119.50 60 inch, ITALIAN COFFEE TABLE 69.50

85 OTHER OCCASIONAL TABLES

ITALIAN - ORIENTAL - SPANISH - MODERN

39.50-179.50 VALUES ON VALUES, 19.90-99.50



Firestone

5-HOUR

SUNDAY SALE

TODAY

NOON 'TIL 5 P.M., OCTOBER 27

TIRES! TIRES! TIRES!

This is IT! Our fiscal year ends next Thursday. We're winding up this year's business with this big FINAL SALE. Don't miss this unusual opportunity to buy top quality Firestone tires at savings you may never again equal. Drive in, shop and SAVE TODAY!

Firestone

5253 GRAYWOOD AVE.

ME 0-6241

LAKEWOOD CENTER

1252 Long Beach Blvd. ME 7-3593 Shop Mon.-Fri. 9 am-9 pm. Weekdays 9 am-5:30 pm. Sun. 11 am-4 pm.

FOR LITTLE OLD LADY

Yule Tree Lit All Year Long

By ROBERT J. SERLING

NEW YORK (UPI)—It was one day last spring that a limousine carrying an airline crew crossed Park Avenue at 38th Street in downtown Manhattan.

Capt. Bert B. Bruce of American Airlines, just in from Los Angeles and en route to the crew hotel, looked idly out the window and suddenly did a double-take.

"Look at the Christmas tree in that apartment window," he said to his crew. "Somebody must have forgot to tell them Christmas was over three months ago."

The tree was there, all right. Gaily decorated and glistening with lights and tinsel.

Bruce shook his head, wondered about it for a few moments and then put the incident out of his mind. But on his next flight to New York, he couldn't help glancing up again when the limousine crossed Park and 38th. There was the tree, still lit as if it were Christmas Eve.

★ ★ ★

THE TREE STAYED in the apartment window the rest of the spring. Through June, July and August. Ditto September and midway through October. It became pure instinct for Capt. Bruce to look up everytime he passed the apartment house.

A couple of weeks ago, he was having coffee with another captain at Idlewild.

"Funny thing," the pilot commented. "Everytime we drive by an apartment house on Park Avenue I see a Christmas tree in one of the windows. The damned thing's been there since I can remember. I think it's bugged every flight crew that's gone by."

"Yeah," said Capt. Bruce. "It's been bugging me, too. I think I'll do some gumshoeing."

On his next trip to New York, Bruce checked in at his hotel and then took a taxi to Park and 38th Street. Casually, he introduced himself to the apartment house doorman and explained his mission.

★ ★ ★

"I'M NOT TRYING TO PRY," he assured the doorman, "but that tree is driving us crazy. I just wanted to know why."

"Oh, the tree," said the doorman. "It belongs to a little old lady. She's kinda lonely and says keeping a Christmas tree up all year makes everything seem a little more cheerful. Screwy, isn't it?"

"Not exactly," said Capt. Bruce.

He walked out on the street and looked up at the window.

The tree sparkled in the sunlight of Indian summer.

Capt. Bruce, a hard-boiled airline pilot, squared his shoulder, sighed and walked briskly away. For a moment, he found himself wanting to whistle Christmas carols and there was a lump in his throat.

Diamond Jubilee to Begin Thursday

(Continued from Page A-1)

financed through contributions and income projects," he stated. "Not one cent has come from John Q. Public in the form of tax money or city funds."

Harry Buffum and his finance committee are credited with making the celebration a financial success.

Besides the November events, Long Beach's birthday observance has sparked many "warm-up" events sponsored by the community and local clubs. Many organizations have heard the story of Long Beach's 75 years of progress through a fast-talking speakers' bureau that has functioned the past six months.

"THE LONG Beach Story" will be spectacularly staged in an original musical revue Nov. 1-11, 8:30 p.m., in Concert Hall.

Produced by Long Beach Civic Light Opera and featuring a star-studded cast of singers and dancers, the half-hour production will portray the personality of Long Beach and depict great moments in her history.

It heads a double-feature entertainment bill which also includes a performance each evening of the famed stage show, "South Pacific."

Also, saluting the city's 75th anniversary will be a special Jubilee production on Nov. 7, 8:30 p.m., in Community Playhouse preceding the Community Players' opening-night presentation of "Strange Bedfellows."

ANOTHER stage spectacular, "Schools on Parade," will be presented by the Long Beach Unified School District on Education Day, No. 13, at 7:30 p.m. in the Arena.

Some 3,000 musicians and dancers will depict the highlights of Long Beach's 75 years and will present episodes forecasting the 1964 school year.

Special Jubilee events will be observed throughout Education Day in all Long Beach schools.

LONG BEACH'S role as a famed international port and world trade center will be celebrated on Harbor Day, Nov. 2, when mayors and civic officials from throughout Southern California will be guests of the Port of Long Beach for day-long festivities.

Commerce and industry will be showcased with events on Industry Day, Nov. 14, to spotlight companies and individuals who have contributed to the city's economic growth. Tours, exhibits and forums are being arranged by the Chamber of Commerce.

A HIGHLIGHT of the month's festivities will be what everybody loves—a parade.

Paying tribute to the heritage and founders of Long Beach, the street extravaganza will be staged on Ocean Boulevard on Nov. 16, starting at 2 p.m. It is being arranged in conjunction with the Forty-Niner Homecoming festivities at Long Beach State College.

Earlier in the day—Pioneer Day—a historical marker dedication will be held, 10:30 a.m., at 14th Street and Pacific Avenue by the Native Sons and Daughters of the Golden West. It will be followed by a luncheon sponsored by the Long Beach Historical Society for founder families.

LONG BEACH will play host to the California Senate and Assembly and to state constitutional officers on Nov. 22 . . . and our military might will be on parade Nov. 23 with special exhibits open for public viewing at Long Beach Naval Base.

A formal military ball, with the secretary of the Navy as honored guest, will be held that evening.

Red China Space Theorists Not Lacking

By JOSEPH L. MYLER

WASHINGTON (UPI)—The Red Chinese are voyaging intellectually in space.

Whether they plan a physical space program is not known here. They may lack the engineering and industrial capacity, for the time being, actually to put artificial satellites in orbit.

But U.S. experts feel sure the Chinese scientists have the brain power to undertake space exploration when and if their country develops the necessary rocket power.

Communist China's interest in space was pointed up re-

cently by a rash of articles, digested here, on the scientific, mathematical, and engineering problems involved in earth orbital and interplanetary flight.

IN FOUR of the articles, Chinese scientists explored theoretically such matters as the effect of sunlight on a satellite's orbit and the knowledge of earth which could be obtained from space.

One of them listed 251 studies—mostly from English-language sources—ranging from navigation among the planets to multi-stage rockets

for trips to the moon.

Four other articles dealt with astronomical research and four with atmospheric studies of the sort that in this country has contributed to space science.

Use of spacecraft for study of the earth was discussed by Chang Wen-yu of the department of earth sciences of the Chinese Academy of Sciences.

"Geological research," he said, "must not neglect the study of the earth as a planet. For by comparison of terrestrial data with data for other celestial bodies obtained by space probes, scientists will

lay a basis for further re-

search (and) for space flight."

THE MOST recent of the space articles was published in June, 1963. Another reported on "the national celestial mechanics conference" held in December, 1962, in Nanking. Eight papers, according to the digest, were presented on "artificial celestial bodies and interplanetary navigation."

This country has good reason to believe some Red Chinese scientists are well grounded in the basic theory of space flight. It helped to train two of them.

They were Dr. H. S. Tsien

and Dr. W.Z. Chien. Both were graduate students at the California Institute of Technology. Both worked on rocket and satellite research at Caltech's jet propulsion laboratory, which later became a part of the National Aeronautics and Space Administration (NASA).

CHEN returned to China voluntarily in 1948 and joined the faculty of the University of Peiping. Tsien stayed on for a while. Toward the end of World War II he went to the Massachusetts Institute of Technology as a professor, and five years later returned

to Caltech as Goddard professor of jet propulsion.

Tsien was deported in 1955. He took back with him, as had Chien earlier, a thorough grounding in fundamental space science and technology.

Softone DRY CLEANING

HOME DELIVERY SINCE 1906

Soft Water LAUNDRY

NE 8-2265

PENNEY'S

ALWAYS FIRST QUALITY

Fifth and Pine, Downtown Long Beach

MONDAY ONLY!

Spectacular Savings ON MONDAY SPECIALS!

Shop Early! All Quantities Limited! No Phone Orders or C.O.D.'s

• READY-TO-WEAR •

Better Dresses Reduced 4.44-24.88

Fur Trim and Self Trim Coats \$25 to \$55

Women's All-Wool Cardigan Suits 10.88

NYLON JERSEY PRINT DRESSES 7.99

Assorted Maternity Wear 99c

Dacron Polyester Uniforms 5.88

• WOMEN'S SPORTSWEAR •

240 ASSORTED COTTON PRINT BLOUSES 50c

Dacron Polyester-Cotton Ankle Pants 2.99

60 Ankle Pant Sets 2.66

60 Dorm Shirt Blouses 1.88

60 Orlon Acrylic Shrugs 3.99

12 WOMEN'S JAMAICA SETS 50c

30 Women's Assorted Skirts 1.88 to 3.88

• GIRLS' DEPARTMENT •

50 GIRLS' BETTER DRESSES 3-14 1.44 to 2.44

32 Cotton Corduroy Car Coats, 7-14 12.88

48 Orlon Acrylic Sweaters, 7-14 1.88

38 Girls' Wool Skirts, 7-14 2.88

60 GIRLS' COTTON CORD ANKLE PANTS 99c

60 Girls' Ski Pajamas, 7-14 3 for \$5

55 Girls' Stretch Tights, 4-14 1.11

24 GIRLS' PLAY SHORTS and Tops 3-6x 25c

• INFANTS' DEPARTMENT •

8 Infants' Terrycloth Robes, 2-3-4 99c

66 COTTON CORD BOXER LONGIES 50c

24 Toddler Boys' 3-pc. Pant Set \$2

48 2-PC. INFANTS' SLEEPERS 2-4 77c

20 One-piece Terry Creepers, 2-4 1.88

7 Infants' 1-pc. Playsuits, 1-2 1.77

72 2-piece Heavyweight Sleepers 1.98

42 Infants' Assorted Play Sets, 1-4 50c

21 Fleece-Lined Play Suits, 1-4 2.50

• BRAS and FOUNDATIONS •

30 "Lycra" Spandex Girdles 1.77

30 "Lycra" Spandex Panty Girdles 2.77

12 Mesh "Lycra" Spandex Girdles 99c

8 Cotton Mesh Girdles 99c

10 "Lycra" Spandex Long Leg Girdles 2.77

8 Long Line Bras 1.44

60 "LYCRA" SPANDEX SHEER ELASTIC BRAS 1.44

20 Discontinued and Soiled Bras 66c

• TOILETRIES •

12 15-Piece Home Hair Cut Sets 8.88

6 22-Piece Home Hair Cut Sets 10.88

4 "Lady Schick" Electric Shavers 5.88

22 Men's "Ronson" Shavers 12.88

• MEN'S FURNISHINGS •

25 "Ban-Lon" Knit Shirts (blue) 1.99

15 Display Soiled Dress Shirts \$1

300 Pr. Men's Dress Socks 3 for \$1

285 COTTON PLAID SPORT SHIRTS 50c

32 Men's Assorted Ties 25c

106 Men's Dress Slacks \$3

15 Men's Stretch Belts 50c

2 Dacron Polyester-Cotton Sport Coats \$5

18 Men's Lightweight Suits 19.99

• WOMEN'S ACCESSORIES •

"ARREST-A-RUN" SEAMLESS NYLON HOSE 2 for \$1

60 Assorted Better Handbags 1.99*

30 Top Grain Leather Wallets 2.88*

100 Leather Purse Accessories 50c*

15 Pink Jewelry Boxes 1.44

200 String Tie Belts 2 for \$1

• 500 PIECES JEWELRY 12c*

• WOMEN'S LINGERIE •

7 Cotton Shifts 99c

4 Women's Cotton Pajamas 99c

60 WOMEN'S ASSORTED LONG SLIPS Size 32 1.22

115 Pr. Packaged Acetate Briefs 3/\$1

20 Fancy Nylon Tricot Sleepwear 1.99

20 TOP QUALITY BOUFFANT SLIPS 1.22

20 Acetate Pettit-Pants 66c

• YARDAGE - BEDDING •

Assorted Remnants 1/2 Price

47 Better Bedspreads 9.99

63 ASSORTED THROW PILLOWS 27c

272 YDS. BETTER COTTON YARDAGE 5 yds. \$1

Short Lengths of Quilted Fabrics 34c yd.

Rummage Table Priced as Marked

600 4- to 6-inch Zippers 1c ea.

Huck Toweling (pink, red, blue) 4 yds. \$1

Kitchen Hand Towels 3 for \$1

Bath Towels 77c

Assorted Washcloths 5 for \$1

28 Dust Ruffles \$4

Assorted Towel Sets \$4

Assorted Lunch Cloths 1.44 to \$3

Pillowcase Sets 1.44

Assorted Blankets \$4-5.88-\$12

• LUGGAGE CLEARANCE •

12 Classic Hardside Luggage (3 sz.) 4.88*

1 Top Quality Hardside Pullman 8.88*

1 Top Quality Jumbo 29" Pullman 10.88*

30 FOLDAWAY LUGGAGE 1.88 to 4.88*

• BOYS' DEPARTMENT •

80 BOYS' COTTON DENIM JEANS 4-12 88c

60 Orlon Acrylic Cardigan Sweaters 4.88

120 Boys' Baseball Shirts 25c

60 Orlon Acrylic Ski Sweaters 1.50

37 Boys' Assorted Sport Shirts 50c

28 Double Knee Cotton Cords 2.22

23 Boys' Assorted Jackets \$6

23 Boys' Better Suits 19.88

6 Boys' Suits, size 4 \$5

Boys' Suit and Sport Coats \$4-\$5-\$12

35 Boys' Vests 1.50

Boys' Assorted Pants 1.44-2.44

• WORK CLOTHING •

40 Heavy Twill Work Pants 5.88

15 Assorted Shop Caps 25c

4 100% Wool Work Sweaters \$4

100 MEN'S COTTON SWEAT SHIRTS 50c

18 Khaki Work Pants and Shirts 1.66 ea.

• CANDY DEPARTMENT •

Halloween Candy Clearance 29c lb.

• SHOE DEPARTMENT •

60 Women's Visual Pack Slippers \$1

100 Women's Assorted Better Shoes \$2

60 MEN'S AND BOYS' TENNIS SHOES 1.99

60 CHILDREN'S TENNIS SHOES 1.44

27 Men's Better Quality Shoes \$4 to \$6

11 Men's Shoe Shine Kits 50c

• CURTAINS - DRAPES •

Assorted Tier Curtains \$1 and 1.44

"EVERLON" RAYON PANELS 50c..

Better Tier Curtains 2.44-3.44 pr.

Ready-Made Draperies \$5-\$10-\$15

370 YARDS BETTER DRAPERY FABRIC 66c yd.

• HOUSEWARES DEPT. •

Assorted Table Lamps \$5 to \$20

6 Provincial Lamp Shades \$5

Assorted Better Pictures \$6 to \$30

16-piece "Melmac" set \$4

Assorted Size Hooked Rugs \$2 to \$10

1 9x12-ft. Braided Rug \$20

Assorted Boudoir Lamps \$3 to \$6

12 Wall Lamps \$4

Assorted Hosssocks \$6

Bathroom Scales \$5 & \$6

Bathroom Accessories 1.44 & 2.44

40 Assorted Pictures 8.88

HOUSEHOLD GADGETS 25c

SHOP PENNEY'S DOWNTOWN LONG BEACH EVERY NIGHT UNTIL 9 P.M.

Mme. Nhu Leads Silent Prayer for U.S. Heroes

(Continued from Page A-1)

and our aid is under American control which Tito's is not. And we're paying it back with blood and ideas.

"When we asked Mr. Lodge (Henry Cabot Lodge on a special Viet Nam mission) why and for how long the aid cuts were made he said they had been ordered by the State Department. When we asked the State Department they said it was requested by Mr. Lodge. . . The cuts were made without discussing it with us so that we could minimize the effect of the cuts.

"I hear good tidings" she said, "the war is being won—not in the cities but on the countryside where the vast majority of our people live. Don't be misled because of one or two lost battles. There are bound to be lost battles but free Viet Nam will win most of them."

"So-called Buddhists" drew the Dragon Lady's hottest fire. There are 10 Buddhist leaders controlling two of 4,000 pagodas. They are Buddhist politicians infiltrated by Communists who incite naive and fanatic people to commit suicide for religious freedom, which has never been threatened, she said.

Mme. Nhu told of a Buddhist monk "in the haven of the U.S. Embassy in Saigon" who was a member of the Communist Viet Cong in the fight against the French. Another monk made a speech in Peking attacking American and South Viet Nam governments, thanked the Chinese Communists for supporting the South Viet Nam Buddhists and asked the Buddhist blessing Mao Tse Tung.

We hear in the press we're obliged to reform, she said, but how can we when we don't know what reforms you want. "We are now anti-Communist; to reform must we be soft on communism?"

Would reform require Mme. Nhu and her husband to leave the country "because world opinion wants it? At this crucial time and have our people suspect desertion? And without satisfactory reasons? Is world opinion under the Communist will? Is the court of world opinion such that only those aligned with communism can feel safe?"

Among her pungent fault-finding, Mme. Nhu included tribute: "I want to tell you how much we owe the American people. . . I've discovered I am right to have faith in the American people despite the demonstrations."

Then again, she asked why do some sectors of the press deal with Viet Nam defeats



—Staff Photo

PICKETS PARADE before Beverly Hilton Hotel in Beverly Hills Saturday, protesting appearance of Mme. Ngo Dinh Nhu.

in headlines and our victories in only a few paragraphs.

In a four-day battle, two veteran Viet Cong battalions were devastated. American advisors confirmed 226 Viet Cong dead, but the battle was scarcely noticed. "But when we lose 40 men, as we did Sunday, it gets lost of publicity, and press accounts make it seem that we have not fought well."

Mme. Nhu said she greatly respects and appreciates contributions of American fighting men. "We want to be a good partner. The Viet Nam government has given orders to the Viet Nam army to avoid exposing American lives."

Last year we considered reducing American personnel in Viet Nam to show the war was going well." Then came the press distortions, she charged; accounts that Viet Nam wanted only our money, not Americans.

She charged misquotation on her reaction to Adlai Stevenson's mistreatment in Dallas as proof that Americans are fed up with those soft on communism.

Her accounts: "I never said that. Yesterday when I arrived

here I said I had asked people in Dallas what was the reason for the incident. People in Dallas told me there are people who think Mr. Stevenson is soft on communism and reacted against him. So my comment was, if this is true it would be the first sign that those believed soft on communism are not safe like before."

Asked her role in the Viet Nam government, Mme. Nhu replied:

"I have no role in the Viet Nam government and so far have not even talked with the minister of government. But, of course, people notice me (laughter) because I'm an arbitrator; quite influential because I have all the Viet Nam women behind me."

"Men are divided into many parties. Hundreds of them think they can replace members of government, but women are well organized and able to control the voting in Viet Nam. I'm so far unchallenged so that's the only reason people see me in my country."

Mme. Nhu will leave for San Francisco today (Sunday) and will leave the United States next Tuesday.

NO 'CLOSED DEAL'

World's Fair Has Open Concessions

In an effort to offset what he called a "misconception about concessions," Loren McCannon, acting general manager of the Long Beach World's Fair, emphasized last week that most of the fair contracts are "still wide open."

"There seems to be a misunderstanding particularly among the Long Beach merchants that the fair is 'some kind of a closed deal,'" McCannon said. "Nothing could be further from the truth."

Only eight contracts, and all of them are wholesale contracts, have been signed, McCannon said. The entire retail operation still is to be negotiated, he added.

"WE HAVE learned that at least one outside group has approached merchants telling them that they could negotiate contracts for the fair," he said, "and this may be the basis for some of the misconceptions."

"No one except fair officials is authorized to make of shopping centers as agreements," he pointed out, "and so far we have let only eight contracts and they are

all with wholesale suppliers."

THE ACTING general manager also answered criticism that the sealed-bid procedure is not being used by the fair.

"We are as concerned as anyone that there be competition for contracts," he said. "But we don't feel that a fair operation is conducive in sealed bids. And neither to other fair operators."

"Because of the importance of originality and uniqueness in the concessions, we feel that a form of informal bidding with the final judgment resting in the hands of fair officials is the best method and that is the one we are going to use."

He pointed to the example of shopping centers as comparable to the operation of the fair. Most shopping centers do not use the sealed-

Seattle World's Fair Chief to Help L.B. Temporarily

(Continued from Page A-1)

quest for a world's fair endorsement for the California World's Fair.

THE BUREAU of International Expositions, with headquarters in Paris, is an international organization that grants official endorsement to proposed world's fairs and expositions. The Seattle World's Fair had earned the BIE endorsement. Such approval means that the 31 nations, members of BIE, are permitted to have national exhibits in the endorsed fair. The New York World's Fair, scheduled for 1964-65, was unable to obtain a BIE endorsement.

The Bureau of International Expositions has invited the California World's Fair to make a formal presentation at its annual meeting Nov. 12.

The Seattle World's Fair, under the leadership of Gandy, was the first inter-

national exposition held in this country since 1940. Held during a six-month season in 1962, it was a tremendously successful venture, attracting some 10,000,000 visitors, and clearing a profit of about \$1 million. In addition, the Seattle World's Fair left to the city of Seattle and state of Washington, several million dollars worth of permanent buildings and improvements.

The California World's Fair is projected as an international exposition about four times larger than the Seattle World's Fair. According to economic research reports, more than 40,000,000 visitors are expected to attend the fair here in its two-year period of operation.

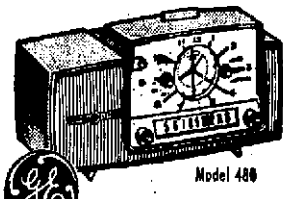
THE EASIEST, quickest way to get tenants, workers, buyers is with Classified ads. Dial HE 2-5959 now.

bid method but let their contracts on the basis of how the individual businesses fit the over-all operation and then negotiate from there. "WE FEEL that we have

two main responsibilities," the job. McCannon said, "the first is to assure that the concessionaire is able to service the crowds of people we expect to attend our fair. In short a nonprofit venture, makes the concessionaire handle money."

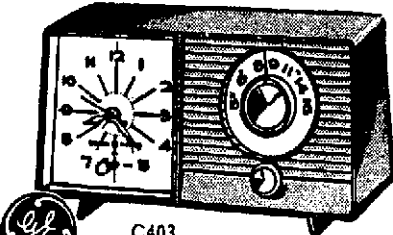


Tremendous Values Made Possible Only By Our 176 Store Buying Power!



General Electric
"SNOOZE ALARM" CLOCK RADIO

- Automatic wake-to-music and/or alarm buzzer
 - Lighted clock dial with switch
- NO MONEY DOWN \$28.88
ONLY \$1 A WEEK



GENERAL ELECTRIC CLOCK RADIO
• Automatic wake-to-music feature
• Top quality GE Electric Clock
• Full range 4" GE quality speaker

NO MONEY DOWN • TERMS TO SUIT



General Electric
"TRIMLINE 100" STEREO
Portable Phono

Plays all record speeds automatically or manually. Two 6" speakers with dual stereo amplifier. Plays both stereo or monaural records with separate volume controls. Beautiful vinyl and steel case.

ONLY \$69.88
No Money Down • \$1 A Week

KAY JEWELERS
(Mail to nearest store)

Please send me the GE _____

I agree to pay \$ _____ a week.

☐ Charge to my acct. ☐ Open new acct.

Name _____

Address _____ Zone _____

City _____ Phone _____

Employer _____

Other Acts. _____



319 PINE AVE.

Downtown Long Beach ME 6-9248
Open Monday and Friday Evenings
Free Parking in Any Park & Shop Lot

5208 LAKEWOOD BLVD.

Lakewood Center • "Acres of Free Parking"
ME 3-0727 • Open Mon., Thurs., Fri. Eves.

Rocky Raps N.Y. Union Chief at Convention, Is Condemned

KIAMESHA LAKE, N. Y. (AP) — Gov. Nelson A. Rockefeller adversely criticized the president of the state AFL-CIO at its own convention Saturday and the 2,000 delegates, in turn, condemned him for his remarks.

The Republican governor, a potential candidate for the GOP presidential nomination,

Mother, Baby Care Class to Start

A mother and baby care class will open for expectant mothers at 9:30 a.m. Wednesday, in Room 309, Department of Health, 2655 Pine Ave.

Morning sessions will also be held Nov. 1, 6, 8, 13, and 15.

The course is one of a series given by Nursing Services of Long Beach Chapter, American Red Cross. Prospective students are asked to call the Chapter to enroll. Registered nurses conduct the Red Cross class as a public service.

Physician to Queen Succumbs in London

LONDON (UPI) — Lord Evans, 60, personal physician to Queen Elizabeth II and doctor to the royal family for 17 years, died in his sleep Saturday in London's King Edward VII Hospital.

An expert on high blood pressure and kidney ailments, he was well known in the United States where he was a fellow of the faculty of radiologists and held an honorary doctorate of science of the Medical College of New York.

also attacked the national Democratic administration's economic and employment policies. He said it failed to reach its own goals.

THE DELEGATES wound up their annual state convention with a series of resolutions, including a unanimously adopted one that read:

"Resolved, that this convention heartily condemns the position of the Governor and heartily supports the position of our President in his report and in the position he has taken here this afternoon."

After Rockefeller left, Raymond R. Corbett, president of the state AFL-CIO, told the delegates that it was "not true" that he had failed to

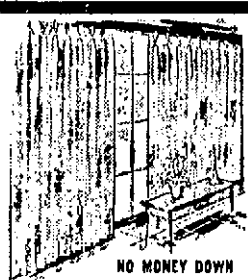
the governor on several subjects, including a controversial hospital-worker bill and the unemployment-insurance-tax formula.

"Yes, the governor's door was open to me," he said, "but his mind should have been open, too."

IN HIS address Saturday, Rockefeller had defended at length his labor policies against an attack by Corbett in a report to the convention on Thursday.

Rockefeller said he didn't know which hat Corbett was wearing—that of the president of the union group or the delegate-at-large to the Democratic National Convention.

However, at one point in his attack on the national administration, Rockefeller drew laughs with the phrase: "We must get the nation moving again—with vigor."



DRAPES DIRTY!

SPECIAL INTRODUCTORY OFFER for a Limited Time Only

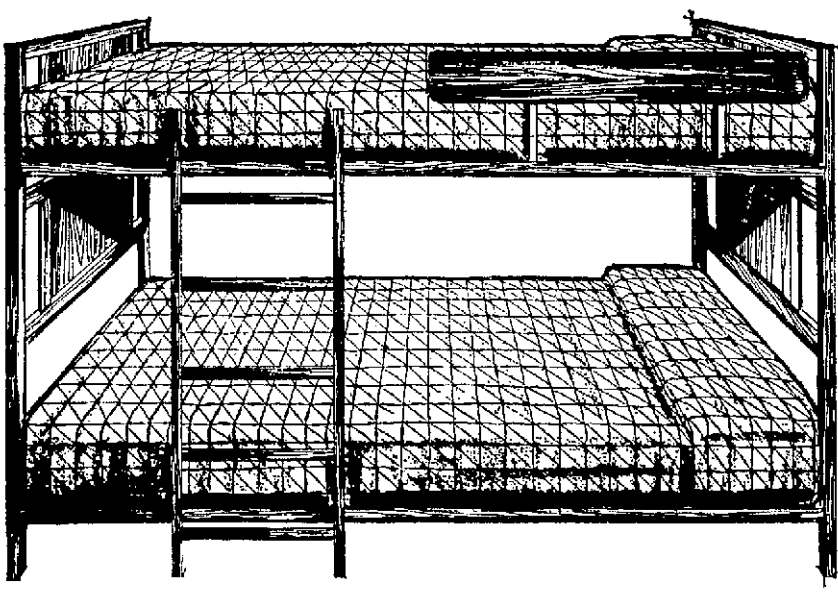
25% OFF
Reg. Price 2.75 Per Panel

- Convenient Payment Plan
- We Take Down & Rehang
- All Work Guaranteed
- Custom Pleating

NO MONEY DOWN BANKAMERICARD
• FREE ESTIMATES • FAST SERVICE • FREE PICKUP & DELIVERY
DEL AMO DRAPERY CLEANERS

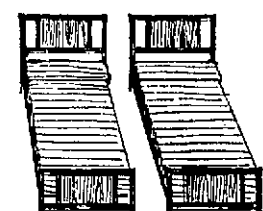
PHONE TODAY — 4 Convenient Locations
LAKEWOOD—HA 9-2827 or HA 1-8297
BELLFLOWER—TO 7-5016
GARDEN GROVE—JA 7-8568
GARDEN GROVE—LE 9-9093
Guaranteed No Shrinkage

Henry's ... CONTEMPORARY FURNITURE



1. 2. 3. bunk bed, trundle bed or twin beds . . . use this versatile piece of furniture — any one of three ways

A twist of the wrist changes these wonderfully adaptable bunk beds into space-saving trundle beds . . . or just as easily into twin beds. These sturdy beds are solid hardwood in beautiful walnut or striking white . . . the guard rail and ladder completely childproof. Beds, rails, guard rail and ladder included, springs and mattresses extra. . . Henry's was very fortunate in obtaining a limited quantity of this functional furniture to sell at this unbelievable low price.



\$79.95

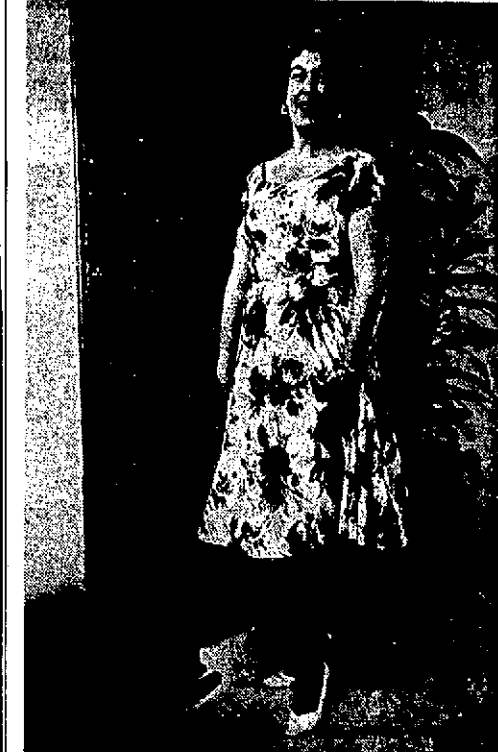


Complimentary Decorator Service
2750 E. PACIFIC COAST HWY. • GE 9-0954 • OPEN MON. & FRI. 9-9
Convenient Terms • Ample Parking in Rear

Weightlessness Feared Disabling

By JOSEPH L. MYLER
WASHINGTON (UPI) — Astronauts subjected to long periods of weightlessness during extended space flights may not be able to perform tasks which require them to move around.
This was suggested today by two scientists who performed experiments to see what happens to a person's sensory-motor controls under abnormal conditions.
The experimenters were Dr. Richard Held of the Massachusetts Institute of Technology and Dr. Sanford J. Freedman of Tufts University. They reported their findings in the magazine Science.
Among other things, they tested the responses of people whose vision was distorted by prisms placed before the eyes. In other experiments the subjects' hearing sense was analogously distorted.
The result was loss of coordination which was more pronounced among people who move around than among those who remained still.
Held and Freedman noted that "optimistic forecasts have been made of man's ability to perform efficiently in outer space for indefinitely long periods."
But so far in space flight astronauts have not experienced "prolonged periods of free movement at zero gravity."
"For this condition," the scientists said, "we make a less optimistic forecast."
During weightlessness astronauts do not feel the familiar tug of gravity against which their muscles constantly work on earth.
This condition would produce a disorienting effect on an astronaut moving around inside or outside his spacecraft comparable to that induced in the subjects of their experiments, Freedman and Held said.
Failure of coordination may be prevented, the scientists said, "by restricting bodily movement."

Reducing Is Successful for Long Beach's Kathleen Breaux



Here you see Mrs. Kathleen Breaux as she looked a short time ago. She is wearing a size 16 dress. She measured 39-32-41. She was moody, unhappy and upset about her overall appearance.



Here you see Mrs. Breaux with Pat Walker, the national figure authority. Mrs. Breaux is now a size 12, measures 36-25-35. She lost weight and inches where she needed to lose and looks to a future of happiness.

PENNEY'S
ALWAYS FIRST QUALITY

End-of-Month CLEAN-UP!

You'll save even more during Penney's End-of-Month Clean-Up. Odd lots, special purchases, discontinued items, some slightly soiled... all priced to mean greater savings for you! Shop for these bargains! Charge it now at Penney's! Drastic Store-Wide Reductions.

STARTS Monday 10 a.m.

Sorry, No Phone Calls

No C.O.D.'s

Limited quantities. Broken sizes. Hurry to Los Altos Penney's! Save! Doors Open 10 A.M.

Los Altos SHOPPING CENTER

ACRES OF FREE PARKING

- 131 only BETTER WASHCLOTHS.....11c
- 361 only BETTER HAND TOWELS.....22c
- 101 BETTER BATH TOWELS.....33c
- 500 yards BETTER YARDAGE....4 yds. 1.00
- 40 only TIER CURTAINS.....99c
- 12 only TABLE LAMPS.....2.00-5.00
- 1 Group MAPLE FURNITURE....10.00-50.00
- 1 Group BATH SHOP ITEMS.....50c-5.00
- 1 Group GLASSWARE GIFTS.....1.00-5.00
- 57 only PLAID BEDSPREADS.....2.00
- 25 only SCATTER RUGS.....2.00
- 40 only BATH MAT SETS.....2.00
- 1 Group BETTER LUGGAGE....3.00-20.00*
- 1 Group BETTER DRAPES.....5.00-15.00
- 11 only BETTER AREA RUGS....10.00-20.00
- 17 Sets 63-pc. MELMAC SETS.....19.88
- 1 Group DECORATOR PILLOWS.....99c
- 119 pair MEN'S WORK SOCKS.....15c
- 23 only MEN'S WORK SHIRTS.....99c
- 5 only 6 TRANSISTOR RADIOS.....6.88
- 3 only 22" BAR-B-QUE GRILLS.....2.99
- 1 only PATIO UMBRELLA ONLY.....5.00
- 13 only CHAISE CHAIR PADS.....2.99
- 23 only MOLDS FOR FLOWERS.....5c
- 110 yds. BETTER DRAPERY YARDAGE, yd. 50c
- 27 only MEN'S WORK PANTS.....99c
- 65 skeins MOHAIR YARN.....88c
- 1 Group WOMEN'S BLOUSES.....1.88
- 1 Group WOMEN'S WOOL SKIRTS....5.00
- 204 pair BOYS' SOCKS.....10c
- 16 only WOMEN'S BETTER DRESSES...1.00
- 48 only GIRLS' DRESSES.....99c
- 1 Group INFANTS' PLAYWEAR.....50c
- 23 only WOMEN'S HOUSE DRESSES...99c
- 24 only BOYS' DRESS VESTS.....50c
- 15 only GIRLS' BETTER BLOUSES.....50c
- 31 only GIRLS' PINAFORE SLIPS.....50c
- 58 only BOYS' SPORT SHIRTS.....50c
- 79 only BOYS' SWEATSHIRTS.....99c
- 144 only MEN'S SPORT SHIRTS....4/5.00
- 12 only WOMEN'S HEADBANDS.....10c
- 31 only WOMEN'S HANDBAGS.....50c*
- 1 Group WOMEN'S JEWELRY.....10c*
- 81 only MEN'S CUFF LINK SETS.....25c*
- 240 Pair MEN'S SLACK SOCKS....4/1.00
- 151 only MEN'S DRESS SHIRTS....2/5.00
- 81 only MEN'S LEATHER BELTS.....50c
- 89 pair MEN'S BETTER DRESS PANTS..7.99
- 60 pair MEN'S FLANNEL PAJAMAS...2.50
- 16 only WOMEN'S BLOUSES.....50c
- 10 only WOMEN'S ANKLE PANTS.....1.00
- 131 pair MEN'S COTTON PANTS....2/5.00
- 63 only WOMEN'S CUT-OFF JEANS....2.50
- FOUNDATION CLEAN-UP.....50c-4.00
- 1 Group COSTUME JEWELRY....4/1.00*
- 1 Group WOS BETTER DRESSES 4.44-7.44
- 1 Group WOS DACRON UNIFORMS ..5.88
- 11 only WOMEN'S BOUFFANT SLIPS..1.00
- 1 Group WOMEN'S SWEATERS4.99
- 12 only WOMEN'S HOODED BLOUSES..1.00
- 1 Group WOMEN'S WOOL SUITS....10.88
- 1 Group WOMEN'S JACKETS12.88
- 72 only PILLOWCASES25c
- 1 only REDWOOD CHAISE LOUNGE...18.88
- 5 only WOMEN'S ORLON SHRUGS...2.99
- 1 Group BOYS' SHIRTS3/5.00
- 1 Group MEN'S SPORT SHIRTS....2/5.00
- 5 only TODDLERS' WHITE SHIRTS ...99c
- 9 only BOYS' ORLON SWEATERS ...2.99
- 8 only RUBBER DOOR MATS.....88c
- 1 Group HOUSEWARE ITEMS.....77c
- 1 Group MEN'S BETTER SUITS24.88
- 1 Group BOYS' SLACK SOCKS4/1.00
- 48 only WOMEN'S BLOUSES4/5.00
- 1 Group WOMEN'S SLIPPERS1.00
- 1 Group MEN'S T-SHIRTS & BRIEFS 2/1.00
- 1 Group GIRLS' KNIT PAJAMAS1.66
- 1 Group LITTLE GIRLS' PANTS1.00
- 72 pair WOMEN'S NYLON HOSIERY 2/1.00
- 1 Group MEN'S SWEAT SHIRTS.....1.00
- 1 Group MEN'S SLACK SOCKS....3/1.00
- 9 only PLAID SUPERNAP BLANKETS..3.88
- 4 only FULL SIZE ELEC. BLANKETS..8.99
- 103 pair WOMEN'S CANVAS OXFORDS 1.99
- 50 pair WOMEN'S PLUSH SCUFFS....1.66
- 41 pair WOMEN'S PUMPS & FLATS...2.44
- 60 pair BOYS' CANVAS SHOES2.44
- 36 pair MEN'S DUCK OXFORDS.....2.99
- 15 pair MEN'S DRESS OXFORDS5.00
- 1 Group CANVAS OXFORDS.....1.99
- 36 pair GIRLS' PATENT SLIPPERS...2.99
- 45 only WOMEN LEATHER WALLETS 1.00*
- 5 pair WOMEN'S 3/4 LENGTH GLOVES..50c
- 67 only WOMEN'S BETTER HATS....2.00
- 1 Group MATERNITY CLEAN UP 2.00-5.00
- 59 only WOS CORDUROY DUSTERS ...3.00
- 114 only WOS ORLON/WOOL JERSEY DRESSES3.99
- ALL REMNANTS1/2 PRICE
- 151 pair BOYS' DENIM JEANS.....1.00
- 4 only DAMAGED WEB CHAISE.....1.00
- 132 only JR. BOYS' BOXER JEANS...77c
- 17 only BOYS' KNIT PAJAMAS.....1.66
- 73 pair BOYS' COTTON PANTS.....2/5.00
- 15 pair BOYS' SUMMER PAJAMAS99c
- 200 pair INFANTS' TRAINING PANTS 4/1.00
- 1 Group DAMAGED TOYS.....AT 10c
- 101 only KING SIZE SHEETS.....4.99
- 300 yards CORDUROY YARDAGE ...yd. 68c
- 440 yards COTTON FLANNEL ...3 yds. 1.00
- 73 only FITTED BOTTOM SHEETS.....99c
- 11 only BETTER POLE LAMPS.....15.88
- 2 only REDWOOD BENCHES3.00
- 36 only BED PILLOWS, XL2/4.00
- 12 only TODDLERS SWEATERS1.33

as told by
Miss Pat Walker
National Reducing Authority

When I first met Kathleen Breaux and talked to her for only a few minutes, I could see basically what an attractive woman she really had been. Now she was disillusioned, unhappy, confused and frustrated. She was upset about many things including her overall appearance.

Having once been a size 12 she was now bulging in a size 16. She told me she was divorced and had been working until about a year ago at which time she became ill and could no longer work.

These events caused a change in her life. She was no longer active mentally or physically. Her interest in everyday activities lessened. She became moody and generally unhappy. She began to eat more, both out of habit and boredom.

As a result she gained un-

wanted inches and weight until her size 12 clothes no longer fit and she began to despair. She continued to gain weight until she became the bulging size 16 you see in the photograph.

I told Mrs. Breaux that she could continue to hide in her shell by finding excuses for her figure problems. She would even become larger until she faced the cold fact that she was settling for a second-rate life and figure. I told her if she wanted to change her life that we had the answer to her problem. All she had to do was have faith in our program, come in regularly and we would take care of her figure.

She looked at me with a hopeful smile that I so often see on a woman's face and said that was what she wanted. She did just as we told her. She came in regularly and we did exactly what we told her we would do. We gave her back the size 12 figure she was meant to have.

Only women who have the same problems or problems relative to Mrs. Breaux's can fully appreciate her radiant, beautiful smile when we were being photographed because she is wearing a size 12 sheath dress. The way she stood with her head held high with pride written all over her face.

I told Mrs. Breaux she should be very proud of herself. She told me the greatest day was when she bundled her size 16 clothes into her car and drove to the home of an alterations woman.

That is only one of the many wonderful days she will have from now on. The days her friends and acquaintances will compliment her, noticing the dramatic changes in her figure, appearance and outlook.

We're proud of her, too, because she was our patron. Most important she believes the best part of her life is now starting.

—Pat Walker

Free Trial Treatment and Figure Analysis

Under Pat Walker's scientific personalized guidance, women can slim down as quickly and easily as the 5 million women who have successfully reduced with this service.

You can lose where you need to lose and you'll enjoy doing it. Pat Walker's personalized, comfortable service makes slenderizing a pleasure.

Try it! You can have a complimentary treatment and figure analysis at no obligation. Most women see changes in 10 days. Visits are only \$2.00.

For more information phone ME 4-0672 or HE 2-2973, 8 a. m. to 9 p. m. Monday thru Friday. Collect calls invited!

HUSBAND SAYS THANKS FOR GIVING ME A BEAUTIFUL WIFE



Here you see Mrs. Irma Bender when she weighed 174 pounds, had a 44 inch abdomen, 42 inch hips and a 36 inch waist. She became a size 18 after having 4 children. She was a pretty size 12 before she had children.



Here you see Mrs. Bender as she looks today. She is a perfect size 12 and weighs 121 pounds. She lost 11 inches in her waist, 8 inches in her abdomen, 7 inches in her hips and reduced a total of 33 pounds and 59 inches.

Dear Miss Walker:

I don't suppose you get many letters from your patrons' husbands, but I am taking the liberty of writing you a word of thanks because you certainly deserve it.

The day my wife read about your visiting on the island we talked it over and decided we would come and see you. I was very impressed that such a busy person as you would sit down and take so much time and interest in a serviceman and his timid wife. I guess that is why you are the successful person you are.

I told you how pretty my wife was when we got married and what a different person she was then and how I met her. I was in the service and was from the mainland and how after having four children she had gone to a size 18 with all kinds of figure problems.

It almost wrecked a good marriage because she wasn't the girl I took as my wife. Well, with kindness and understanding, you showed us how she could go down to the size 12 for herself.

She once was, I remember you said "Your body is the house you live in; you can be proud of it or try to hide it." You were so very right! She was hiding it alright.

We used to go out and have fun when I was on leave and have other couples in to play cards or go to the beach. But after she got so big, she found excuses for not doing all these things, or pretended to not feel well, and constantly feel sorry for herself.

Well, this is one sailor man who will praise you in every port. You have given me back my pretty, lovable and happy wife. It is even fun to watch her spend more money than we can afford on new clothes and I baby sit with our four kids while she goes to the beauty shop.

You did this for us, and forever and always, we'll be grateful to you and your company.

Sincerely,
Mr. F. Bender

IN PERSON! IN LONG BEACH and LAKEWOOD SALONS!

Miss Pat Walker, due to the many requests for a personal consultation, will be available in the Lakewood Center and Downtown Long Beach Salons. This is your opportunity to get advice about your very own figure problems from the nationally recognized figure authority. She will be here for a limited time, before leaving, to open a NEW SALON IN SAN FRANCISCO. Phone NE 6-6475; ME 4-0672; HE 2-2973 to reserve your personal appointment with Miss Walker.

PAT WALKER'S STAUFFER SYSTEM SALONS

LAKEWOOD CENTER	LONG BEACH	THE VALLEY	HONOLULU	PASADENA
4946-98 FACULTY ME 4-0672	423 EAST FIRST ST. HE 2-2973	7254 RESEDA BLVD. DICKENS 5-1213	1551 KAPIOLANI BLVD. PHONE 95-294	532 SOUTH LAKE 5YCAMORE 5-8888
Hours: 8 a.m. to 9 p.m.	Hours: 8 a.m. to 9 p.m.	Hours: 8 a.m. to 9 p.m.	Hours: 8 a.m. to 9 p.m.	Hours: 8 a.m. to 9 p.m.



Recognize Him?

Sure you do! It's good old Oscar Jordan, 62-year-old New York housepainter, whose life has been somewhat complicated lately by his striking resemblance to Nikita Khrushchev. But he takes the complications in stride—especially when they include a drink on the house from a startled bartender or a wide-eyed doubletake from a blase denizen of Park Avenue. "What do I think?" asks Oscar. "Well, I'll settle for two nuclear inspections a year—if Kennedy will."



—Copyright 1963 by Independent Picture Service, Inc.

Russia in No Race to Reach Moon First, Khrushchev Says

(Continued from Page A-1)

who recently attended a Moscow-sponsored press rally in Algiers. He received them in the Kremlin Friday, but his replies to their questions were not released for publication until Saturday night.

He spoke of the moon race after being specifically asked when the Soviet Union might land a man on the moon.

Khrushchev began by claiming he didn't know when this might be possible. Then he said:

"I have read reports that the Americans want to land a man on the moon by 1970. Well, we wish them success. And we will see how they fly there and 'come to earth,' or rather 'come to moon,' and most of all—how they take off (from the moon) and come back. We will study their experience."

HE ADDED:

"We do not want to compete in sending people to the moon without careful preparation. It is clear that such a competition would

HOUSTON (UPI) — The United States will continue its program to put a man on the moon by 1970 despite Soviet Premier Khrushchev's revelation that the USSR has withdrawn from the lunar race, the National Aeronautics and Space Administration (NASA) said Saturday.

"We feel it is very useful to have an authoritative statement from the Russians," a NASA spokesman said. "We will continue to conduct our own program according to our own needs."

"We have repeatedly said the moon is worth exploring and most of the things necessary for that mission are required for our own general mastery of space."

not be a help, but on the contrary, a hindrance, because this could lead to the death of people."

As for grain, Khrushchev said crop failures had given the Kremlin the choice between rationing and purchases from capitalist coun-

tries. He said the second course was chosen "to avoid unnecessary hardships for the population."

"Negotiations are being conducted now on the purchase of wheat in the United States," he said, "but we do not know yet whether we will buy wheat there or not."

"If the Americans put forth any kind of discriminatory conditions to the sale of wheat then we will not make a purchase of wheat in America."

His quibbling about the wheat purchase came as no particular surprise, but his statement about the moon race did.

On their recent trip to Cuba, Mexico, and New York, Soviet cosmonauts Gagarin and Valentina Tereshkova repeatedly said the Soviet Union is preparing for flights to the moon.

In Havana, Miss Tereshkova even said Gagarin had been appointed captain of the first moon crew.

In New York, Gagarin said six Soviet cosmonauts are in training for moon flights.

MIRACLES TO COME

California Studies Future Freeways

By JIM MCCAULEY
I, P-T Sacramento Bureau

SACRAMENTO—California, which became the nation's most populous state in the freeway era, is betting its future on new 80-mile-an-hour traffic speedways ringed by skyscrapers and rapid transit corridors.

The Independent, Press-Telegram has learned that possible new developments include:

Skyscrapers on girders towering over freeways. The state already has a policy of encouraging overhead commercial development, and several promoters are discussing the possibility of crowning freeways with buildings.

Construction of commercial and parking areas under freeways. A used-car lot already is in business under an elevated portion of the Santa Monica Freeway. Other such deals are pending.

Widening future freeway routes so there will be room for rapid transit corridors in the center. An Oakland freeway plan recently was scrapped to make room for a rail corridor when the Bay Area Rapid Transit District was formed. The transit district will pay for its middle-freeway corridor by sharing the costs for a wider route.

Interchange bottlenecks—such as the traffic chaos in downtown Los Angeles—are being eliminated in freeway plans now on the drawing boards. The target: 80-mile-an-hour traffic flow someday.

Maximum freeway speed now is 70 in a few posted areas, 65 elsewhere.

W. L. Warren, freeway design engineer, said freeway flow will be improved by adding additional lanes a considerable distance ahead of turn-offs. Existing freeways get clogged easily because there aren't enough lanes to handle criss-crossing traffic at turn-offs.

Also, future curves are to be stretched out to 3,000 feet—compared to today's sharper freeway curves of 2,000 feet in length. More gradual curves enable more vision and higher speeds.

"WE TRY to keep ahead of the legislature on probably future speed limits," said Warren. He noted that the 1963 legislature boosted speed by five miles an hour on some freeway sections.

"A speed limit of 75 miles an hour or 80 is likely someday," he said. Result: new freeways are being designed to handle 80-mile-an-hour speed.

The state also is experimenting on freeway surface texture and color to funnel traffic faster in the right direction. The theory: maybe the turn-off lanes to Long Beach all will be marked with blue signs, and brightly colored blue stripes would set apart the turn-off ramp lanes for Long Beach—contrasting with other colors to other

destinations. California freeway designers also are watching a Chicago test on painting an entire lane a separate color.

UNDER WAY at a test plot in Sacramento is a unique experiment on texture. Freeway engineers are testing different road surface textures that give motorists varying jolts. Maybe off-lanes to Garden Grove should have a different cement or asphalt texture so they give your car a new pattern of ride-jolts to reassure you that you are on the proper lane, reason the freeway planners.

Warren said the state has the policy of encouraging commercial developments where possible over, underneath and alongside freeways in business sections of urban areas. But his job is concentrated on planning for the immediate future.

Congestion Relief — The New York Port Authority mounts television cameras every thousand feet in expressway tunnels. Receiving screens are in toll booths so traffic can be metered through toll gates to avoid stoppages.

Closing On-Ramps — Chicago's Congress Street Expressway uses electronic sensors on bridges to transmit the speed of vehicles and measure traffic density. Object is to shut off on-ramps temporarily when a freeway section becomes overcrowded.

"All of the work anywhere thus far is experimental; unfortunately, they still have traffic jams," said Woolley.

California is considering research on freeway surveillance and control measures. An experimental project should be under way soon.

However, freeway planners still are well aware that California driving will remain a congested challenge.

"It will take more human effort to pilot a California vehicle down a freeway than to orbit a space vehicle round the world," some highway officials say.

Other state officials are scanning the distant transportation horizon, where even more dramatic developments are being proposed by some transit planners.

Roger S. Woolley of San Diego recently gave this recap on the status of new ideas being watched by California transportation men:

Automation—Cars would be locked into electronic controls on the pavement under a plan being tested by Radio Corporation of America at a quarter-mile track in New Jersey. The laboratory there uses a cable built into the pavement, though some control by a human driver still is required and laboratory speed has been held down to 15 miles an hour.

Demos Hope to Run Glenn and Win Ohio

WASHINGTON —The Kennedy administration is trying quietly to nudge astronaut John H. Glenn Jr. into the race for the Senate in his native Ohio.

Neither the White House, nor the Democratic National Committee is going to get caught with its hand in this situation. The reason: Democratic Sen. Stephen M. Young is giving off hints at 74 that maybe he'll run again.

But a highly placed official conceded that the administration would be mighty happy if Young chose to retire and the glamorous Glenn, first American to orbit the earth, sought the nomination to succeed him.

GLENN, a lieutenant colonel in the Marines, has no publicly announced party affiliation and some Republicans have been looking longingly at him as a possible GOP candidate for Young's seat. Glenn's parents are registered Democrats but he describes himself as an independent.

President Kennedy's strategists are more worried about Ohio in the 1964 presidential contest than almost any other state. They have been getting some Ohio Democratic congressmen gloomy estimates about the President's chances of racking up the state's 26 electoral votes.

THE ANTI-Kennedy political rebellion in the South makes it only a little less than imperative that the President reverse the 1960 result, when he lost Ohio to former Vice President Richard M. Nixon by 273,000 votes.

The Republicans are stirring in Ohio, too. They might very well come up with Rep. Robert Taft Jr. as a senatorial candidate. Taft hasn't disclosed his plans but he might have to fight former Sen. John W. Bricker for the nomination.

DR. RAYMOND, DENTIST, Says:

★ THANK YOU for my best year—THANK YOU Long Beach and surrounding cities.
★ Patients, sending friends and relatives have caused this outstanding all-time record.
★ Thousands of my patients use NO MONEY DOWN for dentures.
★ Over 50,000 Upper, Lower, and Partial Dentures made in 26 years.

NOW... ALL THIS WEEK!
BIG SAVINGS

NO MONEY DOWN
PAY NOTHING FOR 12 WEEKS
24 Months to Pay—for

DENTURES

also Bridges and Restorations
X-RAYS

PLATES PUT IN
IMMEDIATELY AFTER EXTRACTIONS

NO TIME LOST FROM WORK. You need not be without your teeth for even one day! Ask about Dr. Raymond's IMMEDIATE RESTORATION PLAN.



Dr. E. F. RAYMOND, Dentist
Over 20 yrs. in dentistry, 18 yrs. at 1st & Pine

PENSIONERS AND SENIOR CITIZENS WELCOME—FAST PLATE REPAIR
PHONE: ME 6-3528—NO APPOINTMENT NECESSARY FOR EXAMINATION

Dr. Raymond
DENTAL PLATES

Upper Lower Partial
CORNER FIRST & PINE STS.
122 W. FIRST ST.
LONG BEACH

Modern Dental Plates

Aided by "modern" dental plate materials and "improved techniques," used in the construction of dental plates, Dental Science has followed a "progressive" path that resulted in dental plates more natural in appearance, better fitting and more "comfortable" to wear than thought possible a few short years ago. Ask to see samples of modern dental plates, upper, lower and partials. GOOD dental plates need not be expensive. THE COST IS SMALL.

MY BEST OFFER

Make 1st payment after Jan. 1, 1964. No interest. No carrying charge.

AS LOW AS 4 MONTHS TO NO MONEY DOWN
—PROMISE—
SEE ANY EXTRA 10% OFF CASH

Low Prices

You who need Dental Plates, take advantage of BIG OCT. SAVINGS which will in no way change my well established policy. Good Dentistry that conforms with the high standards of the dental profession at LOW PRICES.
DR. E. F. RAYMOND

Butler's

LAKEWOOD CENTER
QUALITY—VALUE—SERVICE SINCE 1877

OPEN 5 NITES
EVERY 5 WEEK

We Give and Redeem 2X Green Stamps

Make new 1964

ADMIRAL

COLOR TV

YOUR BEST COLOR TV BUY!

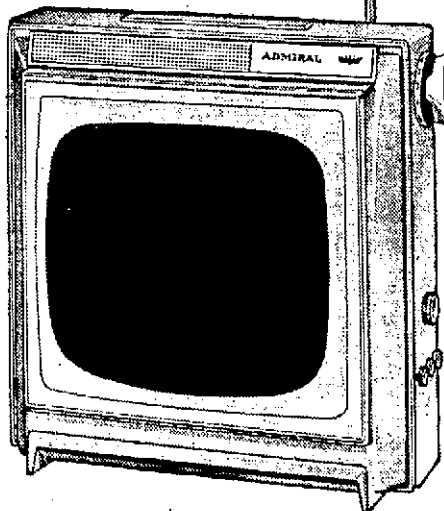
NO MONEY DOWN
ONLY \$6.00 WEEKLY

3 MAJOR IMPROVEMENTS

- 1. Greater Dependability**
ADMIRAL GOLD PRECISION WIRED CHASSIS.
- 2. More Natural Color**
NEW ADMIRAL ELECTRONIC COLOR BALANCER
- 3. Easier Tuning**
WITH NEW ADMIRAL CONTRAST BRIGHTNESS CONTROL.

ADMIRAL QUALITY

Proved by 10 Years Color Experience



ADMIRAL®

The "PLAYMATE II" Model P1104

Portable TV

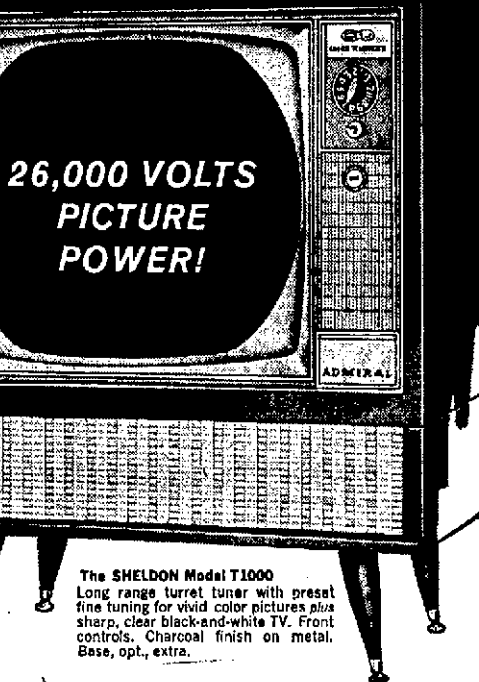
(11" overall diag. 60 sq. in. viewable area)

NOW ONLY
Adjustable Matching
Stand Only \$3.95.

\$99.95

LAKEWOOD CENTER

ME 6-3101
GARfield 3-0901



The SHELTON Model T1000
Long range turret tuner with preset fine tuning for vivid color pictures plus sharp, clear black-and-white TV. Front controls. Charcoal finish on metal. Base, opt., extra.

ADMIRAL®

The KINGSHAVEN Model Y6191

ALL-NEW SOLID-STATE

Stereophonic High Fidelity with
FM/AM, FM Stereo Multiplex Radio

250 WATTS OF POWER
FOR TRUE STEREO REALISM!

ALL-NEW ADJUSTABLE "VARI-GRAM" TONE ARM
that can't harm record grooves...

YOUR RECORDS CAN LAST OVER 3,000 PLAYS!

Sophisticated Danish Modern lowboy. "Vari-Gram" Tone Arm with "floating" stylus, "Custom Touch" adjustment; Admiral-built Professional changer. Solid-State FM/AM, FM Stereo Multiplex radio with tuning meter, AFC, FM Stereo Sentry light. Push-button controls. 8 speakers—two exponential horns, two 15" woofers, two 5" mid-range and two 3 1/2" tweeters. 27" h., 75" w., 19" d. Genuine Walnut Veneers and selected hardwoods.

THE ELSINORE—125 watts of power. Model Y6161.

NO MONEY DOWN—\$8.00 PER WEEK

MONDAY THRU FRIDAY, 9:30 TO 9:30
SATURDAY, 9:30 TO 5:30; SUNDAY, NOON 'TIL 5

OPENS TODAY!

A GREAT NEW KINNEY SHOE CENTER IN LAKEWOOD

COME TO OUR OPEN HOUSE TODAY . . . NOON TO 5 P.M.



DOOR PRIZE COUPON I
 Bring this coupon with you when you visit the new Kinney Shoe Center . . . It is your opportunity to win one or more wonderful prizes, including a Portable TV Set or a sturdy and gracefully designed Huffy Impala Bicycle.
 NAME _____
 ADDRESS _____
 PHONE _____

COME TO AMERICA'S SHOWPLACE OF SHOE FASHIONS

Bring your family. Come see what makes a Kinney Grand Opening an event to remember. You are face-to-face with fashion at every glance when you step into the glamorous new Kinney Shoe Center. Discover shoe creations so wonderfully new...so breathtaking in every fashion detail...yet so low in price you'll want several pairs.

...SEE MORE THAN A THOUSAND NEW FALL STYLES!

For recognized value...for true fashion supremacy...enjoy a new shopping thrill at Kinney's...the store of tomorrow...here today! Modern-spectacular, designed to give you the maximum of shopping convenience and pleasure! Drive right in and park your car a few steps from Kinney's door!



Free Gifts

AT OUR NEW STORES ONLY!

Free FOR WOMEN AND TEENS

Manicure Set—Baronet Madras Billfold or Parker-type Pen, with the purchase of shoes.

Free FOR MEN AND BOYS

Shoe shine Kit or Men's Wallet with every purchase of shoes.

Free FOR CHILDREN

Doll, Rifle, Sewing Set, Games, Pencil Box, or Pen and Pencil Set, with the purchase of shoes.

ASK FOR THESE FAMOUS KINNEY NATIONALLY ADVERTISED BRANDS:

Flings for the Young 'N Smart **STUART HOLMES** shoes for men
Gysel OF PARIS fashion shoes **KINNEY KAPERS** for casual wear
Borkys for the family **JOE LAPCHICK** Gym Shoes
 Women's Styles to \$10.99 Men's Styles to \$15.99

Robin Hood, SHOES FOR CHILDREN!

See the thousands of smartly styled back-to-school shoes for boys and girls. They're all on open display for easy selection. And remember, fit comes first at Kinney. Every pair of Kinneys' Robin Hood shoes is carefully checked for correct fit. Kinney measures the foot 5 ways, then double checks the fit.

\$5.99 to \$7.99



**FREE PARKING—
OPEN 10 till 9**

Kinney SHOES

in LAKEWOOD at 5720 N. BELLFLOWER BLVD.
 Corner of South St. & Bellflower Blvd. in Lakewood

BRIGITTE HALTED BY OFFICIALS

PARIS (AP) — Brigitte Bardot, fleeing the adoration of her British fans, returned to Paris from London Saturday and promptly ran into trouble with French customs officers.

Bareheaded and wearing a brown suit, the film star jumped into a motor car on the runway and started to ride off. But at the edge of the field, two customs guards halted the car.

One told her she was subject to a fine for having attempted to cross the customs without inspection or authority. Brigitte smiled, and penitently promised not to do it again. The guards then let her off with a "severe warning."

U.S. Prestige Lowest Ever, Nixon Says

NEW YORK (AP) — Former Vice President Richard M. Nixon arrived Saturday from abroad where he said he never had seen American prestige lower than at present.

"There is a feeling that President Kennedy is trying hard and is sincere," Nixon told an airport news conference. "But there is a quality of uncertainty."

"Too many voices are speaking out in Washington," Nixon said. "I have never been abroad when American prestige was lower than it is now."

ON FLYING in from Paris, Nixon said "There is a feeling that no one is in charge. The attitude is a reflection that government by press release is catching up with the administration."

He complained that "You have to read both the afternoon and the evening papers to know what is going on."

Nixon had been in Paris on a business trip.

Turning to the national Republican scene, Nixon predicted a GOP victory in 1964 based on what he termed "a very striking increase in Republican chances and a sharp decrease in administration popularity in the past three or four months."

HE SAID it appeared that Arizona Sen. Barry Goldwater at present was the front-runner among the unannounced candidates for the GOP presidential nomination.

The former vice president said he felt New York Gov. Nelson A. Rockefeller "definitely will be in the race" for the nomination.

Rockefeller is expected soon to announce whether he will seek the nomination.

"No one is going to win the nomination in this day and age, either Democrat or Republican, without actively seeking it and making a decision at this time or before the first of the year," Nixon said, adding that he expected Goldwater also to announce his candidacy soon.

NIXON advised Rockefeller and Goldwater, if they become candidates for the nomination, to engage in debates on the issues. Goldwater has turned down a Rockefeller bid for such a debate.

Added to that, Nixon said, the GOP candidate probably would have to debate the Democratic candidate, who, he assumed, would be President Kennedy.

"I may say that it might be well for the Republican nominee to get in some practice," Nixon said.

Roybal Asks Funeral Cost Study

WASHINGTON (UPI) — Rep. Ed Roybal, D-Calif., has asked President Kennedy to have his Consumer Advisory Council investigate the "excessively high cost of funerals" with an eye toward possible legislation.

Roybal also proposed that the council study what he said was the high cost of medical care.

Roybal noted in a letter to Kennedy that funeral practices and costs have been the subject of several books and articles recently. A network television program dealt with the subject.

FAA Open House

Long Beach's aerial traffic cops will observe Federal Aviation Day here Friday by inviting local residents to watch them in action during open house at all Federal Aviation Agency facilities at Long Beach Municipal Airport.

In celebration of the FAA's fifth birthday since its creation in 1958, visitors will be welcomed to the agency's four local offices from 10 a.m. to 4 p.m. Friday.

THESE INCLUDE:

The control tower atop the airport terminal building which exercises jurisdiction by radio over an average of nearly 30,000 aircraft take-offs and landings per month.

The General Aviation District office, north of the terminal building, where pilot and aircraft licenses are issued.

The Engineering and Manufacturing Office, 2825 E. Spring St., where licenses are issued to

homebuilt and modified aircraft.

The Systems Maintenance Sector office, on the third floor of the terminal building, which keeps the airport radar and communications equipment in working order, including navigational radio aids.

"We regard ourselves as, in a way, an advance guard of the Chamber of Commerce," Stan Dilatush, chief tower op-

erator, says.

"For those who fly their airplanes here for the first time, were the first contact they have with our city. And we try to give them a good impression."

In the past five years, he pointed out, activity at the Long Beach field has grown from 266,234 take-offs and landings annually to 338,286.

By this yardstick, Long Beach's national ranking in 1958 was 11th. Now,

Dilatush said, the city facility is the third-busiest airport in the United States, behind Chicago's O'Hare Field and Los Angeles International Airport.

Throughout the country, as many as 70,000 people may be in the air at any given moment, the tower chief said. Total number of civil aircraft in the nation has grown in the past five years from 69,700 to 86,300.



AIR TRAFFIC CONTROL... Talks in DC7

Test Shows Whole World Within Reach of New Polaris Missile

CAPE CANAVERAL, Fla. (AP)—The Navy's third-generation Polaris A3 missile passed its first submarine launching test Saturday and officials hailed the success as a major step toward bringing all land areas of the world within range of the Polaris submarine fleet.

The nuclear-powered submarine Andrew Jackson fired the long-range A3 while cruising submerged about 30 miles off Cape Canaveral and the bullet-shaped rocket performed flawlessly on a 2,300-mile strike down the Atlantic tracking range.

"AN EXCELLENT launch," the Navy reported.

Compressed air ejected the 31-foot rocket from one of 16 vertical launch tubes that stand in pairs along the spine of the submarine. The projectile popped from the chamber like a cork from a champagne bottle and darted with lightning speed through some 50 feet of water, bursting to the surface a split second after launching.

The first-stage motor, activated by a timer, ignited with a blinding flash a few feet above the water and sent the

Polaris streaking across the sky, trailing a plume of fluffy white smoke from its solid fuel. The first stage dropped off at an altitude of about 75 miles and the second stage ignited to propel the warhead section to the target area.

THE ANDREW Jackson's 140-man "Gold" crew, headed by Cmdr. James B. Wilson of Wayne, Pa., whooped it up clear war and maintain peace."

COUPON CAR WASH

WITH COUPON ONLY

25¢

Just fill up your tank with gas... no matter how much it takes.

Coupons good any day through Nov. 3rd
... Unless Oil credit cards accepted
... Open 8:30 to 5:30 and Friday
... 11:00 P.M. ... Sunday 11:00 P.M.

WILLOW
STEARNS
BELLFLOWER
ATHERTON

Los Altos Car Wash

STEARNS at BELLFLOWER BLVD.
2 doors W. of Bellflower on Stearns, Los Altos Shopping Center

PINE AT BROADWAY DOWNTOWN LONG BEACH

Buffums'

BEDDING



A
acrylic fiber
CHEMSTRAND

personally
yours!

**BUFFUMS'
OWN
southern
elegance**

New! The control case that can be personalized with your monogram, a color or design to harmonize with your bedroom decor.

The personalized control automatically adjusts to a changing room temperature.

Southern Elegance is incomparably light and luxurious in 100% Virgin Acrilan®. Completely washable, won't shrink, made, not or mildew. Each carries a mothproof and non-allergenic lifetime guarantee, and a five year guarantee against mechanical defects.

Twin 29.95. Full size 34.95.
Dual Control 39.95. King-size 69.95.

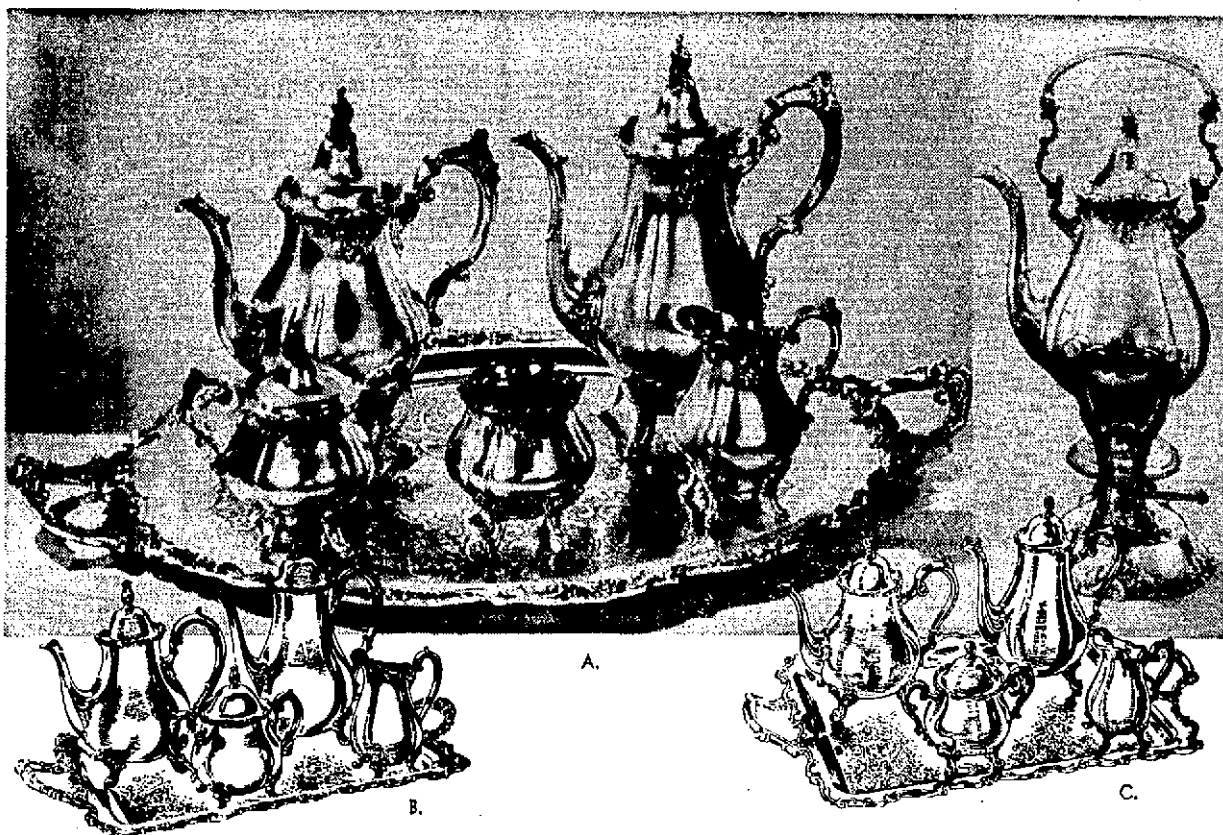
PINE AT BROADWAY DOWNTOWN LONG BEACH

Buffums'

SILVERWARE

9TH ANNUAL

"TALK OF THE TEA TABLES"



... starting Monday, October 28th

A dazzling array of sterling and fine silverplated tea and coffee services—one of the finest collections in Southern California! Many are specially priced for this event—many are values never before offered! Why not start your set with just a coffee pot—or add to the service you already have... in time for holiday entertaining! Trays are "event-priced" too!

A. Baroque by Wallace. 5-pc. Set. Reg. 275.00 **225.00**
Kettle in matching Baroque. Reg. 150.00 **100.00**

B. American Rose by International. 4-pc. Set. Reg. 155.00 **125.00**

C. Joanne by International. 4-pc. Set. Reg. 155.00 **125.00**

All prices include Fed. tax

Buy thru BUFFUMS' SILVER CLUB

Nothing down! No Interest! No Carrying Charges!

Pay only 5.00 per month up to 120.00 purchase

or 7.50 per month up to 180.00 purchase

10.00 per month up to 240.00 purchase

SHOP MONDAY NIGHT TILL 9 P.M.

MONDAY, FRIDAY 9:30 TO 9. OTHER DAYS 9:30 TO 5:30. PHONE WE 6-9841

YOU CAN LIVE ON MILKY WAY

Street Naming Keeps Pace With Rocket Age

By WILLIAM JONES

Southland cities are in revolt over the idea that sticks and stones may break your bones but names will never hurt you.

Indiscriminate name-calling is as old-fashioned as not telling your kids the facts of life.

Though the cities cannot do anything about a guy named Snodgrass, they can now offer Snodgrass the opportunity to live on streets with such luxurious names as Movie Lane and Cum Laude Avenue in Los Angeles County and Top of the World Drive and King Ferdinand IV Court in Orange County.

STREET NAMING has finally snagged on to the orbiting rocket age.

As a matter of fact, the missile maniac can now live on Mercury Drive in Westminster which—naturally—empties into Milky Way.

For those who don't know this area, the streets

are near Galaxy Drive, Universe Avenue and Jupiter Circle.

The general procedure now for street naming is for the tract developer to submit his suggestion to city or county where it is checked for duplication, conflict with neighboring or extending streets and obviously suggestive or zany titles.

In most cases today, the developer gets his name lists from "books" compiled by his civil engineers.

HUGH HALDERMAN of Jennings-Halderman-Hood Inc. of Santa Ana, a civil engineer for 15 years, said the 10-year revolution in street name-calling has resulted in three major changes:

1. "Governmental restrictions.

"Some cities, like Buena Park, are laying out their communities in one-square-mile plots with special names. For example, in one plot all street names start with 'San'

like 'San Dimas' and 'San Clemente.' Another plot starts with 'El.'

"What this does is to help direct the fire and police department into your area—and it also helps your long-lost cousin find you.

"Another restriction now is that many cities submit lists of approved names to the developers for choice. An example is Brea.

2. "Developers have lost their egotism. Ten years ago, the longest, widest street in a tract carried the name of the subdivider even if he was named Snodgrass. And the side streets carried the first names of his children.

"Today when I suggest naming a street after him, a developer tells me, 'Over my dead body.'

3. "More serious thought given by the housing developer to attach a distinctive, prestige name to a street. Like Brentwood or Bel-Aire, you know. Along with this, they try to give a tract a general

theme and then name streets accordingly."

A CURRENT trend, along with landscaping, are Polynesian themes.

Luau Lane in Huntington Beach passes by Molokai Drive, Tiki Circle, Leilani Drive and Lanai Circle.

Not a Hula in the

group. But in the Yorba Linda area, you can try Tango Avenue. Los Angeles County has swinging Cha Cha Drive.

THEMES, though, can be overdone.

One lover of lanterns at Dana Point named succeeding streets: Golden Lantern, Blue Lantern, Amber Lantern, Violet Lantern, Silver Lantern, Copper Lantern, Green Lantern and—finally—Crystal Lantern.

For a fellow with an inferiority complex though, themes can add a lot of meat between the ears. How would you like to live near Laguna on Monarch Bay Drive, near Coronation Drive—by Empress Way, King John Lane, Louis XIV Court, King Charles III Lane, Queen Catherine Lane and Crown Coast Drive? Not a Snobbish Serf in the crowd.

LEFTOVERS from the Good Old Days, however, still stain the tale cloth of name-calling.

Los Angeles County has Kickapoo Terrace, Muscatel Avenue, Tavern Trail and Wildloop Road.

And try Chiang Kai-shek Road on for size during your Christmas card addressing campaign. Or imagine the problem of a kid telling a policeman where he lives.

There are also New Deal Street, Little Boy Drive, Peckaboo Road, Wo-He-Lo Terrace, Flying Mare Lane and Flathead Terrace.

THINK of the fears of a motorist driving on a dark, rainy night down Cougar Street, Airline Avenue, Cable Crossing Way, Lookout Drive, Old River School Road, Radar Avenue, Railroad Avenue, Torpedo Street, Truck Way, Water Way—and Journey's End Drive.

But people in Orange County shouldn't smirk. They have their Rocky Road, Beantown Road and Zig Zag Way.

These are exceptions, of course, since no name-caller would get high over proposed names like Pe-

vote Place or Heroin Highway. The idea is to be grandiose in name-calling. Such as:

Grand Canyon Drive (apologies to Arizona), Revere Drive (apologies to Paul) and Top of the World Drive (apologies to Nepal).

CIVIL ENGINEER Halderman admits the problem of thinking up names is getting worse.

"We built one huge development and used the theme of islands for names.

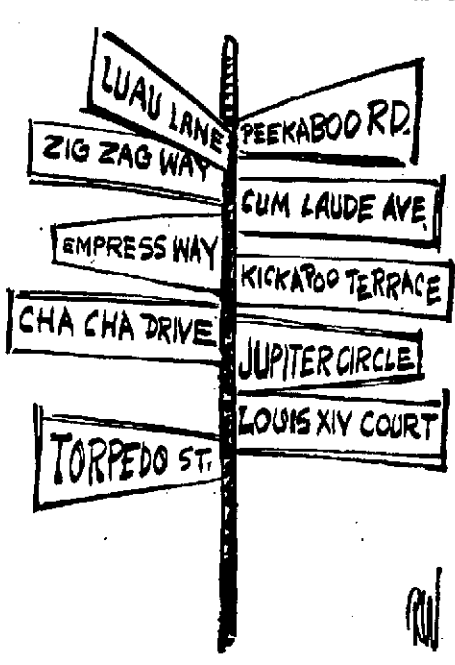
"At the beginning we used up all the exotic islands of the Pacific.

"Now we're at about the Arctic Circle."

WHO DREAMS up these names?

"Well," begins Halderman, "when our secretary isn't busy, 'we ask her to get out her little shorthand book and get something inspiring like a dictionary or encyclopedia.

"Then, she looks up the names of trees or birds—or cuts of meat, for all I know."



AT CITY PARKS

L.B. Halloween Carnivals Set

Plans for a dozen carnivals, all going on at the same time but at widespread locations throughout the city, were completed Thursday by the Long Beach Recreation Commission.

The simultaneous events will be the annual Halloween parties for children, scheduled for 6:30 p.m. Oct. 31 in city parks. Total attendance in recent years has risen above 5,000.

Attractions will include costume parties, game booths, entertainment and refreshments.

Scenes of the parties will be Adm. Kidd, Bixby, Drake, El Dorado, Houghton, MacArthur, Ramona, Somerset, Silverado, Veterans, Wardlow and Whaley Parks.



THE accent is on local history right now, and that inevitably brings up the name of a man who made Long Beach history his hobby and a vital part of his professional work for so long he was looked upon as the city's unofficial historian.

Long Beach has never had an official historian, or the late Walter H. Case undoubtedly would have carried that title.

More than anyone else, he collected and recorded over the years a vast volume of information about the earlier years here. And he published the results of his research, which means that it is still around for benefit use.

CASE (1883-1960) began newspaper work in Long Beach in 1905, first working on the staff of the old Telegram. He became managing editor of that paper, later became editor of the Sun, and was on the editorial staff of the Sun and the Press-Telegram after the merger of those papers. He retired in the mid-forties.

Early in his newspaper career, Case began his probing into the history of the city by the long beach. As the place grew from a village to a major metropolis, he faithfully reported his findings for the expanding population.

For years, he authored a column in the paper under the heading, "Did You Know That—" which chronicled the events of earlier years. In the 1920's he put his extensive knowledge of those years into book form, and eventually four books were published. For many years, they have been the basic reference works on local history.

WHEN I came to Long Beach in 1949 to take a newspaper job, I knew virtually nothing of the history of the town. Some one sent me to Walter Case's books, and what I learned there has been a great help to me in column and editorial work. This year, I was asked to

compile a condensed review of historical highlights for an illustrated volume to be published in connection with the Diamond Jubilee Celebration. (It will be out in November.) Of course, Case's works were most helpful on that subject.

So I have some personal reasons for being thankful for Walter Case's efforts. This Jubilee season is an appropriate time for paying tribute to this local historian.

AND while I'm at it, I want to expand that tribute to all who dabble or dig deep in local history. There are many such people, and some excellent writings on this subject appear regularly in these modern years.

I'm thinking of people like Mamie Krythe, Hortense Hoffman and others whose writings can be sampled today in the fine Jubilee special sections of this paper or whose works appear sometimes in Southland Magazine and elsewhere.

It's a matter of community significance, too, that a Long Beach Historical Society has been recently established and is moving along well. And that Donald A. Oleson of City College is running a class this year in Long Beach history.

And, going way back, a final word in tribute to such early writers as Jane Harnett and Sarah Hathaway Bixby.

All of these have helped to preserve the story that helps make this an interesting and pleasant place in which to live, and gives us a better understanding of our community.

NOW comes the major schedule of Diamond Jubilee events. To newer residents, especially, here's a suggestion that they participate as spectators, or otherwise, in these programs.

This is an opportunity to bring the people of the area closer together.

Let's make the Jubilee a happy and worthwhile community experience.

Independent-Press-Telegram

SUNLAY, OCTOBER 27, 1963
EDITORIALS, PAGES 8-2

Veterans Day Parade Nov. 10

All branches of the Armed Forces and their bands will be featured in the Veterans Day Parade at 1 p.m. Nov. 10 in Long Beach.

Spotlighted for special honor in this year's parade will be the U.S. Army and the American Veterans organization. Gen. John K. Waters, commanding general, U.S. Continental Army Command, Fort Monroe, Va., will be grand marshal. Edmund M. Gulewicz, national commander of the AMVETS, will be an honored guest along with city officials, commanders and presidents of various veteran organizations and auxiliaries.

Official band for the parade will be the 6th Army Band from the Presidio, San Francisco. A total of 15 bands, 14 drum corps, motorcycle drill teams, mounted units, floats and veteran groups and their auxiliaries and the 40 and 8 will participate.

Director Fred Nessler said the parade will start at Alamitos and Ocean Boulevard, travel west on Ocean to Pine Avenue, proceed north on Pine to Broadway and west on Broadway to Chestnut, where it will disband.

Testimonial to New L.B. Judge Slated

Newly appointed Judge Max Z. Wisot will be honored at a testimonial dinner in the Edgewater Inn at 7:30 p.m. Dec. 1st.

A no-host cocktail hour will precede the dinner.

Co-chairmen of the event are Assemblyman Joseph M. Kennick and Attorney Charles Litwin. Reservations may be made by calling the Jewish Community Federation.

Battleship Men Plan Reunion

Reunion of U.S. sailors who have served on battleships is planned for San Diego next summer by the American Battleship Association.

All persons who have served on BBs-1 to 64—are asked to send names and addresses to "Battleship" P.O. Box 11199, San Diego, 23.

LBSC Engineering Courses Accredited

The Engineers Council for Professional Development has accredited civil, electrical and mechanical engineering courses at Long Beach State College, the school announced Saturday.

The only other state college with an accredited engineering program is San Jose State, the college said.

Fire Loss Highest in Five Years

Long Beach fire loss rose last fiscal year to \$1,175,393, the highest in five years.

The per capita loss of \$3.30 also was the greatest in recent years, but was substantially below the national average, Fire Department officials said.

Comparable damage figures for the previous year were \$1,027,796, or \$2.90 per capita. Fire calls increased from 2,297 to 2,463.

In an annual report, Fire Chief Leonard V. Foster noted that 43 per cent of the 1962-63 loss was caused by the six largest fires, a percentage consistent with previous years.

THE THREE most destructive

blazes occurred within a period of less than three weeks in February and March, 1963, one at a factory and two at warehouses. Damage in the three was \$333,010.

As in previous years, careless smoking and children playing with matches were the principal causes of fire.

Smallest loss experienced here in any recent year was \$708,796 in 1958-59, for a per capita figure of \$2.18.

Besides fighting flames, the department continued a year-round program of fire prevention, Chief Foster reported.

Among these activities by uniformed companies were inspections for hazards in 23,699 dwellings; inspections of 6,904 commercial and industrial installations; inspections of 15 private water systems; 221 sprinkler systems, 180 standpipe installations and 334 fire escape; fire drills and inspections at 82 public and private schools; examination of 4,683 fire hydrants; tours for 8,792 organized children's groups at department installations.

In addition the Fire Prevention Bureau performed 17,415 inspections, made 331 fire investigations and appeared before 90 groups to further a public education program.

Cost of Fireplace Wood Increases; Orange, Walnut Supply Nearly Gone

Story and Photo
By DICK EMERY

Hungry fireplaces in Southland homes are gobbling firewood so fast there's a waiting list for such choice woods as walnut and orange.

Oak firewood reaches here only after a 190-mile haul by truck from the Sierra foothills southwest of Sequoia National Park.

Douglas fir firewood—cheapest and most abundant—is trimmed from timber brought here by rail from Oregon and Washington for industrial uses.

AND, ONE BY ONE, the Southland's eucalyptus groves are being cleared away for homesites. Most eucalyptus firewood here comes from Orange County and San Bernardino County.

Walnut—what little remains—comes from Flinore and Chino, where groves are being bulldozed out for building tracts. The orange groves available for firewood are nearly gone.

It takes 16 orange trees, 30 years old, to supply one cord of firewood. The labor of cutting up orange trees for firewood is so great that most tract construction companies won't bother with it. They bulldoze the trees into a pile and burn the pile.

Result of all this is that the homeowner gets a shock when he looks at the price list of home-delivered fuel for his fireplace: Douglas fir, \$43 a cord; eucalyptus, \$46; walnut, \$47; orange, \$53, and oak, \$56.

An honest cord of wood measures 128 cubic feet—standing four feet high, four feet wide and eight feet long.

IT IS EASY TO BUY "cords" of green wood which are of short measure and poor fuel quality from

transients. The fireplace owner gets better treatment from established firms which sell only seasoned wood.

One of the harbor and South Bay area's biggest dealers in firewood is a years-old three-generation family enterprise at Channel and Gaffey Streets, San Pedro.

The business is owned by George Goland, whose father, Al Goland, and son,

Greg Goland, 17, help manage and direct the outfit's four truck crews and two storage yards.

"Fir is the best seller," Goland said, "because it starts easier. People can get a fire going with it. Orange and walnut are in great demand because of their aroma. Oak burns slowly, with coals.

"Newcomers to this area are horrified at the price they must pay for wood.



GEORGE GOLAND... Modern Paul Bunyan

When we tell them how far the wood must be hauled, they wonder how it can be sold so cheap.

"I predict that in another five years, the only firewood available here will be fir and eucalyptus. All the orange, walnut and oak will be gone."

First Aid Classes Scheduled

An extensive program of First Aid classes to open in varied locations the first week in November is announced by Max Bryan, chairman, Safety Services, Long Beach Chapter, American Red Cross. Enrollment may be made at the opening session.

Evening standard First Aid courses from 7:30 to 9:30 for six weekly sessions will open Nov. 5, Room 1676, Boyd High School, 235 E. Eighth St., with Howard Riggs, instructor; Nov. 6, physical education classroom, Lindbergh Jr. High School, 1022 E. Market St., Mrs. Margaret Hegdale, instructor; Nov. 7, auditorium, Jefferson Jr. High School, 750 Euclid Ave., Paxton Klaus, instructor; Nov. 7, Stanford Jr. High School, 5871 Los Arcos St., C. P. Wageman, instructor.

A Tuesday morning standard course will be held 9:30 to 11:30, opening Nov. 5, at Simms Park Recreation Hall, 16614 S. Clark Ave., Bellflower.

The first instructor's course of the season will be conducted Tuesday and Thursday evenings, 7 to 10 p.m., starting Nov. 5, at the Red Cross Chapter, 319 W. Broadway, with Charles Walters, instructor. Students must be 18 or older with an advanced First Aid certificate acquired within the last three years.

PACIFIC CHRISTIAN COLLEGE

AABC Grants Accreditation

Pacific Christian College of Long Beach has been granted formal accreditation by the Accrediting Association of Bible Colleges.

The association, which accredits professional undergraduate and religious colleges, is a member of the American Council of Education and is recognized by the U.S. Department of Health, Education and Welfare and

the National Education Association.

The coeducational college, located at 4835 E. Anaheim St., prepares students who plan to enter Christian careers, such as the ministry, as well as those who desire a Christian education in the fundamentals of the faith, church history and related subjects.

The college has many students who also are attending Long Beach state or city colleges to take liberal arts courses.

Sierra Club to Meet

Orange County Chapter of the Sierra Club will meet Tuesday in the Spurgeon Room of the Santa Ana Public Library to view color slides taken by Bill Hawkins on his trip to Japan.

facilities of the First Christian Church.

Following the 1933 earthquake it moved to rented quarters at 16th and Linden streets and in 1940 constructed the first unit of its present campus. The name was changed to Pacific Christian College in 1962.

Four buildings have been constructed since then, including the Horst Memorial Library, completed in 1963. Five other buildings have been acquired.

DR. KENNETH A. Stuart, president of the college since 1954, said that plans are being completed for the construction of a men's dormitory. The present study body numbers 173 and represents

10 states and three foreign countries.

The college engages in strong athletic competition and has an active alumni association. It sponsors the Pacific Christian Convention annually in Long Beach which will be held this year on Nov. 6, 7 and 8 and is expected to attract 2,500 delegates.

Woman in Man's World, Topic

Mrs. Nell Gabler, commercial placement supervisor, State Employment Service office here, will speak on "A Woman in a Man's World," at the Chamber of Commerce Community Forum at 7:15 a.m. Wednesday at the Crown Cafeteria.

EDITORIAL

Rocky-Barry Battle Healthy for Republicans

CLEARLY GOV. Rockefeller of New York does not intend to run away and hide just because public opinion polls show Sen. Goldwater to be the heavy favorite at this time for the Republican presidential nomination.

Aware of the shifting sands of political fortune, Rockefeller continues to tour the country and deliver speeches; nor does he blanch at the thought of invading such active Goldwater territory as Southern California. The New York governor possesses a combination of tenacity and equanimity which will serve him well in his struggles with the vigorous Arizona Senator.

ROCKEFELLER IS REFUTING the contention that his nomination would give the voters no clear-cut alternative to President Kennedy. Although the differences of thought between Kennedy and Goldwater are sharper, the differences between Kennedy and Rockefeller are significant, especially in the field of domestic economic policy. Here, Rockefeller has inherited some of his famous grandfather's instincts for frugality.

Both Rockefeller and Goldwater differ with President Kennedy in certain areas of foreign policy, and yet the two Republicans are at variance with one another on certain foreign policy issues. Witness their contrasting positions on the United Nations, of which Rockefeller is a strong supporter but in which Goldwater has small confidence. On the issues of civil rights they are not even close.

The battle between Rockefeller and Goldwater is one of the healthiest things to happen to the Republican party in a long time. Contrary to the belief of some partisans, intraparty debate does not necessarily hurt the party's chances against the opposition. It lets off tension and bitterness the way a steam valve lets off excess pressure, and it directs public attention to the personalities of the party and their thinking on public issues. If not carried too far, a fight within the party is stimulating rather than harmful.

Perhaps Rockefeller and Goldwater will see fit to focus even more attention on the party by entering the presidential primaries in California. It would be in the finest democratic tradition for the top candidates to collide here and let the voters of a major state express their sentiments. The voters get little enough chance to influence the decisions of national political conventions.

TO SOME CYNICAL political observers the outcome of the Rockefeller-Goldwater conflict might seem academic, since it is highly unlikely that President Kennedy, having all the advantages that go with incumbency, can lose in 1964.

However, if the Republican party is to emerge as a vital and contending force in subsequent elections, it must maintain a strong circulation and exercise its muscles. From this point of view, Goldwater and Rockefeller in their fight for leadership of the GOP serve a most useful and worthy purpose, regardless of what may happen to them personally.

DAVID LAWRENCE

Next--a 'March' on President Kennedy?

WASHINGTON — Maybe there will have to be another "March on Washington," and this time the demonstration may have to be directed to President Kennedy himself.

For the Reverend Dr. Martin Luther King Jr., hero of the last "March" and perhaps the most prominent of the Negro integration leaders, feels that Mr. Kennedy has "re-treated" on the proposed "civil rights" legislation. Dr. King has just said in a public speech that "no President can be great or even fit for office if he attempts to accommodate political expediency with human rights."

This criticism came as a result of the efforts of the President and the Attorney General to obtain a "civil rights" bill which would get through both houses of Congress. Dr. King accused the administration of using "bad tactics" and said that, "if you start with a weak bill, and then get it watered down," it could become "a nothing bill."

The President, however, is much more familiar with what goes on behind the scenes in Congress than is Dr. King. Having been a member of the House as well as the Senate, Mr. Kennedy

is acquainted with the many difficult barriers that arise through ordinary parliamentary procedures, and these can block the passage of legislation. He feels that, if there is an opportunity to obtain later a separate bill that is stronger, he could always give his support to it.

THE NATION is witnessing at the moment one of the unfortunate political results of the numerous "marches" and demonstrations throughout the country which, instead of helping the Negro cause, have made it even more difficult than before to get results in Congress. This is because the Negro leaders themselves are not united and one set of politicians here is not sure which bill will get them the most Negro votes at the polls, while another set of congressmen see ways of mobilizing votes of resentment. For a good deal of opposition has been created among businesses to be affected by the proposed law.

There are fundamental differences between what is being called a "strong" bill and a "weak" bill. Thus, the President would be content with a bill which provided safeguards for the right to vote, the speed-up of public-school desegregation, and the banning of discrimination in "public accommodations" and in programs which the federal govern-

ment itself operates.

Extremists, on the other hand, take the position that the bill on "public accommodations" should be aimed not merely at hotels and motels, restaurants, lunch counters, retail stores, gasoline stations and places of entertainment, but also at any business operating under state or city "authorization, permission or license."

It was this sweeping provision which members of the House Committee of the Judiciary were ready to champion. It caused dismay in the ranks of the administration because of a fear that such a clause would arouse nationwide opposition since it could be applied to private schools, social clubs, law firms, insurance companies and apartment houses.

THE SO-CALLED "strong" bill also included an authorization for the Attorney General to intervene by means of an injunction suit wherever there was any claim of denial of rights, privileges or immunities secured by the Constitution or laws of the United States. It has been felt by critics of this particular provision that such a law would open the way to legal controversies on freedom of the press and freedom of worship and a host of other questions where Congress hitherto has not delegated any such broad

power to the Department of Justice.

As soon as it became evident that the bill was of an extreme nature, some of the members of Congress who do not want to see any legislation at all passed seized the opportunity to help get the "strong" bill out of the House committee and on to the floor, where it might readily be drafted and no substitute enacted at this session of Congress.

Being practical politicians, the President and the Attorney General are anxious to get some "civil rights" legislation passed right away. They would like to avoid a lengthy controversy in Congress during 1964 as the presidential campaign approaches. If they could succeed in having enacted the first comprehensive "civil rights" legislation passed by Congress in more than 100 years, they would

be satisfied. The administration, of course, is following a normal and natural course in politics. Many of the Negro leaders, on the other hand, have gotten an exaggerated impression of what the "March on Washington" really meant in a political sense and are insisting on an "all or nothing" procedure.

THERE ARE, moreover, some Republicans in Congress who are quick to take advantage of this situation and who will not only help to get the bills out of committee but will vote for them on the floor because they wish to put their Democratic opponents in a hole and go before the Negro voters in the populous states as having championed a really strong "civil rights" measure. The whole controversy is characteristic of the game of politics.

INDEPENDENT - Press-Telegram

Herman H. Ridder Publisher
 Daniel H. Ridder Co-Publisher
 Harold M. Hines Assistant to Publisher
 Samuel C. Cameron General Manager

Malcolm Enley Executive Editor
 Miles E. Sires Managing Editor
 L. A. Collins Jr. Editorial Columnist
 Everett Hosking Sunday Editor
 Harry Karna Editor Editorial Page

Comic Advertisement Representative:
 Metropolitan Sunday Newspapers, Inc.
 Member Audit Bureau of Circulations
 National Representative: Sawyer-Ferguson-Walker Co.

DREW PEARSON

Industries Develop Patents at Expense of U.S. Taxpayer

WASHINGTON—It's been lost in the headlines over taxes and civil rights, but a quiet move which could save the taxpayers a good many millions has been launched by Reps. Carl Elliott, (D-Ala.), and Wright Patman, the Texarkana Democratic trust-buster. They want to break up the patent cabal fostered by the Defense Department.

A total of 25 big corporations are getting 78 per cent of the research and experimental work for the Defense Department, according to Patman. This is not only a \$7.7 billion piece of gravy, but Patman points out that the giants of industry are able to keep the patents developed with the taxpayers' money.



PEARSON

"These patents are piling up by the tens of thousands," Patman warned the House Rules Committee recently.

"The research grants are made for all kinds of industrial product and process improvements, and these improvements have civilian uses just as much or more so than military uses," warned the Congressman from Texas. "There is no expectation that the corporations will repay the funds."

Alabama Congressman Elliott is now launching a probe of Defense Department spending on research and development. He will check on what General Dynamics, with \$508 million in federal research contracts, is doing with its patents; also Lockheed with \$500 million of research money; Boeing with \$497 million; North American Aviation with \$401 million, and General Electric with \$383 million.

Other corporations at the top of the preferred list include Martin-Marietta, \$333 million; Western Electric, \$268 million; Aerojet General, \$202 million; Douglas Aircraft, \$181 million; Sperry Rand, \$153 million; International Telegraph and Telephone, \$140 million; Pan-Am World Aviation, \$107 million; Hercules Powder, \$103 million; RCA, \$101 million, and Shioke Chemical, \$92 million.

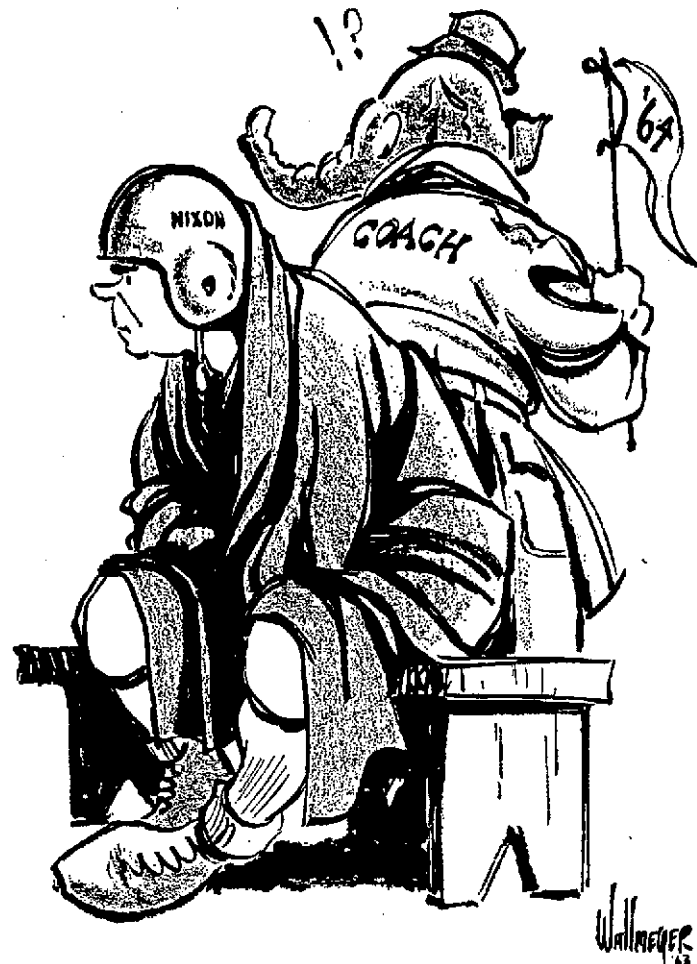
THE LAWYERS of California really turned out to welcome Chief Justice Earl

Warren, former Governor of California, at the recent Warren homecoming week.

When Warren ran for governor the last time he rolled up a margin of one million votes which would indicate that he is not without some popularity in his home state. However, he appeared even more popular as Chief Justice, even though the John Birchites did picket him.

Among other things, Warren attended ground-breaking for a new law building at the University of California at Berkeley, called the "Earl Warren Legal Center." There are now so many Earl Warren buildings that Warren's grandchildren probably will get confused.

There was a time when his son, Earl Warren Jr., was a bit independent and preferred to be called by his nickname. He has now got over that, and when his own son was born he telephoned his father in Washington to say that he had named him Earl Warren, III.



Rocky's Hope: Issues Debate Will Show Barry's Extremity

I, P-T Political Editor

ROCKY'S GRANDPA, John D. Rockefeller, was on his knees behind his desk when an associate entered the office. "I'm looking for a dime I dropped," he answered when asked about it.

The associate told him, in effect, "Forget it." Whereupon John D. responded in some heat, "Forget it? Don't you realize that a dime is 5 per cent interest on \$2 for a whole year?"

Rocky told the tale in Los Angeles last week to demonstrate his own approach to fiscal integrity in his handling of New York State affairs.



ROCKEFELLER

SOME OTHER items from the cutting room floor after Rocky's appearance:

Asked if he had any second thoughts about his remarriage in view of his popularity slump in the polls, he gave his most emphatic answer of the day, "I certainly do not!"

Most obvious other single irritant to the Governor was the picket lines of Barry Goldwater partisans, some of whom carried such signs as "Rocky, go home," "This is Goldwater country," and "You're not welcome."

My attack on the radical right has been called divisive, said Rocky, but it seems to me these picket lines are divisive. And it's been going on for about two years through his tours in 30 states, he said. Goldwater told him he couldn't control these people but, said Rocky, "I would take some action" if similar discourtesies were aimed at Goldwater in New York.

Los Angeles visits of New York Sen. Jacob Javits and Oregon Gov. Mark Hatfield were coincidental with the Rockefeller visit, he said.

Former Vice President Richard M. Nixon became a topic. "I consider him a candidate," Rocky said flatly. Hatfield seconded the nomination: "He's on the track and

running fast." Interestingly, Rocky had some good words for Nixon: "He's a very able Republican and has taken some very sound positions."

ROCKY TOOK exception to a reporter's reference to him and Barry as enemies. "We're good friends," Rocky said. But apparently the political friendship ceases right at the edge of the platform.

This was best illustrated by Rocky's claim that the right-to-work issue is a hot one which the Republican party cannot be "ambivalent" about. This could have been almost an echo of Richard Nixon's appraisal earlier this month when he told U. S. News and World Report that Ohio was no cinch for Goldwater because the late Bob Taft had a labor position more to the center than Goldwater's, adding:

"Right-to-work killed (U. S. Sen.) Bricker in '58, and it killed Knowland in California in 1958, which is the reason I say that this issue is the one that I would imagine Kennedy's labor-union supporters will hit Goldwater over the head with."

THE POLITICAL burden of right-to-work is no longer political theory, said Rockefeller, it's a matter of major political significance.

The Governor brusquely denied a reporter's suggestion that he had engineered Nixon's entry into a law firm which the Rockefeller control in order to use him in a stop-Goldwater effort. "I had never heard of the law firm before," Rocky asserted. The idea he would use Nixon to stop Goldwater is a complete fabrication, he said.

Rockefeller also refused to reveal the nature of the advice he had given President Kennedy, at Kennedy's request, on the Bay of Pigs invasion of Cuba. "It would not be in the interest of a solution of the matter," he said, "and the situation which existed then is now gone."

MAIN BASIS of his confident remarks after leaving California seemed to be that, while Goldwater leads the polls, it's because of the response of many Americans in their worry over the future of this nation and of the future of freedom. He implied that once the major issues are debated or fully discussed, the stands embraced by Goldwater will be rejected as extreme and, in fact, policies which Goldwater, as president, would not have the power to effect.

Public Forum

Hits Harassing of Engle Family

EDITOR: Thank you for your very fine editorial page on Oct. 14. This is one of the best editorial pages I have seen in quite some time. Your editorial "The Big Thaw" and "Lessons of Defeat" were excellent. Public Forum was also very good.

I agree with Walter Ridder on Mr. Vallachi. I'm delighted to see you have David Lawrence, John S. Knight and Virginia Kelly. Excellent! I am in complete agreement with Miss Kelly's sentiment on Sen. Clair Engle and his wife. The harassment of the Engles is a disgrace. But, why the shock? Isn't this about what one would expect of Pat Brown? MRS. MURIEL A. BURNETT 147 E. Scott St.

pense? Is she single-handedly taking on the religious training of all the children in this country for the present and future? Why? Does she think that the parents all over this nation are not capable of training their children without her efforts and the efforts of the so-called California Christian Citizens?

What is the object? I have yet to hear one logical reason for prayers in our public schools.

"PERMITTING" prayers in public schools will have the effect of giving a local school board the right to institute prayers of their own selection at any time they wish. Perhaps they will state to the students that those who do not wish to participate may leave the room. We know that none of the students will wish to appear conspicuous and will therefore not leave the

room, but will participate against the wishes of their parents and their own wishes. This will be participation by compulsion because of the desire to conform, and certainly unethical.

This sort of thing has never been done in this country as regards religion, and amending the Constitution would have this exact effect.

MRS. HARRIET HAYS 2669 La Vere Dr.

Mme. Nhu's Sin: She Against Reds

EDITOR: In this era of Harvard Socialism Mme. Nhu like our other allies Chiang-Kai-shek, Batista, Trujillo, Salazar, and Franco is guilty of the unpardonable sin: she is anti-Communist.

D. SPIVEY 217 W. San Antonio Dr.

CAPITAL CAPERS

Nobody Is Too Coo-koo to Meet

I, P-T Washington Bureau

WASHINGTON—Allen W. Dulles, former Director of the Central Intelligence Agency, was reminiscing about his rather full life recently. He said early in his career as an intelligence officer he learned one important lesson. He recalled that in 1917 he was stationed as a young foreign service officer in Bern, Switzerland. One Sunday afternoon, he received an invitation to have tea at a friend's house to meet what was described as an "interesting but slightly coo-koo young man." Dulles declined saying he had a date to play tennis. For the rest of his life Dulles regretted his decision. The "interesting but slightly coo-koo young man" was Lenin and a couple of weeks later he left Switzerland for Russia to direct the Bolshevik revolution.

"After that experience," said Dulles, "I never turned down an invitation to meet anyone. I wasted an awful lot of time meeting a lot of crazy people, but in this intelligence game, you just never know."

WASHINGTON IS LOSING one of its most popular diplomats. Habib Bourguiba, son of the current President of Tunisia, is departing in order to become mayor of the city of Tunis. Things being the way they are in Tunisia it looks very much as if poppa is grooming his son for high, if not the highest, Tunisian office. Young Bourguiba has had plenty of international experience. Quite obviously he is now learning the Tunisian domestic scene from the bottom up. Keep an eye on him in the future.

WHEN ASKED RECENTLY whether he could control his wife, the Vietnamese strong man, Ngo Dinh Nhu, replied: "No. It's the same here as in any other part of the world." President Kennedy must sometimes sigh and think the same. Mrs. Kennedy was recently able to spend a couple of weeks traveling around the Greek islands on the yacht of Aristotle Onassis and to make a three or four day state visit to Morocco. However, the other day she couldn't even come downstairs in the White House for a lunch with the Bolivian President despite the administration's emphasis on Latin-American relations.

Thank You for A Quick Siren

EDITOR: I would like to publicly thank the sheriff's department, rescue squad, fire department, and the ambulance service for the prompt, efficient and courteous manner in which they handled a hysterical mother's plea for help.

Sunday, Oct. 20 at 10 p.m. my 18-year-old son suddenly became numb and had difficulty breathing; not knowing exactly what to do first, I called the sheriff's department. Before I had hung up the receiver, I could hear the siren of the rescue squad coming to our aid.

This was our first experience with an emergency of this kind, and my husband and I are very grateful for this highly capable public service, available any day, any time.

Hats off to our wonderful sheriff's department! PATRICIA L. ANDAHL 9631 Glandon St., Bellflower

Opposes Prayer Amendment

EDITOR: I see by a recent edition that Mrs. Nelson has already sent out 15,000 petitions to ask for a change in our Constitution to "permit nondenominational prayers in public school."

Why is Mrs. Nelson going to so much trouble and ex-

Guest to Lead Concert

By VINT MADER

Long Beach Municipal Band will perform today under a guest conductor whose musical career includes composing and teaching as well as conducting.

Howard Akers, whose home now is in Granada Hills, was also an editor with one of the country's largest music publishers for many years in New York.

Akers will conduct the free public concert today at 2:30 p.m. in Bixby Park.

A HOLDER of three degrees in music, he is free-lancing his talents and is organizing a Southwest Symphony Society for the Los Angeles County Music Commission.

"Anybody who wants me to do anything—I go and do it," says the former trombonist, who also includes magazine writing in his free-lancing and has begun manuscripts for several books.

He has conducted two concerts in Hollywood Bowl.

County Golf Course Clubs Open to All

1, P-T Los Angeles Bureau

All golf organizations using Los Angeles County facilities as a home course will be required to adopt nondiscrimination clauses under a recommendation of the county's Parks and Recreation Commission.

The recommendation will go before the Board of Supervisors Tuesday.

Milton B. Arthur of Long Beach, commission chairman, said the commission is recommending eight provisions which will be mandatory for bylaws of men's and women's golf clubs at county courses.

The action arises out of complaints that some clubs at county courses have been guilty of racial discrimination in admitting members.

ARTHUR SAID an investigation by the commission did not reveal any specific instances of discrimination, but that the commission feels existing procedures "could allow discrimination to take place."

Arthur said the Southern California Public Links Association has "recognized the need to initiate basic policy changes to assist in the control of possible discriminatory practices in clubs under its jurisdiction."

The recommended additions to club bylaws would provide that any person over the age of 18 years be eligible, and that no person "shall be denied membership because of his race, creed or color."

MEMBERSHIP applications will be submitted on a form approved by the county's Department of Parks and Recreation, and will be considered by a publicly announced membership committee in numerical or chronological order.

Total membership of any club may be limited by majority vote of the members or board of directors, but shall be at least 250 persons for an 18-hole course and at least 150 persons for a 9-hole course, according to the recommendations.

Subsequent applications will be placed on a waiting list and considered in chronological order.

Extension of Bracero Law Argued

EL CENTRO (AP)—Spokesmen for Imperial Valley lettuce growers say their \$12 million investment in lettuce may be lost if Congress does not extend the bracero law beyond Dec. 31.

The law allowing for importation of Mexican crop-pickers is due to expire then, and spokesmen say the harvest falls in the December-March period. They contend American field workers won't accept stopping work.

The Committee to Aid the Farm Worker replied that American workers would pick the crop, if growers would offer the wages, housing and transportation given braceros under the law.

He points out that Long Beach Municipal Band, which he has conducted once before, is the only municipal group in the country that performs the year around.

"It really is a great band," he says.

A NATIVE of Taylorville, Ill. ("Nobody has ever heard of it," he says), Akers studied at Curtis Institute of Music in Philadelphia. He has taught at Millikan University, Decatur, Ill., and Chicago Musical College, plus giving summer-session instruction at numerous other universities.

He estimates that about 50 of his original compositions have been published.

"Most of them are marches that are played by bands in schools, but some of the others are 'program music,' as we call it," he says.

Including his arrangements of other composers' work, he has published more than 100 selections.



HOWARD AKERS
Conducting Today

Gen. Lee Kin Dies

CORONADO (UPI) — Mrs. Iert E. Lee, died Friday night Anne Lee Harbord, a great-niece of Coronado Hospital. She was 82.

SURE CURE FOR BALDNESS!

• BEWARE OF FALLING HAIR
• ELIMINATE DANDRUFF
• PROMOTE HAIR GROWTH
GUARANTEED RESULTS FOR MEN AND WOMEN WITH SCALP DISORDERS AND DISEASES—STOP ITCHING—FREE EXAMINATION HOME TREATMENTS FOR OUT-OF-TOWN CLIENTS FOR BOTH MEN AND WOMEN

DIAMOND JUBILEE SPECIAL!

Scalp Treatment Plus Medication — Both for only \$10.00 No Series to Be Paid in Advance

RUSH SCALP CLINIC

122 W. 1st ST. CENTRAL BUILDING Open Daily 11 a.m. to 8 p.m.—Saturday 10 a.m. to 2 p.m.—Closed Wed.
ROOMS 222 and 223 Hemlock 2-9990

Ornamental IRON
Columns, Stairs, Gates, Railings, Balconies, Fences, Ornamental Lawn Furniture
Locally Owned and Operated Since 1950
Ornamental Iron Manufactured in Our Own Shop

WEST COAST METALCRAFTS
PHONE GARfield 4-1544
BUDGET TERMS 3980 CHERRY AVE. TIME PLAN

ENLARGEMENT SPECIAL

Big 5x7" black and white enlargement from your favorite black & white photo.
60c Value

Price remains in effect Oct. 24 through Oct. 30. Please allow 10 days for completion.

19c

EVERYTHING for HALLOWEEN

TREATING AT Sav-on

FOR HALLOWEEN FUN

REG. SIZE Dial Soap
"Serve yourself and save the difference"
6 FOR 79c

Sta-Puf Fabric Softener
for fluffier washables
1/2 Gal. **69c**

Sta-Flo Spray Starch
Sprays evenly, irons easily.
16 oz. **49c**

SKIPPY PET FOOD
For dogs & cats
10 oz. Cans **10 FOR 79c**

ZEE TOILET TISSUE Family Pak
4 FOR 29c

LIQUID AJAX All Purpose Cleaner with Ammonia
44 oz. **88c**

NESTLE'S "Quik" Instant Milk Drink Mix
2 1/2 lbs. **79c**

LIQUID Similac Baby formula of sterilized modified milk.
13 oz. **5 FOR 1.00**

Half Masks
Assorted colors. Rayon
2:15c

"Trick or Treat" Bags
Pak of 50 — colorful Halloween design.
23c

Noise Makers
Metal. Ass't shapes. Colorful designs.
2:15c

Metal Horns
7 1/2" long. Gaily decorated.
23c

Confetti
Colored & white paper packed in tube.
14c

Nose — Goggle & Mustache
Large plastic nose & glass frames with mustache & eyebrows attached.
9c

Clown Hat
11" tall, cone shape, decorated with cut-outs.
15c

APPLE CIDER "TREE TOP"
Made from delicious Washington State apples.
One Gallon **98c**

Paper Plates
Package of eight 8" plates. Halloween decorations.
23c

Paper Cups
Pak of eight 9 oz. hot drink cups decorated for Halloween.
23c

Pumpkin Lantern
7" wide. Uses flash-light battery & bulb. (Not Included).
49c

Blowouts
Pak of 4 — Assorted colors.
17c

Candy Corn
BRACH'S — Smooth butter-flavor mellow creme candies.
29c

Candy Kisses
BRACH'S — 1 1/2 oz. bag individually wrapped chewy candies.
69c

Fivesome
LEAF — 80 cello tubes of 5 malted milk balls.
79c

Bubble Gum
PAL — Bag of 40 individually wrapped pieces.
33c

Suckers
PEARSON — Bag of 75 pops with fruit flavors.
49c

Spooky Sticks
PEARSON'S — Box of 80 peppermint sticks individually wrapped.
69c

BRACH'S
Trick or Treat 101 Pops in each bag
69c

Sizzie Stix
PEARSON'S — Box of 120 good 'n hot candy sticks.
98c

INFANTS' Bottle Thermometer
"Sterile-Temp" Quick, accurate temperature can be made easily. Thermometer and 5 sheaths come in pastel colors.
1.69

PRO Toothbrushes
Double Duty — Firm blue center bristles for cleaning, soft white outside bristles guard gums.
Reg. 89c **2:1.00**

Bubble Bath
Bubbles-A-Plenty — Individual portions of 5 different fragrant powders. Box of 50
2:1.00

NESTLE Hair Spray
"Spraze" or "Soft Spraze" for lasting sets. 13 oz. size.
Reg. 2.25 Value **66c**

Sponge Mop
"Perma-Press" — Easy-squeeze head. Rust-proof chrome finish. Smooth glide angle action.
1.89

First Aid Kit
By Johnson & Johnson — Compact and convenient. Has needed first aid items for minor emergencies.
Reg. 89c **69c**

Johnson & Johnson BABY POWDER
Plastic container. Protects against rash. 14 oz.
Reg. 89c **69c**

SCHOOL SUPPLIES

Filler Paper
STUART HALL — 3 hole punch, wide or narrow rule. 200 shts.
39c

Book Covers
Clear, plastic protectors. Ea. **17c**

Steno Book
Gregg rule. White or green. Reg. 39c **23c**

Construction Paper
9x12" sheets in ass't colors. Reg. 50c **33c**

Binder
With Clip 8 1/2"x 11" Blue Canvas. 3 ring, with double boosters. **79c**

3-Ring Binder
Washable plastic in ass't colors. **79c**

Theme Book
3 hole punched, narrow rule, 11x8 1/2". Ass't colors. Wire-bound. **33c**

Pencil Tablet
"Big Chief" 8x12" pad with wide rule. Reg. 39c **23c**

Subject Folders
NIFTY — Choice of 4 colors. Heavy cardboard w/ plastic paper locks. Pak of 4 **19c**

Dictionary
WEBSTER'S for School or office. Easy to understand definitions. 500 pages, over 52,000 entries. **79c**

FAMOUS LIBBEY GLASSWARE

See our superb selection of crystal clear, first quality glassware with "Safeledge" (Guaranteed Against Chipping). Beverage and beer glasses to tiny jigger and cordial glasses. Enhance your table settings for the holidays ahead... at Sav-on's low prices.

10-oz. Pilsner 4:1.00	10-oz. Beverage 6:1.00	9-oz. Tumbler 8:1.00	14-oz. Iced Tea 6:1.00	4-oz. Wine 3:1.00	4 1/2-oz. Cocktail 3:1.00	13 1/2-oz. Zombie 8:1.00
15-oz. Hourglass 6:1.00	2-oz. Sherry 3:1.00	3 1/2-oz. Champagne 3:1.00	8-oz. Highball 8:1.00	8 1/2-oz. Old Fashion 8:1.00	2-oz. Brandy 3:1.00	10 1/2-oz. Goblet 3:1.00
1-oz. Cordial 3:1.00	6-oz. Juice 8:1.00	1 1/2-oz. Jigger 10c	8-oz. Sherbet 8:1.00	14 1/2-oz. Hi-Ball 6:1.00		

PLANTERS "Cocktail" PEANUTS

Lightly salted — Vacuum packed.
7 oz. **3:88c**

BOYS' Sweatshirts

Short sleeved pull-over of soft cotton knit with ribbed neck and waist. Pastel colors or white. S-M-L-XL.
1.69

Spectrocin NASAL SPRAY
by Squibb

Quick, long lasting relief from stuffy nose.
15cc **1.00**

CHEER DUZ DREFT

Giant Size
YOUR CHOICE
79c

BUY YOUR DRUGS AT A SAV-ON DRUG STORE!

Take advantage of our professional knowledge! Whether it's a common aspirin or powerful antibiotic, we are trained to sell all drugs with your safety in mind!

Bring Your Next Prescription to Sav-on for Fast, Courteous Service.

AD PRICES PREVAIL Oct. 27th to Oct. 30th Sunday through Wednesday

Sav-on

SELF-SERVICE

DRUG STORES

OPEN 9 A.M. to 10 P.M. — 7 DAYS A WEEK

LONG BEACH
400 Pine Ave.

LOS ALTOS
2164 Bellflower Blvd.

LAKEWOOD
5246 Lakewood Blvd.

GARDEN GROVE
12031 Brookhurst

DIAMOND BOOK MATCHES
CARTON OF 50
9c

Civil Rights: How Far Will Congress Go?

By HARRY SHARPE
United Press International

President Kennedy had to go to bat last week to try and keep members of his own party from supporting a stronger civil rights bill than he thinks Congress would pass.

It was an unusual situation, centered in the House Judiciary Committee where the legislation was being drafted.

The President wants a strong bill to take into the election year, but not one so tough that Congress would axe it out of hand. He prefers half a loaf now, rather than no loaf. But liberal Democrats and some Northern Democrats on the committee pressed for the whole-hog approach — a measure so all-encompassing that House and Senate alike would kill it automatically.

They gave no hint of

surrender, but Judiciary Committee Chairman Emanuel Celler, D-N. Y., was persuaded to delay final action until Tuesday to allow time to woo their votes. Celler said meantime that he would try to draft a substitute that would have the blessing of both Democratic and Republican leaders who discussed the situation with the President.

House Republican Leader Charles A. Halleck, Ind., indicated he would intervene to help Kennedy, but said he did not intend "to twist any arms." Both he and Senate GOP Leader Everett M. Dirksen, Ill., still had doubts that the measure would pass this year, even though the White House has given it top priority.

ON THE political front, New York Gov. Nelson A. Rockefeller, potential GOP presidential candidate, turned his main fire on conservative Sen. Barry Goldwater of Arizona whom highly placed Republicans regard as front-runner for the nomination.

Rockefeller told a San Francisco audience that if elected, Goldwater would pull the United States out of the United Nations. He cited statements Goldwater has made. He also renewed his challenge to Goldwater to debate pressing issues—a bid Goldwater has rebuffed on grounds Republicans should not quarrel but should unite for the common purpose of unseating President Kennedy.

Goldwater told Hartford, Conn., newsmen that he would withdraw from the U. N. "under circumstances . . . if Red China is let in, we should get out." The General Assembly had rejected again Red China's bid for membership, presented by Albania.

REPUBLICAN National Chairman William E. Miller heatedly denied published reports that he and the national committee were



RETURNS TO WORK

Pola Negri, 66, one of the queens of silent movies, tries to make friends with a cheetah which will appear in movie in which she will star. Miss Negri last week in London announced she is starting work on "The Moonspinners," a Walt Disney film.

prejudiced in favor of Goldwater. He said he would be glad to step aside if there was anybody who could do a better committee job for the party as a whole.

GOP analysts now envision a nominating convention in which Goldwater could win on the first ballot if he beat Rockefeller in a series of preference primaries next spring. But they also conceded that balking favorite son delegations could force nomination of a compromise candidate. Former Vice President Richard M. Nixon is regarded by some as a deadlock choice.

AFL-CIO leaders said they want Goldwater nominated — not because they love and admire him, but in the belief that his labor views would solidify trade union support for Kennedy's re-election. Goldwater favors right-to-work laws, which Rockefeller also wants to debate.

THE PROBLEMS OF

Cuban Communist Premier Fidel Castro multiplied in the wake of Hurricane Flora, which knocked the props from under the island's shaky economy and killed at least 1,000 persons. Castro faced a staggering rebuilding job and asked the United States to lift its crippling economic blockade immediately.

In the same breath he shouted that "We don't want Yankee Imperialist aid." He previously had rejected help for the distressed Cuban people offered by the American Red Cross.

On the heels of Castro's bombast, Cuban jet fighters strafed an American-owned freighter in international waters. The State Department denounced the incident as unprovoked and flatly rejected Castro's blockade request.

Ships blacklisted by the United States for engaging in trade with Cuba now total 187 — 56 of them British.

SOVIET negotiators arrived in Washington to close a deal for \$250 million of surplus U.S. wheat for bread-short Russia, but balked at high American shipping charges. The President had agreed to the sale after consultations with his advisers and congressional leaders.

American negotiators thought the shipping obstacle could be overcome. Meanwhile, the Commerce Department approved sale of two million bushels of yellow corn to Communist Hungary for \$3,337,560. Corn does not come under the same law that restricts Iron Curtain wheat sales.

The President, in a massive assault on trade barriers, said the United States would willingly cut tariffs on about 87 percent of its imports if other nations in the General Agreement on Tariffs and Trade would do likewise.

IN NEW YORK, a special federal grand jury was convened to investigate recent selective increases in steel prices. Neither the White House, the Justice Department nor steel leaders would talk about the inquiry. Kennedy recently said he was watching price developments in steel and other industries closely, obviously in preparation to check any inflationary trend.

The snail-like pace of Congress quickened a bit when the Senate passed a \$1.9 billion construction-aid bill for the nation's 2,000 public, private and church-connected colleges and universities. The House already had passed a \$1.2 billion version.

The President signed into law his much-cherished \$355 million bill to combat mental retardation through improved maternal and infant care. Awaiting his signature this week is a bill to attack both retardation and mental illness.

ON OTHER news fronts, U.S. Air Force planes wound up "Operation Big

Life" in 63 hours, transporting an entire division of 14,500 fully-equipped troops from Texas to West Germany without misadventure.

The maneuver demonstrated how swiftly troops could be rushed to potential trouble spots. Moscow called it "a provocative demonstration aimed at aggravating international tensions."

In Dallas, Texas, United Nations Ambassador Adlai E. Stevenson had to fight his way through a right-wing mob that cursed, booed, pushed and spat on him after a United Nations Day speech in which he drew standing ovations. A woman rapped him on the head with an anti-U.N. placard. Police arrested a university student. A heck-

ler forcibly was removed from the audience. Jack Goren, head of Dallas U.N. association, blamed John Birchers and followers of former Maj. Gen. Edwin Walker. He said they "had disgraced Dallas and the good manners of Texans and Americans."

A BOMB scare aboard the liner Rotterdam temporarily held up the departure from New York of Yugoslav President Tito who wound up a not-too-happy visit to the White House and New York.

American-Serbian pickets were on hand almost everywhere he went branding him "murderer" or "pig". His Washington reception was tempered by the fact that he has one foot in the Communist camp.

FOREIGN PRESS VIEW

USAF Operation Big Lift Catches Europe's Interest

U. S. policy in Europe and Latin America came under editorial scrutiny last week in European newspapers with Operation Big Lift and the threat of reduced U. S. forces abroad catching the interest of Lisbon and Copenhagen writers.

The Lisbon evening newspaper DIARIO DE LISBOA said the ferrying of 16,000 U. S. soldiers from Texas to Germany was a prologue to revision of the present deployment of U. S. troops in Europe.

The "technically impressive feat" supported the U. S. contention its troops do not have to be stationed in Europe to be available on short notice.

POLITIKEN of Copenhagen said Big Lift showed the large force was available on short notice. It warned the Russians and assured Germany and France and it provided a base for arguments on reducing units abroad with an eye to cutting expenditures outside the United States.

Franco-German relations worsen every day because of President Kennedy's attitude toward President Charles de Gaulle and his plans for France and Europe, the French weekly political journal OBSERVATEUR said.

NEUES OESTERREICH said in Vienna that Washington looks with favor on the new German chancellor, Ludwig Erhard, "chiefly as a champion of free enterprise."

The liberal morning newspaper NYA TIDNING of Uppsala, Sweden, described U. S. policy under the headline: "Latin American Nasserism."

"The U. S. reaction on military coups in Latin America has so far been hesitant and indulgent. Concerning Argentina and Peru the United States first chose to break off relations and suspend all aid, but after some time everything went back to the old order."

"The political backward steps on the continent have for the time being put the program of the Alliance for Progress out of effect."

"Its results up to now are utterly modest in the economic field. In the political field, the results are doubtlessly hard to find."

And in Stockholm, the respected DAGENS NYHETER looked back on 1st year's Cuban crisis and said it was clear at this distance the United States is not ready to retreat before the Soviets.

The Antwerp, Belgium, GAZET VAN ANTWERPEN said the United States has gained gold, reduced surplus wheat, and added a new gesture to reducing world tension through wheat sales to the U.S.S.R.

DR. BEAUCHAMP
with ALL THE CREDIT YOU NEED!
Start Paying AFTER DEC. 14th

New Dentures In One Day
Come in before 11 A.M. any day except Saturday (prices as low as 1 a'clock Saturday). Plates delivered same day.

NO MONEY DOWN!
Dr. Beauchamp's Easy Credit Terms
AND very low prices MAKE modern dental plates available to everyone. Make your first small payment after Dec. 14th, then take as long as 2 years to pay on approval of credit. You can make your own credit terms. Any reasonable offer is accepted. We welcome your credit account. When you are quoted a low price that low price is exactly what you pay.

All Credit is Strictly Confidential
And handled by us . . . no finance company or bank to deal with. NO DELAY - NO RED TAPE - WORK STARTED IMMEDIATELY - USE YOUR CREDIT.

PLATE WORK • FILLINGS • CROWNS
INLAIS • EXTRACTIONS • REPAIRS
PENSIONERS WELCOME

DR. BEAUCHAMP
PRONOUNCED - BEA-CHAMP

438 PINE AVE.
FREE PARKING — GROUND FLOOR LOCATION
HE 5-0240

LAST 4 DAYS

MAY CO MIGHTY Saver

FALL SALE

MAYCO CALIFORNIA
LAKEWOOD | SOUTH BAY | BUENA PARK



"DADDY'S BACK" . . . and 3,000 relatives and friends gathered Saturday morning in Long Beach Harbor to make the homecoming a joyous reunion as the USS Princeton returned from a nine-month tour of the Pacific.

FOG DELAYS HOMING CARRIER

3,000 Relatives Hail USS Princeton Crew

By CHARLES SUTTON

A stubborn, soupy fog caused an hour-and-a-half delay in the arrival here Saturday of the USS Princeton, spoiling an otherwise perfect homecoming for the 1,200-man crew of the big flattop.

But no one seemed to mind much—least of all the 3,000 relatives and friends who gathered on Pier E in Long Beach Harbor to greet the arriving servicemen, just back from a nine-month tour of duty in the Pacific.

"What's ninety minutes when you've already waited nine months?" asked a pretty young woman as she scanned the fog-shrouded horizon for a first glimpse of the gray lady.

SCHEDULED to dock at 9:30 a.m., the Princeton finally put in at 11 o'clock. Several minutes later, the crowd was scrambling up her gangplanks.

First aboard was Mrs. Jacqueline Boyum, whose husband, Capt. J. H. Boyum, commands the 18-year-old carrier.

She was followed by her daughter, Mimi, 19, her two sons, Mike, 17, and Bill, 12, and her niece Lorraine Van Meter, 20.

The 888-foot flattop, designated an amphibious assault carrier by the Navy, left Long Beach last February for an extended tour of the Western Pacific.

She carries a complement of 400 Marines as part of her crew and is employed by the Navy for a novel form of amphibious warfare



REUNION
On the Pier

known as "vertical envelopment."

As the Navy explains, the term applies to a system of landing Marines on enemy-held beaches in carrier-based helicopters.

It puts the enemy in a rather uncertain position, since he never can be sure

whether the mobile troops will land behind him, in front of him or to the side.

The Princeton operated mostly from Subic Bay in the Philippine Islands the last time out. Now that she's back, she's due for an extended rest—something like four or five months—and some repairs in dry dock, a Navy spokesman said.

Among those on hand to greet her Saturday were Mrs. Alice Turner and her two children, Herbert, 10, and Teresa, 6.

The Turners, of 1043 Channel St., San Pedro, were among the earliest to arrive at the dock, getting there at 8 a.m.

BUT THEY almost didn't make it, said Mrs. Turner, whose husband, Herbert, 31, is a Marine staff sergeant.

"We nearly hit another car on our way here in the fog," she explained. "The kids got quite a fright, but none of us was hurt, thank goodness!"

Mrs. Turner was all "butterflies" as she waited for the big ship to moor.

"We haven't slept in a week, we've been so excited," she said. "Teresa's so anxious to see her daddy her hands are cold."

Teresa's hands may have been cold, but her heart warmed to the sight of her father a short time later.

And that's the way it was for most of the others who met their fathers or sons or husbands Saturday. Heartwarming!

New Job Office for L.B.

L.P.T. Sacramento Bureau
SACRAMENTO—California employment service hopes to open its new \$200,000 Long Beach office at 1350 Locust Ave. by mid-1964.

Officials have recommended a \$2,900-a-month lease deal for a new building on Locust Avenue—based on a bid offer of owners Mr. and Mrs. Russell F. Dansby, of 426 Monrovia Ave., Long Beach.

Construction go-ahead now awaits approval of the lease deal by the State Finance Department and the U. S. Labor Department. Long Beach's existing California Employment Department Building at 1313 Pine Ave. will continue to house auditing, disability, unemployment insurance and casual labor offices.

MAY CO CALIFORNIA



SALE!
LAST
11 DAYS!

Have Your Child's
Photograph Taken
Now for Christmas
giving . . . before the
rush begins

ANY SIZE . . .
ANY FINISH

1/2
PRICE

Have the beautifully posed
and lighted professional
portrait you've always
wanted, at half the price
you'd usually pay. FOR
EXAMPLE: three 5x7
photographs, reg. \$18.00,
now only \$9.

Photograph Studio Floor

Telephone
ME 3-0111

our PARIS CURL CUT

2.50

Pin curls were never like this . . . the curl is actually cut in to stay, with the expertise of our scissor wizards. And our pretty Paris Permanent lets you keep it that way. Plan to come in for a Paris Curl Permanent, with cut, 9.90.

Just say "Charge it"

Call today for an appointment:
phone ME 3-0111,
may co. beauty salon.



MAY CO CALIFORNIA
LAKEWOOD | SOUTH BAY | BUENA PARK

PRESCRIPTION FOR CHARM INTRODUCED EXCLUSIVELY AT THE MAY CO.



SILKEN FLATTERY FOR YOUR FACE . . . CAMOU- FLEUR, BY PRESCRIP- TIONS FOR CHARM

Concealing those little skin imperfections is usually a big problem. But not with Camoufleur. This fluid foundation, one of the 5 dramatic new Prescriptions for Charm cosmetics, gives better cover than any make-up you've ever known. It is fortified with B.C.F.A., which takes it into your skin, creating a silken-textured "veil" of quiet loveliness. Five shades . . . come in today for the one that's perfect for you . . . let Camoufleur help to make the beautiful difference in you. Camoufleur, 1.75 plus 10% Fed. tax



ENJOY A 'FACE-LIFT' WITH PRE- SCRIPTIONS FOR CHARM FACIAL UNCTION DAY

We call this amazing new beauty preparation a "face lift while you dress", and here's why. After 25 years, the basic skin factor, which attracts and holds moisture in the skin cells, diminishes. Now this essential element, which we call B.C.F.A., has been synthesized, and can be coaxed into the skin in wonderful Facial Uction Day. Work it into your face before you dress in the morning . . . each drop brings water into and under wrinkles, lines, sags, hollows. Contours seem lifted . . . you look younger and fresher. Start this very day to use it . . . watch it make a beautiful difference in you! 3.00 plus 10% Fed. tax

MISS PIERCE PRESCRIPTION CHARM REPRESENTATIVE

will be in the May Co.'s Cosmetic department Monday, Oct. 28th through Friday, Nov. 1st at the Valley Store to assist in solving individual skin problems.



SCIENCE INDUCES WATER INTO THIRSTY SKINS, SO FADING BEAUTY GETS A SECOND CHANCE

You've probably tried dozens of other cosmetics in your search for a lovelier you . . . but when you use PFC, you have an exciting and rewarding experience in store. They are based on a wonderful new break-through by cosmetic scientists, embodying a new type of beauty fluids using synthetic skin elements never before available in cosmetics. In every one of these 5 luxurious preparations, there's the promise of a new look of beauty for every woman. Start your PFC beauty care today . . . then prepare to be delighted with the beautiful difference in you. For your night-time beauty routine:

SKIN CLEANSER DEEP, a remarkable pore-deep cleansing formula, which offers sensitive skin the vibrant glow of thoroughly clean tissue without a whisper of irritation. 2.50

FACIAL UNCTION NIGHT, seems to take deep residence in your skin on contact. It's richly based with precious oil of milk, and fortified with linoleate esters. Use it . . . then enjoy real "beauty sleep." 4.50

* prices plus 10% Fed. tax

PAMPER YOURSELF WITH PRE- SCRIPTIONS FOR CHARM SKIN UNCTION HANDS AND BODY

After your bath . . . when your skin is weather-roughened, detergent-roughened . . . any time when you want your skin to feel caressingly soft, smooth on Skin Uction Hands and Body. It contains linoleate esters for softening, organosilicon oxides for protection. Lovely extra: its subtle floral scent! Use just one of five Prescriptions for Charm, dramatic new cosmetics that make a beautiful difference in you! Come in, see them, try them. Skin Uction Hands and Body (a generous-size bottle!) 3.00 plus 10% Fed. tax

YOUR FACE MIRRORS YOUR PERSON- ALITY

You are told that your inner confusions and frustrations show themselves in your face, as is often the case, the more highly charged and vital a woman you are, the more quickly does your face mirror your problems. Perhaps here is your golden opportunity to conquer at least one of the perplexities that are telling on you, and making you feel and show the years that you, as a woman, need not (indeed, should not) acknowledge. If claims and counter-claims in mixed-up cosmetic double talk have you confused, then please carefully consider the following facts: science has now released small quantities of some interesting new elements for your skin. Fine stores throughout the country have been selected to recommend unctions, using these discoveries . . . that are found in prescriptions for charm.

Accounting Jobs in Assessor's Office

L.P.T. Los Angeles Bureau

Men with accounting experience are being sought for 30 positions in the business division of the county assessor's office.

County Assessor Philip E. Watson said requirements for the posts, which pay a starting salary of \$608 monthly, include completion of 12 units of accounting in an accredited school, or state registration as a public accountant.

Also required, Watson said, is either seven months continuous accounting experience in connection with assessment work, or three year's accounting or auditing experience.

Deadline for filing for the positions is 5 p.m. Friday, Nov. 1. Applications can be made in Room 101, Long Beach County Building, 415 W. Ocean Blvd., or in the Civil Service office in the Hall of Administration, 222 N. Grand Ave., Los Angeles. Further information may be

obtained from Richard Aron, chief property appraiser, or James Sorrentino, acting chief of the business division, in the assessor's office, County Hall of Administration, Los Angeles.

Watson also announced that temporary civil service positions as intermediate and senior deputy field assessors still are open. The deadline for filing has been extended to 5 p.m. Nov. 8, he said.

No Ladies After 8 P.M.

NEW DELHI (UPI)—Police have asked hotel owners here to inform their guests it is against the law to entertain lady visitors in their rooms after 8 p.m. The hotel owners have agreed. A police official said the step was taken to stop call girl activities. Prostitution is unlawful in India.

HAPPY 75th BIRTHDAY

TO
LONG BEACH



READ THE TECHNOCRACY MAGAZINE

"A UNIQUE SOLUTION
TO A
UNIQUE PROBLEM"

TECHNOCRACY, INC.

R. D. 11833
P. O. BOX 14

SECTION 5
LYNWOOD, CALIF.

MAY CO CALIFORNIA

LAKEWOOD
8800 Lakewood Boulevard
Phone ME 8-0111

SOUTH BAY
4444 Alhambra Drive
Phone ME 8-0111

BUENA PARK
16161 Buena Vista
Phone ME 8-0111

Death Notices

ENDERS—Dr. Arthur, 91, Rita G., 41, of 7600 E. Rosecrans Blvd., died Thursday. Surviving are wife, Len; daughter, Mrs. Ruth Anne; two grandsons. Private service Monday, 3 p.m., Forest Lawn Memorial Park, Cypress. Sponberg Crippled Childrens Foundation in charge.

WHITE—Joseph Rudolph, 71, of 1434 Rose Ave., died Friday. Surviving is sister, Mrs. Mabel E. Mounce. Service Tuesday, 11 a.m., Mot-tell's Mortuary.

SMITH—George A., 87, of 330 Chestnut Ave., died Saturday. Surviving are wife, Rena May; son, Beaumont A. Service Monday, 1 p.m., Patterson & Snively Mortuary.

WALLACE—Mrs. Olive, 80, of 1025 St. Louis Ave., died Friday. Surviving are sisters, Mrs. Dorothy Cannon, Mrs. Annie Clark. Service Tuesday, 3:30 p.m., Patterson & Snively Mortuary.

HICKS—Marian N., 26, of 5954 Coke Ave., died Thursday. Surviving are husband, Robert H. Sr.; son, Robert H. Jr.; daughters, Elizabeth E., Constance M. Service Tuesday, 10 a.m., Dilday Family Funeral Directors.

BUCKMASTER—Maude S., 94, of 2219 Oregon Ave., died Saturday. Surviving are son, Nathaniel Jr.; daughters, Marian Buckmaster, Mrs. Constance Sinott, Mrs. Virginia Cooper. Private service Monday, Dilday Family Funeral Directors in charge.

WARD—Arthur B., 68, of 4426 E. Seventh St. died Saturday. Surviving are wife, Lucille M.; son, Charles W.; brothers, Frank W. Bert Ward; sister, Mrs. Jessie Nicholson. Service Monday, 2 p.m., Dilday Family Funeral Directors.

GIVEN—Sadie E., 83, of 534 Junipero Ave., died Saturday. Surviving is daughter, Miss Lois E. Service Monday, 3:30 p.m., Dilday Family Funeral Directors.

HACKETT—Harold H., 59, of 5573 E. Seaside Walk, died Saturday. Surviving are wife, Sadie; sister, Mrs. James P. Vogel. Private service at Dilday Family Directors. Family requests donations to Memorial Hospital Cancer Research.

ANGLESEY (Paramount) —

Rene Sebring Smith Final Rites Monday

Miss Rene Sebring Smith, an investment broker's representative, general secretary of the Long Beach Y.W.C.A. from 1924 until 1944, died Saturday at her home, 4430 Olive Ave. Miss Smith was on the national staff of the Y.W.C.A. from 1944 to 1946 and was executive secretary for the late Congressman Clyde Doyle from 1946 to 1948. She later was active for 10 years as

Five Navy Vessels Off to Canada

Five ocean minesweepers of Pacific Mine Force will leave Monday for Canada to participate in an eight-day exercise with Canadian minesweepers.

The USS Engage, Fortify, Inflict, Impervious and Loyalty, all of Mine Division 71, will leave Long Beach to join four Royal Canadian Navy minesweepers at Esquimalt, Canada, for the exercises.

CANADIAN ships are from Canadian Mine Squadron 2, which visited Long Beach in August to participate in similar exercises off the Southern California coast.

The deployment to Canada is an annual operation for ships of the Pacific Mine Force, with Canadian ships paying a similar annual visit here.

Mine Division 71 is commanded by Lt. Cmdr. D. H. Cambell, of 32222 Seagraven Drive, Palos Verdes Peninsula.

The minesweepers are scheduled to depart from Pier 9 at 9 a.m.

Romania Signs Ban

VIENNA, Austria (AP) — Communist Romania has ratified the limited nuclear test-ban treaty of Moscow, radio Bucharest reported Saturday.

RAMIREZ (Artesia) — Ricardo, 6, of 11930 E. 168th St., died Friday. Surviving are parents, Mr. and Mrs. Frank A. Ramirez; sister, Patricia; brothers, Raymond, Arthur, Raul. Wake today, noon to 10 p.m., Artesia Mortuary Garden Chapel. Graveside service Monday, 10:30 a.m., Artesia Cemetery.

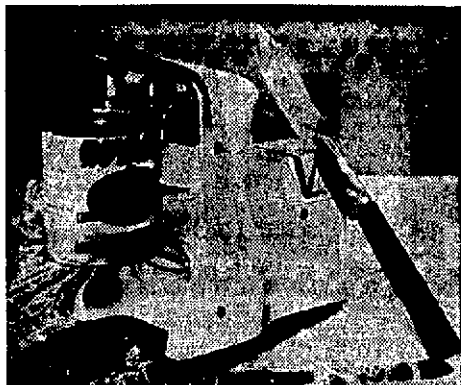
SOUZA (Cypress) — Mary, 76, of 9341 Grindlay St., died Friday. Surviving are daughters, Mrs. Mary Jaques, Mrs. Norma Silva, Mrs. Ala Mae Cardoza; five grandchildren, nine great grandchildren. Rosary Monday, 8 p.m., Artesia Mortuary Garden Chapel. Requiem Mass Tuesday, 9:30 a.m., St. Irenaeus Church.

McLAIN (Paramount) — Francis George, 56, of 16428 1/2 Bixler St., died Friday. Surviving are wife, Lauree; daughter, Mrs. Georgina Fulmer; son, Francis George Jr.; mother, Mrs. Edith McClain; sisters, Mrs. Genevieve Williams, Miss Lorna; brothers, Henry L., James B.; six grandchildren. Service Monday, 11 a.m., Rosecrans Mortuary.

TINGLEY — Troy L., two months, of 6103 Eberle St., died Friday. Surviving are parents, Mr. and Mrs. Noah Tingley; sisters, Nancy L., Nola N.; brother, Norman A. Graveside service Monday, 11 a.m., Forest Lawn Memorial Park, Cypress.

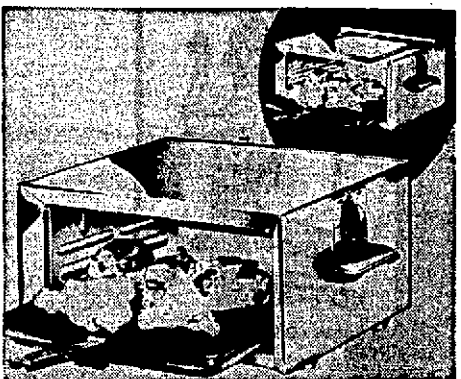
NADEAU (Bellflower) — Bill, 52, of 9242 Park Ave., died Thursday. Surviving are wife, Leila; mother, Mrs. Mabel Carney; brothers, Bruce Delos. Service Monday, 1 p.m., Church of Our Fathers, Forest Lawn Memorial Park, Cypress.

THOMPSON — Elnora I., 80, of 6230 Lemon Ave., died Thursday. Surviving are daughters, Mrs. Ozena Fish, Mrs. Haru Rogers; brother, Charley Crosswhite; sisters, Mrs. Retta Cowle, Mrs. Jessie Damon, Mrs. Ardis Ostram; three grandchildren, five great-grandchildren. Services 10 a.m. Monday, Hunter Mortuary.



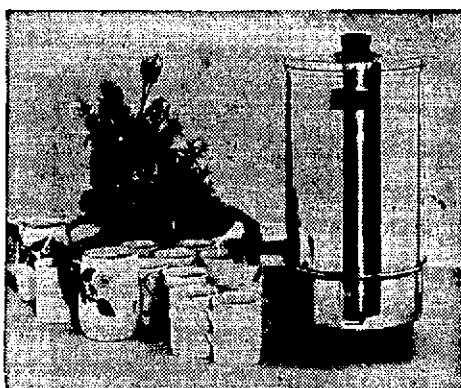
DURACREST ELECTRIC CAN OPENER & KNIFE SHARPENER 9.88

Opens every can easily and safely. Then sharpens all your knives to factory-fresh keenness. Ours exclusively too.



NEW SUNBURST PORTABLE BROILMASTER 9.88

Cook quickly and deliciously with Cal-Ray tubular heating element that seals in flavor and accurate 6-position Thermo Control.



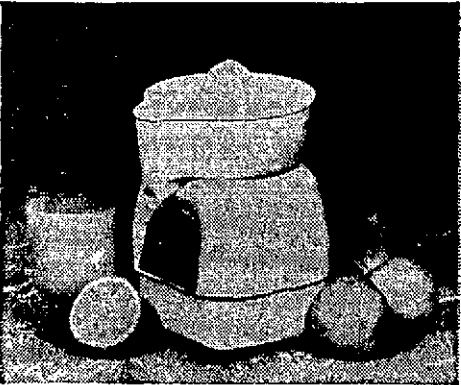
WEST BEND 12-30-CUP COFFEE URN 9.88

Perfect for the office, for party nights, family gatherings. Completely automatic, with a signal light for 'coffee ready.'



WESTINGHOUSE 2 TO 8 CUP AUTOMATIC PERCOLATOR 9.88

The percolator with the famed 'flavor control' for perfect results every time. Easy-pour, easy-clean open spout.



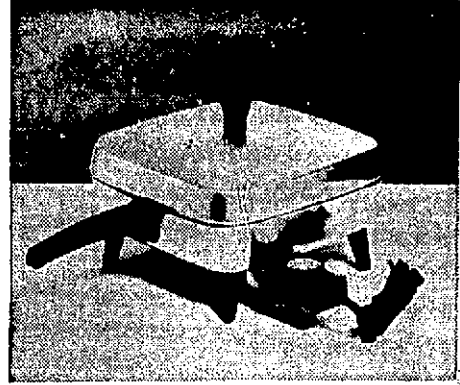
SILEX ELECTRIC JUICIT BY FAMED PROCTOR 9.88

Fresh juice (more juice, too) instantly and easily, with all the fresh tangy flavor intact. Easy and reliable to use.



DURACREST HAIR DRYER IN ZIPPERED CARRY CASE 9.88

With an easy-to-read push button heat selection for your complete, drying comfort. The large hood fits any hair-do.



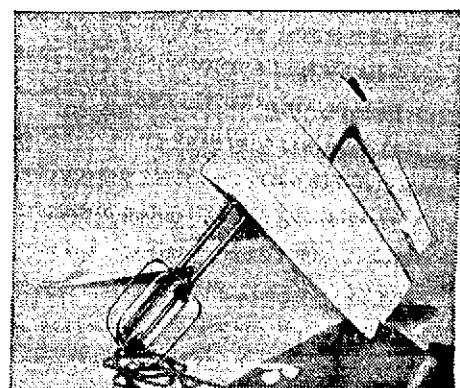
DURACREST AUTOMATIC FAMILY-SIZE SKILLET 9.88

Our own special brand—this family aluminum skillet with vented cover and removable controls for easy washing.



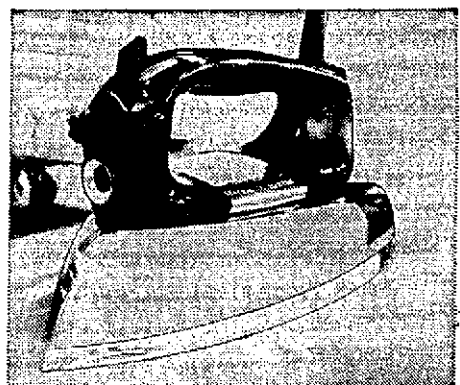
TROY PORTABLE VACUUM CLEANER 9.88

This powerful, lightweight little cleaner will handle chores anywhere — home, office, car or boat. Weighs 3 1/2 lbs.



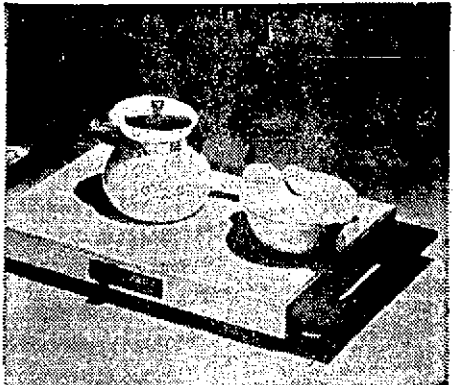
WESTINGHOUSE 3-SPEED PORTABLE MIXER 9.88

This is a full-power portable mixer, with a thumb-tip, 3-speed control and detachable cord. In sparkling white.



GENERAL ELECTRIC STEAM AND DRY IRON 9.88

The even-heat sole plate gives penetrating steam for ironing all fabrics. Just set the easy-read dial. Model F60.



THERMOSTAT HOT TRAY BY CORNWALL 9.88

Keeps food hot for hours without drying. Just set the thermostat and this handsome hot tray does the rest.

may co. appliances 74

MAY CO CALIFORNIA

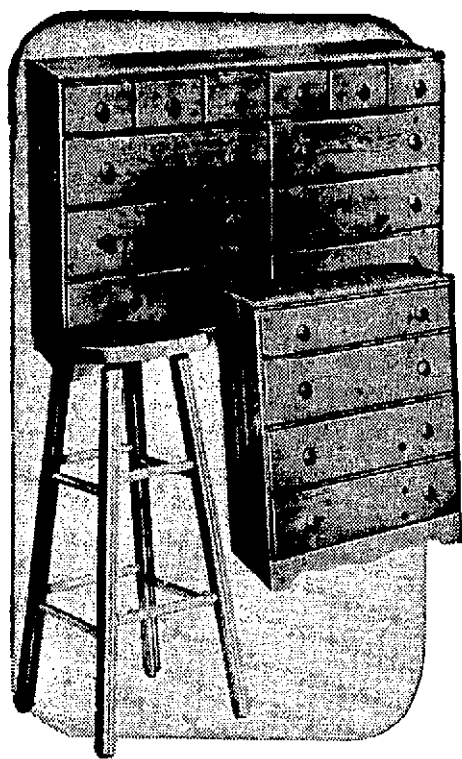
LAKEWOOD
5100 lakewood boulevard
phone: me-3-0111

SOUTH BAY
artesia at hawthorne
phone: 370-2511

BUENA PARK
in palma a d'oro
phone: 827-4000

Lakewood & South Bay shop every night till 9:30 Monday through Friday - Saturday 9:30 a.m. till 5:30 p.m. Buena Park shop 9:30 a.m. till 9:30 p.m. Mon. Wed. Thur. Fri. Sat. - For details 9:30 till 5:30

SHOP EVERY NIGHT TILL 9:30 Monday through Friday — Shop Saturday 9:30 a.m. till 5:30 p.m.

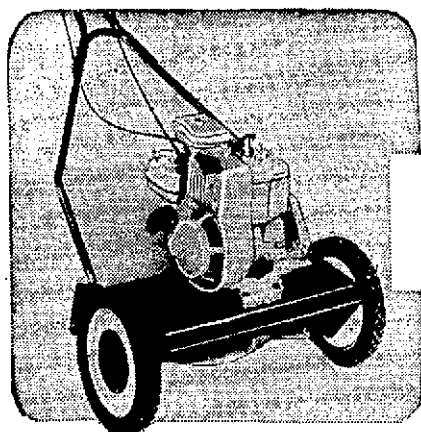


Unpainted ready-to-finish knotty pine furniture by maywood

These specially selected pieces are all smoothly sanded and ready to paint or stain as you wish. All with scalloped bases, center guided drawers and hardwood knobs to match or stand alone.

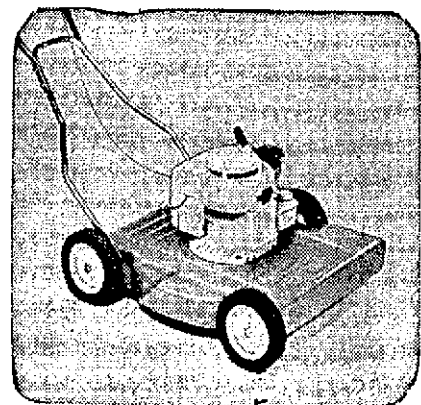
- 4-drawer chest, 28"x15"x34" **14.99**
- 5-drawer chest, 28"x15"x40" **16.99**
- 10-drawer chest, 42"x15"x34" **26.99**
- 12-drawer Mr. & Mrs. chest, 55"x15"x34" **29.99**
- 30" bar stool **3.29** 24" bar stool **3.19**
- 18" bar stool **2.69**

May co. hardware 87



18" reel mower **64.99**

18" reel power mower with a 2-h.p. Briggs & Stratton engine, combination belt and chain drive, adjustable cutting height, clutch and throttle controls on handle.



20" rotary mower **34.99**

20" rotary power mower with 3-h.p. 4-cycle engine, adjustable cutting height, easy-pull recoil starter, throttle control on handle.

May co. garden equipment 62

LAST 4 DAYS

MIGHTY NINER MAY CO FALL SALE



Save 1.60 a gallon on
magicolor rubberized latex paint

4.39 gallon
REG. 5.99

A completely washable paint that brushes or rolls on in minutes, drying in just 20. Your brushes clean in water with no spatter, no muss and no odor.

Save 2.00 a gallon on
magicolor semi-glo satin finish enamel

6.95 gallon
REG. 8.95

This one coat satin enamel has a built-in primer, dries with a hand rubbed effect. Odorless, scratch and stain resistant. Washable, 15 colors, white. For kitchen, bath, furniture and woodwork.

Save 1.10 a gallon on
magicolor 3-way redwood finish

2.89 gallon
REG. 3.99

Stains, seals and finishes in just one coat. Dries to a high gloss, resisting rain and sun. Restores old redwood coloring, makes your fences look like new.

May co. paints 87

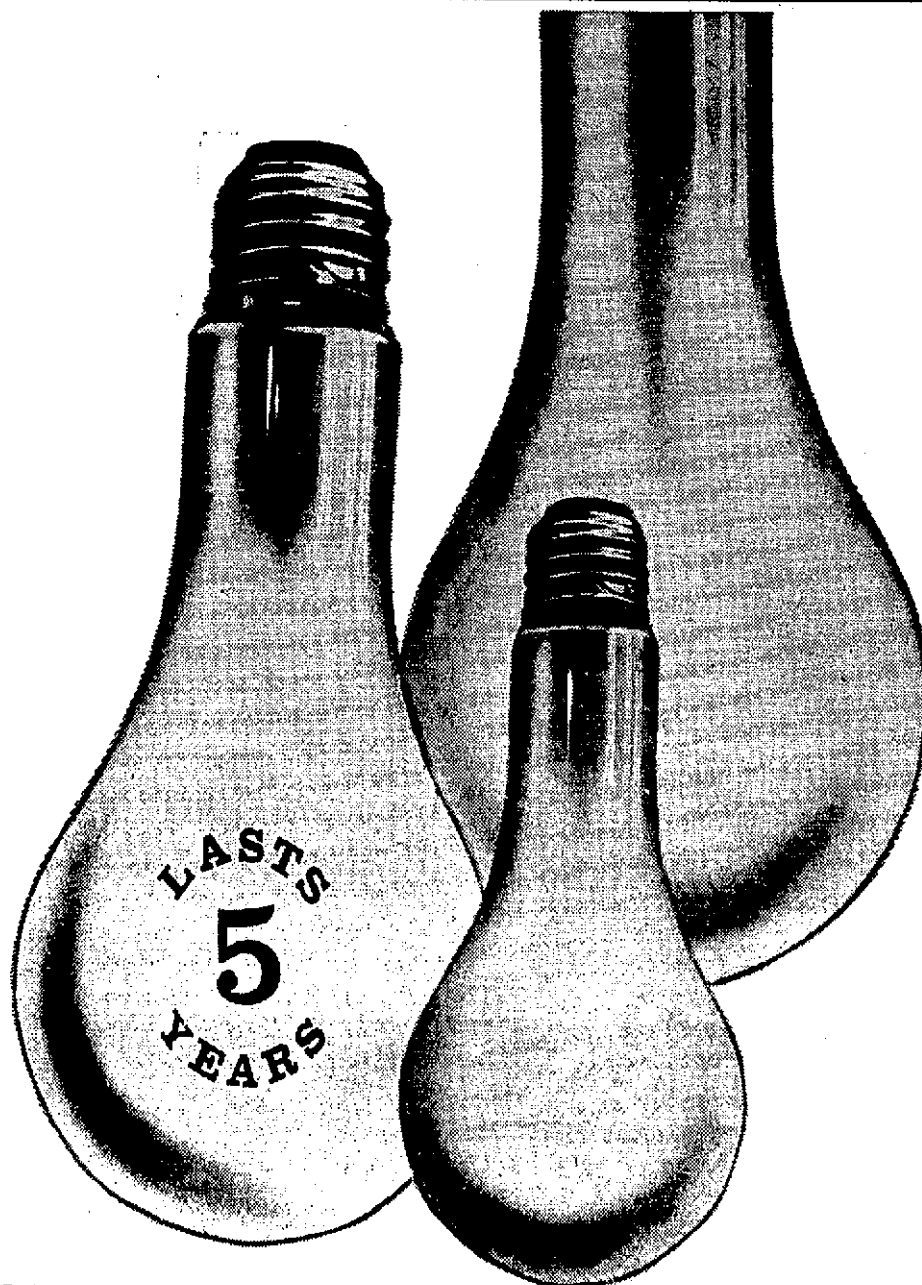
MAY CO CALIFORNIA

LAKEWOOD
6100 lakewood boulevard
phone: me.3-0111

SOUTH BAY
artesia at hawthorne
phone: 370-2515

BUENA PARK
la palma & dale
phone: 827-4000

Lakewood & South Bay: Shop every night till 9:30 Monday through Friday. Saturday: 9:30 a.m. till 5:30 p.m.
Buena Park: Shop 9:30 a.m. till 9:30 p.m. Mon. Wed. Thur. Fri. Sat. - Sun. 9:30 till 5:30



SALE! Marvelite light bulbs — guaranteed to burn 5 years

39c
REG. 69c VALUE

Now is the time to replace all the bulbs in your home with Marvelite . . . guaranteed to burn for five years, outlasting ordinary bulbs 13 to 1. Perfect for motels, hotels, apartments. May Co. will replace these bulbs if they burn out within five years.

- | | |
|---|-------------|
| 25, 40, 60, 75, 100 watt bulbs | 39c |
| 150 watt bulbs | 89c |
| 3-way bulbs are guaranteed for 2 years. | |
| 30-70-100 watt medium base bulb | 89c |
| 50-100-150 watt medium base bulb | 1.19 |
| 100-200-300 watt mogul base bulb | 1.69 |

May co. appliances 74

SHOP EVERY NIGHT TILL 9:30 Monday through Friday — Shop Saturday 9:30 a.m. till 5:30 p.m.

SUNDAY
CLASSIFIED
ADVERTISING
DEADLINE
FRIDAY
5:00 P.M.

INDEPENDENT, PRESS-TELEGRAM Classified ads

REGIONAL OFFICES
BELLFLOWER — TOLSON 6-1721
9333 East Bellflower
GARDEN GROVE — JE 7-9129
7624 Garden Grove Blvd.
LAKEWOOD — MICH 3-9744
5856 Facility Avenue

Phone HEmlock 2-5959

LONG BEACH 12, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

SECTION C



LONG BEACH
DIAMOND JUBILEE
1888 - - 1963

DIAMOND JUBILEE

1888
1963



LONG BEACH
DIAMOND JUBILEE
1888 - - 1963

The Independent, Press-Telegram takes
great pride in the progress of Long Beach



LONG BEACH
DIAMOND JUBILEE
1888 - - 1963

Congratulations to Long Beach
the Diamond City of the West

It is a privilege to participate in the development
of such a wonderful Metropolitan Community



BRAND NEW
BELMONT HEIGHT APTS.
DE LUXE 1 & 2 BEDROOMS

For rent unfurnished
Ready for occupancy November 1st

* W.W. CARPETS * DRAPES
* PRIVATE LANAIS & BALCONIES * LOTS OF CLOSETS
* BUILT-INS

325 GLADYS AVE.
BETWEEN 3RD & 4TH
1 BLK. EAST OF TEMPLE



SHEER
ELEGANCE

(Downtown Long Beach)
5 Blocks to Ocean
5 Minutes to Freeways

Brand new 1 & 2-Bdrm. Gold Medalion all-electric with
1 1/2 baths. Really elegant apt. residences. Built-in range &
oven, refrigerator, disposal. Dishwasher. Subterranean
garages, elevator. Marble Pullmans. Radiant heat with
individual room control. Built in chest of drawers &
dressers with mirrors. Imported crystal chandeliers. Each
apt. pre-wired for black & white or Color TV. All-wood
capeting. Sunproof draperies, floor to ceiling. Com-
pletely soundproofed building. Bombproof basement.
Adults. Lease if desired.

700 E. 5th Corner of 5th & Lime
HE 5-4555 \$140 & Up



DONATED ITEMS
FROM SOUTHERN CALIFORNIA'S
FINEST HOMES & STORES

FURNITURE CLOTHING
Baby beds, cots, strollers, ranges, washers, TVs, radios,
Our Special—Bed with spring and mattress, \$10.
Men's, Women's, Children's complete wardrobe for every
occasion—Hats to shoes, work, dress, day.

AS IS DEPARTMENT
Antiques, dishes, cooking utensils, curtains & drapes—plus every
type and description of items used in the American home.
MILITARY ORDER OF THE PURPLE HEART
Chartered by the U. S. Congress
218 LOCUST
Open every night 11:11 P.M.



ANNOUNCEMENT
COMMUNITY

BLOOD & PLASMA SERVICE, INC.
ANNOUNCES

The opening of a new blood bank to
the Long Beach area. All blood types
needed. Donors compensated for their
services. Open daily 9 a.m.-5 p.m. 135
Ocean Ave. HE 5-8586.



METRIC REALTY
Fullerton
3720 Valencia
714-525-6467

LONG BEACH, 3740 E. 7th ST. 213-434-8434

SPLIT LEVEL HOMES
★ ONLY FIVE LEFT ★
PAY SMALL DOWN OR TRADE YOUR HOME
Open All Day, Every Day Until Sold
MOVE IN TODAY

1 BLK. SO. GARDEN GROVE BLVD. ON NEWHOPE
BETWEEN GARDEN & HARBOUR BLVD.
PROPERTY PHONE 438-3131
WILL COOPERATE WITH BROKERS

SELLING APPLIANCES
In Long Beach Since 1935

BAKER'S APPLIANCES

Is now joining
KELVINATOR
to celebrate their 50th Anniversary
with a big sale...
KELVINATOR FOODRAMA \$449.99
KELVINATOR BOTTOM FREEZER \$249.99
KELVINATOR 14CU. FT. FREEZER \$279.99
KELVINATOR 3-SPEED WASHER \$169.99
Bestest trade in in Long Beach. Your old appliance makes
the down payment... \$10 month buys one.
9th & Pacific Open Evenings HE 2-3924

1910 LONG BEACH DIAMOND JUBILEE 1963

S. C. M. CORPORATION
CONGRATULATES

Long Beach and Its Citizens
Serving California Since 1910

MARCHANT CALCULATORS AND ADDING MACHINES
and S. C. M. ACCOUNTING MACHINES
Lloyd Stanley, District Manager
2142 LONG BEACH BLVD.

Verne
Holmes
33 Yrs

A Part of the
Long Beach Story
VERNE HOLMES
DODGE

35th & Atlantic GA 4-8603

Clara
Lane's
Social
Introductions
of Long Beach

A National Organization
for Particular People
Established 28 Years
Don't Be Alone
Come in, call or write today!

3115 E. 10th 434-0383

BEACH
CITY
CHEVROLET
In Long Beach &
Signal Hill

Since 1947
A part of the
Long Beach story.
BEACH CITY
CHEVROLET
3001 E. Pac. Cst. Hwy.
GE 3-7421

Herman
Cotter
In Long Beach

SINCE 1933
Specializing in
Fina Late Model
CADILLACS
Cotter Cadillac
2165 Long Beach Blvd.
HE 6-7334

FOR A CHECK
ON
YOUR PROPERTY
✓ with MOORE

Ask About the
Moore Realty Guaranteed
TRADE-IN PLAN or
Equity Loan
MOORE
9 OFFICES
100 SALESPeOPLE
FOR
MORE PERSONALIZED
SERVICE

OVER 22,000,000
In Sales—So Far in '63

BECK
ANTIQUES
1,000's
OF THINGS
GOLD COINS & JEWELRY
GLASS - CHINA - GUNS
FURNITURE, PAINTINGS, etc.
BUY
SELL
APPRAISE

2626 CHERRY AT WILLOW
Phone GA 4-6611

TENNEY
REALTY
IS PROUD
TO BE A
PART OF
THIS
WONDERFUL CITY

WE ARE IN BUSINESS TO
SERVE YOU FAITHFULLY
RIGHT NOW WE ARE PRAC-
TICALLY SOLD OUT AND
WOULD CERTAINLY LIKE TO
HELP YOU SELL OR TRADE
YOUR PROPERTY.
RALPH W. TENNEY
REALTORS
1315 South St. GA 2-0971

DIAMONDS
ARE
\$\$\$\$
WHEN YOU DEAL THRU
ANN NEFF REALTY
& ASSOCIATES
BUYS! SELL! TRADE!

We are the heart of the Real Estate action in Los Angeles, Bixby
Knolls, California Heights and County Club Manor.
LOCATED ON
"THE BUSIEST LITTLE STREET IN TOWN"
AT CARSON & BLVD.
4142 BUSINESS ST.

MILLIE JEAN'S
POODLE
SALON
AND
GIFT SHOP

EXPERT GROOMING
POODLES A SPECIALTY
(ALSO OTHER BREEDS)
GIFTS
UNUSUAL & UNIQUE GIFTS
FOR OCCASIONS
3630 SANTA FE AVE.
LONG BEACH GA 7-0893

RE-ROOF
WITH
SEARS

No down payment,
up to 3 years to pay,
we install or materials
only. For Free Estimates
call:
Sears Long Beach
HE 5-0121, Ext. 264 450 LONG BEACH BLVD.

1951 LONG BEACH DIAMOND JUBILEE 1963

FLO BAILEY
EMPLOYMENT AGENCIES

Have served the better companies and ap-
plicants in this community since 1951 and in
the past 12 years have had the pleasure of
placing top-flight people in thousands of key
positions.

1323 E. Compton Blvd., Compton—NE 5-8038
8731 E. Firestone, Downey—TO 1-9281
1409 Cravens, Torrance—FA 0-3722
500 South Main, Orange—(Code 714) 547-9141

Member of California Employment Agency Association

Ellis-Schrader, Inc.
OFFERS A CAREER
in
REAL ESTATE
We Will Soon Open Our
10th
Real Estate Office

In he located in the Lake-
wood area. Fully air condi-
tioned, modern & spacious,
with fine reception room &
private consultation rooms.
WE NEED SALESMEN
Interested in making Real
Estate a profitable full-time
career. We offer to licensed
personnel (or those willing to
be licensed), in addition
to an excellent office...

Free Schooling
Benefits from extensive
Floor Time
Advertising Program
Generous Bonus Plan
And—a chance to work
with experts

Come on in & let's talk it over.
Ask for Mr. Shinn.
5715 Lakewood Blvd. ME 3-5121
Ellis-Schrader



LONG BEACH
DIAMOND JUBILEE
1888 - - 1963

T-BIRD SPECIALS

'56 T-BIRD	Loaded, Tulane	\$1295
'59 T-BIRD	Loaded	\$1695
'60 T-BIRDS	2 to choose from, Loaded	\$2095
'62 T-BIRDS	2 to choose from, Loaded	\$3195
'63 T-BIRD	Air, Loaded	\$3795

HALE YOUNG FORD

USED CAR DEPT.

2600 E. ANAHEIM GE 9-0236



Military, ATTENTION
Transferred? CALL US

We'll Sell Your Property or
We'll Manage Your Property
Leases 1 Year or Longer

MULTIPLE-RESIDENCES-BUSINESSES

No matter where in the World you go—
Leave your housing worries with us.
MEMBER AIR FORCE ASSOCIATION
Beryl Linville, Realtor
Certified Property Managers
3960 1/2 STUDEBAKER RD. HA 5-4027
Serving Long Beach Since 1946

JUBILEE
"SPECIAL"
HOME BUYS

OPEN 'TIL SOLD

Why not check this immaculate
2-Bedrm. Bring checkbook with
you. Submittal Owner anxious.
Call today!

NEAR ST. PANCRATIUS—
WALK TO MAY CO.
3-Bedroom, family room with fireplace, carpets, drapes, covered
patio... PLUS MANY EXTRAS... Sharp! Call now!

WOFFORD REALTY

4331 E. Carson Open Evenings HA 5-126

IMMEDIATE
POSSESSION

Now specializing in Staller
Wagons. All makes & models.
\$7 thru \$3
35 to 40 to choose from.
50 other clean, late model cars
—all makes & models.
WAGONTOWN
2223 L. B. Blvd.
GA 6-7041



FOR SALE
9 Brand New
Quality Apts.

Top E. Side location. Priv. balconies, carpets & drapes, lots of closets.
Good tenant appeal. Inc. \$1,000 +. Offered by owner at \$95,000.

SEE 325 GLADYS
PH. HA 5-7289 EVES.



JUBILEE
HOME BUYS

MOTHER-IN-LAW?
FOR LARGE FAMILY?
Will appreciate this 3-Bedrm. in
Lakewood Village, w/detached
garage, 2 1/2 baths. New
2nd fl. of carpeted, finished in
in range, oven & RCA ref. w/
freezer. Sun, dining rm. & huge,
beautifully landscaped yard. Drive
by 426 Willwood, the call

3-Bedrm., 1 1/2 baths, extra large int. xtra low kitchen, btl-in range,
oven, w/w cpls., drapes. Trv \$3000 down, in Lakewood Plaza.

6761 1/2 CARSON HA 1-8438



A DIAMOND
IN THE
RUSTIC

These are the finest
NEW DUPLEXES
In Long Beach. Heavy shake roof, beautiful siding, with—
2 BEDROOMS, 2 BATHS EACH
Electric kitchen, forced air heating, fireplace, carpeted. Gardening
and POOL, privileges for every owner. Exceptional financing with
only \$4500 down.

3615 PACIFIC—OPEN DAILY 1-6 P. M.
RICHARDS REALTY
HA 5-1251 ME 3-8112



HOME BUYS
OF THE WEEK

TRADE UP AND LIVE
IN LOVELY ROSSMOOR
Our "Plymouth" with 3-BR.,
2 1/2 baths, 2nd fl. of carpet,
w/entertaining. This one has
we believe, the best buy in
"SELL IT TODAY"—submit a
fair offer!
3312 HILL ROSE DRIVE
RYERSON, HAZLET, JONES

GE 9-0209 GE 1-3511 GE 4-8870

ESTABLISHED
1923 - 1963
40 YEARS
OF GUARANTEED
SATISFACTION
TO OUR CUSTOMERS
WHERE THE BUYER IS
"THE BIG MAN"
COURT PROWELL
Used Cars
409 E. ANAHEIM
LONG BEACH

It's the
FLINTSTONES
1-Bdrm. Furnished Apts.
• BEER TAPS
• SUBTERRANEAN GARAGE
• BUILT-INS
• FABULOUS VIEW
2165 E. 21st STREET
SIGNAL HILL

Different?
(Of Course)

ELLISON REALTY
HE 2-4415

See Us to
Buy—Sell—Exchange
Investment Properties
1720 E. 101
HE 2-4415

BUY—SELL—EXCHANGE
NOTHING TOO LARGE
OR TOO SMALL.

STORMY ALLEN KEATS
REALTOR

2 LOCATIONS TO SERVE YOU
1242 PINE, L. B.
17681 Granda Ave., Elsinore
PHONE 678-2689

DRIVERS
WANTED

AGE 21 OR OVER
JOB SECURITY
FULL TIME
GOOD EARNINGS
DIAMOND CAB
1444 SAN FRANCISCO

Announcements

Announcements

CHRIS'S MODEL STUDIO

Models available for photographers—professional and amateur. Studio fully equipped with all modern facilities. Phone 4-2600; HO 2-8609.

Flowers

FROM \$2.50 FLOWERS FOR

DELIVERED INSTANTLY. HELPING COUNSELING. CHARGE BY PHONE. Flower Shop in Forest Lawn. Phone 4-2600; HO 2-8609.

Funeral Notices

HARRINGTON—Edith A. Service Monday, 10:00 a.m. MOTTLE'S CHAPEL.

Funeral Notices

ARMSTRONG—Jesse M., age 75,

of 34 Savana Walk, survived by wife, Mrs. Thomas A.; daughter, Mrs. Lila Gardner; son, James H. Armstrong, DDS; brother, Robert D. Armstrong, DDS; and grandchildren, Robert and James H. Armstrong, DDS. Service Monday, 10:00 a.m. MOTTLE'S CHAPEL.

CHRISTENSEN—PINO

of 34 Savana Walk, survived by wife, Mrs. Thomas A.; daughter, Mrs. Lila Gardner; son, James H. Armstrong, DDS; brother, Robert D. Armstrong, DDS; and grandchildren, Robert and James H. Armstrong, DDS. Service Monday, 10:00 a.m. MOTTLE'S CHAPEL.

CARDINAL—Lola Creamer, age 33,

of Las Vegas, formerly of Long Beach, survived by husband, Robert; son, Harry; daughter, Mrs. W. G. Creamer; and grandchildren, Harry and Robert. Service Monday, 10:00 a.m. MOTTLE'S CHAPEL.

HALL—Addie Vivian, Service Sun-

day, 3:00 p.m., Lakewood Village Community Church, Directed by MOTTLE'S CHAPEL.

Funeral Notices

HERVEY—Margaret, age 75,

of 34 Savana Walk, survived by wife, Mrs. Thomas A.; daughter, Mrs. Lila Gardner; son, James H. Armstrong, DDS; brother, Robert D. Armstrong, DDS; and grandchildren, Robert and James H. Armstrong, DDS. Service Monday, 10:00 a.m. MOTTLE'S CHAPEL.

JONES—Mary Elizabeth, age 78,

of 34 Savana Walk, survived by wife, Mrs. Thomas A.; daughter, Mrs. Lila Gardner; son, James H. Armstrong, DDS; brother, Robert D. Armstrong, DDS; and grandchildren, Robert and James H. Armstrong, DDS. Service Monday, 10:00 a.m. MOTTLE'S CHAPEL.

KOBATA—Sadako, age 75,

of 34 Savana Walk, survived by wife, Mrs. Thomas A.; daughter, Mrs. Lila Gardner; son, James H. Armstrong, DDS; brother, Robert D. Armstrong, DDS; and grandchildren, Robert and James H. Armstrong, DDS. Service Monday, 10:00 a.m. MOTTLE'S CHAPEL.

KOBATA—Sadako, age 75,

of 34 Savana Walk, survived by wife, Mrs. Thomas A.; daughter, Mrs. Lila Gardner; son, James H. Armstrong, DDS; brother, Robert D. Armstrong, DDS; and grandchildren, Robert and James H. Armstrong, DDS. Service Monday, 10:00 a.m. MOTTLE'S CHAPEL.

Social Clubs

ORBIT CLUB—An organization

of 34 Savana Walk, survived by wife, Mrs. Thomas A.; daughter, Mrs. Lila Gardner; son, James H. Armstrong, DDS; brother, Robert D. Armstrong, DDS; and grandchildren, Robert and James H. Armstrong, DDS. Service Monday, 10:00 a.m. MOTTLE'S CHAPEL.

LONELY—Meet the person of your

of 34 Savana Walk, survived by wife, Mrs. Thomas A.; daughter, Mrs. Lila Gardner; son, James H. Armstrong, DDS; brother, Robert D. Armstrong, DDS; and grandchildren, Robert and James H. Armstrong, DDS. Service Monday, 10:00 a.m. MOTTLE'S CHAPEL.

LONELY—Meet the person of your

of 34 Savana Walk, survived by wife, Mrs. Thomas A.; daughter, Mrs. Lila Gardner; son, James H. Armstrong, DDS; brother, Robert D. Armstrong, DDS; and grandchildren, Robert and James H. Armstrong, DDS. Service Monday, 10:00 a.m. MOTTLE'S CHAPEL.

LONELY—Meet the person of your

of 34 Savana Walk, survived by wife, Mrs. Thomas A.; daughter, Mrs. Lila Gardner; son, James H. Armstrong, DDS; brother, Robert D. Armstrong, DDS; and grandchildren, Robert and James H. Armstrong, DDS. Service Monday, 10:00 a.m. MOTTLE'S CHAPEL.

School & Instruction

SCHOOLS

Instruction Information Preparation

QUALITY at PVI

IF YOU WANT THE BEST IN CAREER TRAINING CALL OR COME IN TODAY.

FREE PLACEMENT — DAY OR EVENING CLASSES IN:

1401 Programming — IBM Key Punch

PBX Receptionist — NCR-3100 — Stenotype

Complete Secretarial — Computer

Interior Decorating — Medical Detailing

Upholstery — Power Sewing — Electronics Tech

Electronic Assembly — Radio and Color TV

PACIFIC VOCATIONAL INSTITUTE

HE 7-2961

1852 PACIFIC AVE., LONG BEACH

1820 W. PAC. CST. HWY., TORRANCE, DA 5-3161

COMPTON, NE 5-6596 SAN PEDRO, TE 3-0311

MEN WOMEN MEN WOMEN

CALIFORNIA TECHNICAL TRADE SCHOOLS

Offers Superior Training in HIGH PAYING ESSENTIAL TRADES

ELECTRONICS

ELECTRONIC TECHNICIANS

TEST INSPECTION

WELDING

PLUMBING

Piano Tuning Technology

Action regulating, repair, use of Electronic tuning equip

Appr. Vets & Cal-Vets

Vice Students

Industry E.R. Program

State Retraining Program

Free Placement Service

Authorized by SUP. OF PUBLIC INSTRUCTIONS TO ISSUE DIPLOMAS FOR ABOVE COURSES.

CALL GA 2-5467

5459 Atlantic Ave., Long Beach

To Those Who Qualify:

\$400

Bonus Fees

Profit Sharing

Dividends

Income expectations amounting to \$20-25 with supervisory abilities.

Apply Monday Only

1041 E. 7th St., No. 6

10 A.M. or 1 P.M. Sharp!

HOWARD BUTLER

SCHOOL OF REAL ESTATE

One of the oldest schools in this area. Thousands of graduates.

DAYS—9 A.M. Mon. & Thurs.

EVEN—7 P.M. Mon. & Thurs.

13 LESSONS—FULL COVERAGE

Next Session Starting

Advanced Class 7 p.m. Wed.

(For Renewal & Brokerage)

Call for Details & Brochure

6176 ATLANTIC AVE., LONG BEACH, CA 90803

Barbara Moss College

for Real Estate Knowledge

Instructor with 30 years experience. Why chase out of town for a better career?

COME IN—LISTEN IN—JOIN IN

5 WEEKS, MON. & WED. 7 P.M.

300 E. 7th St., No. 6

HE 7-2541

FREE PLACEMENT

for GRADUATES. Be a PROFESSIONAL BARTENDER

DAY OR EVENING. COORDINATED

WEEK DATES 10 A.M. 9 P.M.

NEW METHOD

BARTENDING SCHOOL

226 E. Broadway, L.B. NE 2645

Opera, popular, child, speech, breath technique, 45-55

Tools waiting for you

You can qualify quickly

New Classes Begin

Every Monday

Brush-Up and Complete Courses

Secretarial • Stenographic

Classical • General Office

Bookkeeping • Accounting

PBX Receptionist

Office Machines

ABC Shorthand

IBM Key Punch

CAREER TRAINING

Programs for

Dental Assistants

Medical Secretaries

CERTIFICATE COURSES

FREE PLACEMENT

Long Beach

Business College

Since 1915

HE 4-2623

MEN WOMEN

Give Yourself A Raise

★ AMERICAN SCHOOLS CAN TRAIN YOU TO BECOME EMPLOYED

1. IBM KEYPUNCH

2. IBM TAB AND PUNCHING

3. SHORTHAND-TYPING

4. BOOKKEEPING

5. OFFICE MACHINES

6. PBX-RECEPTIONIST

7. INDUSTRIAL DRAFTING

8. ELECTRONIC ASSEMBLY

9. ELECTRICAL TECHNICIAN

10. OFFSET PRINTING

11. OFFSET PHOTOGRAPHY

12. CASHIER CHECKER

Accelerated Courses—4 to 10 Weeks

Free Placement Assistance

TRAIN NOW—PAY LATER

LEARN MORE

THE TRAINED ARE EMPLOYED

★ AMERICAN

Business and Technical Schools

Day or Evening Classes

Call for appointment now

New classes start November 4th

Offices open Mon. thru Sat.

LONG BEACH: ME 4-1563; NE 2-9163

5016 Faculty, Lakewood (Lakewood Shopping Center)

DOWNY: WA 3-6785

7444 Florence Ave. (Del Rio Shopping Center)

ORANGE COUNTY: KI 7-5881

4000 W. Chapman, Orange

School & Instruction

SCHOOLS

Instruction Information Preparation

QUALITY at PVI

IF YOU WANT THE BEST IN CAREER TRAINING CALL OR COME IN TODAY.

FREE PLACEMENT — DAY OR EVENING CLASSES IN:

1401 Programming — IBM Key Punch

PBX Receptionist — NCR-3100 — Stenotype

Complete Secretarial — Computer

Interior Decorating — Medical Detailing

Upholstery — Power Sewing — Electronics Tech

Electronic Assembly — Radio and Color TV

PACIFIC VOCATIONAL INSTITUTE

HE 7-2961

1852 PACIFIC AVE., LONG BEACH

1820 W. PAC. CST. HWY., TORRANCE, DA 5-3161

COMPTON, NE 5-6596 SAN PEDRO, TE 3-0311

MEN WOMEN MEN WOMEN

CALIFORNIA TECHNICAL TRADE SCHOOLS

Offers Superior Training in HIGH PAYING ESSENTIAL TRADES

ELECTRONICS

ELECTRONIC TECHNICIANS

TEST INSPECTION

WELDING

PLUMBING

Piano Tuning Technology

Action regulating, repair, use of Electronic tuning equip

Appr. Vets & Cal-Vets

Vice Students

Industry E.R. Program

State Retraining Program

Free Placement Service

Authorized by SUP. OF PUBLIC INSTRUCTIONS TO ISSUE DIPLOMAS FOR ABOVE COURSES.

CALL GA 2-5467

5459 Atlantic Ave., Long Beach

To Those Who Qualify:

\$400

Bonus Fees

Profit Sharing

Dividends

Income expectations amounting to \$20-25 with supervisory abilities.

Apply Monday Only

1041 E. 7th St., No. 6

10 A.M. or 1 P.M. Sharp!

HOWARD BUTLER

SCHOOL OF REAL ESTATE

One of the oldest schools in this area. Thousands of graduates.

DAYS—9 A.M. Mon. & Thurs.

EVEN—7 P.M. Mon. & Thurs.

13 LESSONS—FULL COVERAGE

Next Session Starting

Advanced Class 7 p.m. Wed.

(For Renewal & Brokerage)

Call for Details & Brochure

6176 ATLANTIC AVE., LONG BEACH, CA 90803

Barbara Moss College

for Real Estate Knowledge

Instructor with 30 years experience. Why chase out of town for a better career?

COME IN—LISTEN IN—JOIN IN

5 WEEKS, MON. & WED. 7 P.M.

300 E. 7th St., No. 6

HE 7-2541

FREE PLACEMENT

for GRADUATES. Be a PROFESSIONAL BARTENDER

DAY OR EVENING. COORDINATED

WEEK DATES 10 A.M. 9 P.M.

NEW METHOD

BARTENDING SCHOOL

226 E. Broadway, L.B. NE 2645

Opera, popular, child, speech, breath technique, 45-55

Tools waiting for you

You can qualify quickly

New Classes Begin

Every Monday

Brush-Up and Complete Courses

Secretarial • Stenographic

Classical • General Office

Bookkeeping • Accounting

PBX Receptionist

Office Machines

ABC Shorthand

IBM Key Punch

CAREER TRAINING

Programs for

Dental Assistants

Medical Secretaries

CERTIFICATE COURSES

FREE PLACEMENT

Long Beach

Business College

Since 1915

HE 4-2623

MEN WOMEN

Give Yourself A Raise

★ AMERICAN SCHOOLS CAN TRAIN YOU TO BECOME EMPLOYED

1. IBM KEYPUNCH

2. IBM TAB AND PUNCHING

3. SHORTHAND-TYPING

4. BOOKKEEPING

5. OFFICE MACHINES

6. PBX-RECEPTIONIST

7. INDUSTRIAL DRAFTING

8

Automobile

Salesmen

Three (3)
-Experience preferred
Top Pay
-For Top Men
-Call in person
HALE YOUNG FORD
2641 E. Anaheim
BOYS WANTED

Boys wanted, age 11-17,
opportunity to make ex-
tra money delivering

Press - Telegram newspaper route. Boys living in vicinity of Atlantic to Flood Control, Pac. Cst. Hwy. to Ocean. Apply at 1007 Linden, 4 p.m. to 6 p.m.

**GOLDEN
OPPORTUNITY**

for aggressive salesmen. Full or part-time. Easy selling. "Pay by the month" Auto Insurance. Insurance rates are high and going higher. We are the only monthly billing auto insurance firm in Calif. We will train you & supply leads. A real money maker. We are opening offices as fast as we get qualified men. Get in on the ground floor & grow with us. A solid future with KEY INSURANCE EXCHANGE. Interviews at our Arteris dist. office, 21519 S. Norwalk Blvd. Open 9 a.m. to 5 p.m.

6 p.m., including Sat. See Mr.
Wahl. Phone for appointment only.
865-0288

Title Searcher.

**City of
Anaheim**
Salary \$458 - to \$556
Search fills plot description of
property assist in property ap-
praisal, high school graduate,
plus one year of recent full time
paid title searching. Experienced
in Southern California.
LAST DAY TO APPLY
MONDAY, NOV. 4TH, '63

PERSONNEL OFFICE:
225 E. Broadway Anaheim
Ph. 776-0110 Ext. 333

Experienced:

✓ Carpenters
✓ Electricians
✓ Cove Linoleum Layers

Permanent.
Immediate openings.

PACIFIC INSTALLERS
1917 W. Artesia Blvd., Gardena,
STEAMFITTER

\$573-\$678
5 years Journeyman experience
required.
Applications accepted for exam-
ination for permanent position.
Liberal vacation, sick leave, other
benefits provided.
APPLY
LONG BEACH.

UNIFIED SCHOOL DIST.
701 Locust Ave. Long Beach
MANAGER

**MANAGER
TRAINEE**

Future unlimited National Consumer Finance Company has immediate opening for qualified men in their Management Trainee program. Applicant must have High School education, neat appearance and ability to meet and converse with public. Apply in person.

BUDGET FINANCE PLAN

**AUTOMOBILE SALES
OPPORTUNITY
NO EXPERIENCE NECESSARY**

Young, energetic, personable man, wanted to train as auto salesman. Only qualification: a desire to learn and earn top commission in L.A.'s most progressive dealership. Complete training program, full bonus benefits, demonstrator. See sales manager in person.

DON MOORE, INC.
912 N. LONG BEACH BLVD.
"COMPTON"

Distributor Salesman
To sell nationally advertised

Wynn's Friction Proofing Products
In the Redondo Beach area. Estab-
lished accounts, protected terri-
tory. Must have sales experience.
Prefer mechanical knowledge. Op-
erate as own business. Vehicle and

SECURITY GUARDS

Expanding plant protection organization offers permanent positions to qualified men, age 35 & over. Retired or semi-retired men will be considered. Car & phone necessary. Must be in good standing. Apply to: Mr. J. H. Smith, Security Guard Co., Inc., P.O. Box 1000, St. Louis, Mo. 63101.

good physical condition. Positions require men of good character & background. Apply Mon. thru Fri. 9 a. m. to 4 p. m. 6706 S. Hoover. L. A. 44.

**Maintenance
Machinist**
Must be familiar with lathes,
milling machine, & other shop
tools. Age is no barrier. Apply
1207 Euclid, aft. 4:30 a.m.

FULL TIME
For immediate work in 1999

Beach & vicinity. Permanent employment, company training & benefits. Wonderful opportunity for advancement. Must be over 25 yrs. old & bondable. Come to 6103 Orange, N. L. B. or call

472-5998, 11 A.M. to 1 P.M. only.

PARTS
DELIVERY MAN
Large auto dealer, Long Beach
area. Write experience and resume
to P.O. Box 16021, Long Beach,
California, 90806.

FURNITURE
Salesman/Decorator
Top commission sales position

merchandise, excl. earnings for
 alert, aggressive man.
 BEAL'S
 LAKEWOOD CENTER
 / AIRLINE

SALES OPPORTUNITY.
Will train young married man with sales background to sell diamonds & jewelry. Opportunity for advancement with expanding Jewelry Company. This is not an outside job. ME 7-8106

ESTIMATORS
For reliable mfg. co. Furniture,
draperies, crpls. on sale or lease
basis. 2 builders, easy close, high
commissions. Hire Mon. Tues.
only. 1911 E 7th St. L. B. Mc

CERAMIC TILE SETTER
trade stove, refer., furn., gas
mower for shower job, GE 9-0479.

BARBER
\$100 WEEK GUARANTEE
4701 Long Beach Blvd., L.B.,
PRESSERS, SPOTTERS, MARKERS,
COUNTERS. EXP. HARBOR
CLEANERS ASSN., 2297 L.B.
BLVD. A.M. ONLY.

GROD-Liquor Clerk. Experienced

for night shift. Bondable, 645 W.
Ocean Blvd.
"FOR a new career in Financial
Sales, call Mr. Hornby, GE 9-0961"

INDEPENDENT EXPERTS

INDEPENDENT-PRESS-TELEGRAM—C-7
Long Beach 12, Calif., Sunday, Oct. 27, 1974

Unfurnished Apts. 107	Unfurnished Apts. 107
NEW & BEAUTIFUL 2697 E. 55th Wy. COR. PARAMOUNT BLVD. & E. 55th Bklyn. South & Lendwester FROM \$95 PER MO. EXQUISITE SPACIOUS 2-BR., 1 1/2 BATH STUDIO APARTMENTS SURROUNDING AN IN-POOL SWIMMING POOL. 100% Hotpoint Appliances NEW KITCHEN (E 3-BR., 2-BATH APARTMENTS. SEVERAL STILL AVAILABLE BUILDING PHONE 634-6403	You May Get 1 Year's Free Rent—Ask About Details! LUAU MANOR APTS. 2- & 3-Brs., 2 Baths, apts Furnished & Unfurnished LUXURY LIVING • Air conditioned • Stove & refrigerator • w/w carpet & drapes • BBQ • 2 swimming pools

NO POOL, YOU SAVE
Live in Luxury in a centrally loc-
ated extra large, new 3-BR. Kitch.,
bowlless sink cabinets, tile, lin-
en & extra large clothes closets, dis-
cussive Roper oven & range with
matching hood & bro. refrig-
erator, wash chule, Thermo can-
tainer, built-in hot water heater.

5663 CHERRY
NEW
2-BEDROOM
\$84 UP

**light walls, glass enclosed bath,
w/w carpet, turnouts, custom drap-
ery, built-in, sounder, 6-way
linoleum, complete fenced w/ 2
laundry rms. Tel. 661-
UN 5-1130, AE 4-5864
16849 Passogue, Paramount**

**VALUABLE COUPON
SAVE \$10
ON FIRST MONTH'S RENT
1 & 2-BDRM. APTS.
FURN. OR UNFURN.
\$20.00 & up
Call for details
Play area, nr. pool, beach, trans-
portation, schools, bus stops
MARINE VIEW APTS.
2205 Cabrillo, San Diego TE 3-0776**

**BRAND NEW
DELUXE 2-BDRM. APTS.**
Unfurnished. All have w/w cars,
drapery, built-in, 6-way linoleum, bus
stop at corner—1/2 blk. to market.
MUST SEE—OPEN DAILY
2501 E. 4th GE 3-1561

**\$75 UP IN LKWD.
FURN. BACHELOR**

**CARPETS & DRAPES
CHILDREN OK
2236 SANTA FE
3 BDRMS., 2 BATHS**
★ Electric built-ins & refrig.
★ Air conditioned.
★ \$1000-1500
★ W/W carpet & drapes.
GREENBRIER APTS.
4212 Greenway, Los Alamitos
GE 1-0087

**1120 E. 2ND ST.
NEW DELUXE
1 & 2-BR. UNFURN. \$110 A UP
FURN. SINGLE \$95
CARPETED—DRUGS
BUILT-IN RANGE & REFRIG.
HEATED POOL
1 MO. FREE RENT
2-BR., furn. & unfurn. w/crpts.
1500-21 S. Orange, Paramount (N.E.P.)
Call for details
HEATED POOL, \$84.50 mo. & un.
1-BR.—\$80 MO.
Ph. 222-2222 or ME 1-5431**

**BRAND NEW
1 & 2-BR. UNFURN. IN LKWD. STOVE, W/W
carpets, & drapes. \$75 DOWN
L.B. GA 4-9514 days, GE 9-2022
Los Angeles**

-1-BR. FURN. OR UNFURN.
W-w cat, dish, lg closet, car-
peting w/w Pharoah w/w
Carson #1B8N N. Dixie Rd. 1-606

2-BEDROOM \$90
CARPETS & DRAPES
BUILT-IN CHILDREN OK
1056 WALNUT

BELMONT SHORE
Beautiful 2-Bdrn., & 3-Bdln. Apts.
w/crnl crtl drapes, built-in kitchen,
& range. **NOW RENTING!**
123 QUINCY NE - Rt. 7-070

NEAR LONG OCEAN & Intercontinental,
2-br upper, extra large - \$115
plus utilities.
Garage available Adults

1309 APPLETON

3-BR., 2-BATH
Br.-ins. all elec. w/w carpets,
dishwasher, air cond. & roomy, \$140
mo. & util. 2 BR. RT. 415-079
5 units. See home! 1281 Temple
Ck. 7-4121

TO SEE IS TO BUY!
Gold Medalation 1 & 2 br., 1 b.a.,
beach front, stone floor,
tile kitch. & bath, colored tile
walls, wardrobes, wood dres-
sing. Adults Low Price!! 415-079

Free Rent til Nov. 1st
Beautifully restor'd 2 Br.
unfurn. apt. pool patio
crtl. disc. drages, etc. 1-BR.
apts. 1625 Stanley rd. 415-0564

BRAND NEW 2-BR.'S
\$89.50 UP
Carpets, draps, disposal, children's
welcome area. Call 1526

Iv BEAUTIFUL new 1 & 2 br.
unfurn. apts. All elec. appliances,
wood crils, draperies, garage. Landin'
area. Call Mr. C. J. Smith at
\$180 & \$190 mo. 2382 E. Carson,
Long Beach, Ca. 5

Lose In-LoveLY 2-BR.
Kitchen, dining rms., livg. rm., &
bathing area, autoport, fireplace,
central, \$119.50. 74 Chestnut

Serious New 2-BR Apt. Building
on Long Beach Blvd. near
to city. Children ok. Lindy, RM.
Call L.B.S. no. 6306 Permanent
Blvd. S.E.

WORRIED ABOUT furniture? You
can buy 3 rooms of new furniture
for \$150-\$175 from the Home Store
Reach Furniture, 61n Long Beach
Blvd.

Mr. Wilson Hi—4500 E. 7th
Plus 1-br. new w/w rml, fresh
and cool

New 1 & 2-BR. Apts Furn or

227 WEST 14TH ST.
New—Close—in—Deluxe
 2 bedrooms, beautiful, bright & spacious. \$109. See Adlr. R-2

DEN-MARK, NEW
 \$60-7BR., w.v., drapes, Sundae, laundry, Nr. markets, GA 3308E
 \$70-5BR., chn. w/air, Atlantic

\$30-4BR., chn. w/air, newly decor., livr, din., gas, & water nr. Mr. Markel & Atlantic
 \$109-2274 or 7

3409 ORANGE AVE.
 1bdrm., w.w crtl., drages, bil. ins. Ph. 477-9758 or 7E-7478

NEW studio apt. 2Br. Bill. drs.
 2nd fl. 7' x 10' 6" 7' 6" 7' 6" 7' 6" trash/water/wr. 16845 Passaic, Param. ME 64083.

DNTN. 332 MAGNOLIA
 Deluxe upper 1br, a/c, no pets. \$50. See 527-2500

NEW 4-2 BRB. FURN. & unfurn. pool, 1 blk. from shopping area
 12501 13th Avenue St., Bellflower, Ph. 477-9500

2 new 2 b/w, w/ drapes
 Child OK. \$97.50 up. Owner 3450 Wilton Ave. GE 8-6141

1139 E. 1ST ST.
 \$97.50-2 b/w, l.ae, w/ dr. Reder.

Unfurn. With pool & garage, 1HR.
 6-101 1747 Cerritos Ave. 1HR. 477-1511

\$60 MO. OR 1/5 WK.
 2 Tols ch. ltr. 1hr 1-5R 3225N E. 15th GA 2-7151

New studio apt. 1BR. w.v. drapes.
 1hr studio apt. Near Center College. No pets or children. To 21781 1155. Hinton or ME 2-530.

POOL—ONLY 5 APTS.
 2BR. N.B. Adults, no pets. W.w. drapes. 1hr. 1-5R. 477-1015

NEW 2 BDRMS.
 STOVES, W.W CRTS. 2279 SPAULDING. GA 3-3575

New Dix. 3-Br. 2 Baths
 all electric. 13ra lge. child o. 5773 Cherry Ave 3-2166 GA 3-7404

DELR. 1 BR. 1 BATH
 LARGE Bedroom Billin oven & ramp. Refrig., carpets & drapes. 577-2200

LGE. 1 BR. H. POOL
 3601 VERMONT

SEAL BEACH—New 1-br. Beach.
 All elec., bilins, crpls, drapes. \$75. 479-6371/41-6007

1750 783 NEWPORT
 1BR. Adults only, no pets
 \$80-1-BDRM.

[illegible]

BILL FWLW, 2 br., drapes, gar. avail.
\$80. 10900 Flower St. 866-2425

545-D OLYMPIA, 1br., clean suite,
store & terrace. HIC 4-6388

575-134 LOMAX, Nw. new lot. 1-BR.
owner. Priv. call. Ins. Ad. 7.

NL6-5D 158 Corcoran. Mr. Lindell &
Harding. 439-1686

2 APTS. on rental area. See Ad.
7289 Revlon. 437-2627

568 1-BR., garage. Inquire 7701
Pacific. 437-7443

NL6 597.25 up 7-BR. Corcoran. Drapes.
Chug. 451 55th St. 432-4159.

2 BRS. N. LCE. 437-4159

545-D OLYMPIA, G.E. 2332

WRIGHT 1-BR. new. dsh. 1st flr.
priv. int. 1876 Henderson 437-5657

2375 PACIFIC, 565 rms. 1-BR. upper
level. 21087. Gd. 437-5319

QUICK, Lovely rental. 1 br. \$50.
9134 Astoria Ave. 437-5319

575-REDE Clean UH of 1 br.
Child c/o. H.E. 72265; G.E. 8-9322

2 New 2-bdrm. Gd. loc. Beilly or
Pore. Children accepted. 10-2501

LOVE, moves. 2-BRS. dn. rm. gar.
Nw. Mr. Jrd & Walnut G.E. 12591

NR NEW 1-BR., v-w. crpt. drapes,
garage, stove, refrig. 1329 E. 3rd.
AJAX APTS. Children welcome.
1445 E. Hill

575-J 3 BDRMS & den, w/c carol.
serving. 323 61st St. G.E. 97418

WRIGHT, include new 1 BR. garage
lot. 3235 Eucalyptus GA 4003

1614 E. 1st St. -Modern 1-BR. 565.
Available. Ho. calls. H.E. 5543

1-BR. 1-BR. Dsh. Nw. brch. Bll.
Ins. Pet. ch. 442 Bonito. 438 415

Unfurnished Apts. 107 **Unfurnished Apts. 107**

!! W O W !!
THEY'RE READY

ALL ELECTRIC

ALL STUDIO APTS.
GOLD MEDALLION APTS.
2 & 3 BEDROOMS
FURNISHED AND UNFURNISHED
WE BOAST THE LARGEST WALK-IN CLOSETS IN TOWN. NO WARDROBE TOO LARGE
CHILDREN WELCOME
NEAR ALL SCHOOLS
YOU MUST SEE THESE 1200 SQ. FT. APTS.
WITH
FRIGIDAIRE APPLIANCES

✓ 1. DISHWASHERS	✓ 21" OVENS
✓ 2. AIR CONDITIONERS	✓ 2 BATHS
✓ 3. REFRIGERATORS	✓ GARAGES
	✓ CARPETS, DRAPES

ALL STUDIO APTS.
ONE PRIVATE FENCED PATIO

**TWO PRIVATE BALCONIES
FOR EACH APT.
RENT FROM \$135 MO.
See Manager Apt. 1 at
3495 ANDY ST., LONG BEACH
Corner of Downey and South Streets**

ater, Torrance
P 5-2591
ves any apartment
ES
ve Ants, Inc.

STUDEBAKER

41-42 TEMPEST 4-dr. V-8 Automatic, radio & heater. Runs real good. \$15,000. 815-68-5171. Anaheim & Atlantic. HE 7-2731

TEMPEST

41-42 TEMPEST 4-dr. V-8 Automatic, radio & heater. Runs real good. \$15,000. 815-68-5171. Anaheim & Atlantic. HE 7-2731

THUNDERBIRD

1955 T-BIRD. Hardtop stick white with black interior. One only. \$1499

1955 T-BIRD. Hardtop stick white with black interior. One only. \$1799

1955 T-BIRD. Hardtop stick white with black interior. One only. \$899

Largest T-Bird Selection in Long Beach
808 THOMPSON'S
SPORT CENTER

431 W. Pacific St. Hy. HE 7-2779

1955 THUNDERBIRD. Automatic. Attractive two-tone paint. Low mileage. \$1899

1955 T-BIRD. Full leather. Powder blue. Swinging wheel. Radio, heater, low mileage. Priced for quick sale. \$1299

C. Fred Holman Motor Sales
437 E. Anaheim HE 5-9771

THUNDERBIRDS

1955 Hardtop, factory air \$1499
1955 Hardtop, factory air \$1599
1955 Hardtop, beautiful \$1299
1955 Hardtop, factory air \$1499

KOTT & SMOLAR FORD

Buy at 100% Union House
338 West Anaheim TE 5-6024
WILMINGTON

1958 T-BIRD \$1695

Full power, fact. air, power windows & seats. Beautiful car in & out. Must see to appreciate.
W. F. McPheters
1450 L. B. Blvd. HE 2-5407

1960 T-BIRD HT—\$1995

Local 1-owner, low mileage; has had finest care; power steering, brakes, radio, heater, automatic. HOLIDAY RAMBLER

1318 Long Beach Blvd. HE 6-9087

1957 T-BIRD Coupe. Elec. seats & windows. FACTORY AIR. '63 Cad. trade-in. Clean. \$2295

de Ville

Anaheim & Atlantic

1957 T-BIRD. Local 1-owner, low mil. factory air, elec. windows, radio, heater. Many other extras. Sold new for over \$4000—Sale price \$2995

WOOLPERT IMPORTS

1958 L. B. Blvd. HE 2-3431

1957 T-BIRD. Hardtop. 1 owner. All power & air conditioning. 40,000 actual miles. Heavy duty tires. Sharp & excellent. \$1350. \$201204

1957 T-BIRD. Radio, Heater. Full power accessories. License No. 61-2-192

SACHS, MERCURY-LINCOLN

5515 Lakewood, Downey TO 1-0721

1957 T-BIRD. One owner. Low mileage. Immaculate. Factory air, full power. Blue book price for immediate sale. 229 Newbury Dr. GE 4-1991 or HE 2-9779

SHARP 59 Indlg. R & H. Power 4-dr. heater, radio, heater, full power. \$1449. Will trade down. 1527 Cedar. Ant. S. HE 5-7541

1957 T-BIRD. Automatic, V-8. \$1699

PARKWOOD CHEVROLET

5509 Lakewood Blvd. HE 3-7891

1957 T-BIRD hardtop. Stick. See to appreciate. 4908 Colbrook. Lkwd. T-5-940

1957 T-BIRD. Bk. Full power. Local. Xtra. cond. \$2995. HE 2-8854

1958 T-BIRD. SHARP! Take Ranch. no or pickup in trade. HE 5-5685

1957 T-BIRD. One owner. Very smart. Must sell DA 3-6344; TE 1-5480

1955 T-BIRD. \$1600

Call Eves GA 6-7238 or HE 7-4964

1957 T-BIRD. Radio, heater. Very smart. 13175. Call GE 1-3901

1955 T-BIRD. red. \$1445. 7393 Oran Ave. L.B. GA 6-4712

BIRD SALE!

1959 T-BIRD. Convertible, white, full power. Black interior. \$1399

1959 T-BIRD. Convertible, 420 cu. in. factory engine. Very clean. \$1599

1959 T-BIRD. Hardtop. Full power, red with black interior. \$1499

1957 T-BIRD. Hardtop. Hardtop, stick, white with black interior. Very clean. \$1799

1955 T-BIRD. Hardtop stick white with black interior. One only. \$899

Largest T-Bird Selection in Long Beach
808 THOMPSON'S
SPORT CENTER

431 W. Pacific St. Hy. HE 7-2779

1955 THUNDERBIRD. Automatic. Attractive two-tone paint. Low mileage. \$1899

1955 T-BIRD. Full leather. Powder blue. Swinging wheel. Radio, heater, low mileage. Priced for quick sale. \$1299

C. Fred Holman Motor Sales
437 E. Anaheim HE 5-9771

THUNDERBIRDS

1955 Hardtop, factory air \$1499
1955 Hardtop, factory air \$1599
1955 Hardtop, beautiful \$1299
1955 Hardtop, factory air \$1499

KOTT & SMOLAR FORD

Buy at 100% Union House
338 West Anaheim TE 5-6024
WILMINGTON

1958 T-BIRD \$1695

Full power, fact. air, power windows & seats. Beautiful car in & out. Must see to appreciate.
W. F. McPheters
1450 L. B. Blvd. HE 2-5407

1960 T-BIRD HT—\$1995

Local 1-owner, low mileage; has had finest care; power steering, brakes, radio, heater, automatic. HOLIDAY RAMBLER

1318 Long Beach Blvd. HE 6-9087

1957 T-BIRD Coupe. Elec. seats & windows. FACTORY AIR. '63 Cad. trade-in. Clean. \$2295

de Ville

Anaheim & Atlantic

1957 T-BIRD. Local 1-owner, low mil. factory air, elec. windows, radio, heater. Many other extras. Sold new for over \$4000—Sale price \$2995

WOOLPERT IMPORTS

1958 L. B. Blvd. HE 2-3431

1957 T-BIRD. Hardtop. 1 owner. All power & air conditioning. 40,000 actual miles. Heavy duty tires. Sharp & excellent. \$1350. \$201204

1957 T-BIRD. Radio, Heater. Full power accessories. License No. 61-2-192

SACHS, MERCURY-LINCOLN

5515 Lakewood, Downey TO 1-0721

1957 T-BIRD. One owner. Low mileage. Immaculate. Factory air, full power. Blue book price for immediate sale. 229 Newbury Dr. GE 4-1991 or HE 2-9779

SHARP 59 Indlg. R & H. Power 4-dr. heater, radio, heater, full power. \$1449. Will trade down. 1527 Cedar. Ant. S. HE 5-7541

1957 T-BIRD. Automatic, V-8. \$1699

PARKWOOD CHEVROLET

5509 Lakewood Blvd. HE 3-7891

1957 T-BIRD hardtop. Stick. See to appreciate. 4908 Colbrook. Lkwd. T-5-940

1957 T-BIRD. Bk. Full power. Local. Xtra. cond. \$2995. HE 2-8854

1958 T-BIRD. SHARP! Take Ranch. no or pickup in trade. HE 5-5685

1957 T-BIRD. One owner. Very smart. Must sell DA 3-6344; TE 1-5480

1955 T-BIRD. \$1600

Call Eves GA 6-7238 or HE 7-4964

1957 T-BIRD. Radio, heater. Very smart. 13175. Call GE 1-3901

1955 T-BIRD. red. \$1445. 7393 Oran Ave. L.B. GA 6-4712

THUNDERBIRD

3580

E. Pacific Coast Hwy. below all vinyl interior. Shows excellent care & has factory air, power windows & seat. This car is beautiful & ready to go at only \$3795. Ford A-1 Warranty. 3580 E. Pac. Cst. Hwy. GE 4-8979

Open Sunday — See Ed Cousins
A division of Hale Young Ford

55 T-BIRD — Red, autom. trans. Pwr. windows, brks. & seat. R.H. New tires. \$1450. GE 1-8320

VALIANT

BEST VALIANT BUY

All original '60 deluxe 200 4-dr. Sedan. Slick. Radio and heater. Special price. \$1995

HOLIDAY RAMBLER

1310 Long Beach Blvd. HE 6-9007

'60 VALIANT \$699

Slick. Clean Car

PHIL HALL

2100 E. PAC. CST. GE 4-1486

'61 VALIANT HTP

'61 VALIANT 500

BANK REPOSSESSIONS

'61 VALIANT HTP \$1974

'61 VALIANT 500

Bank forms. See Bank Rep. Rudy 1740 L.B. Blvd. L.B. HE 2-3434

WIDGER GOODWIN DODGE

offers . . .

'61 VALIANT

4-door. Automatic, radio & heater. \$895

WIDGER GOODWIN DODGE

1600 Lakewood Blvd. TD 6-6081

Bellflower, Open evs. & Sundays

'62 VALIANT Signet. Autom. R.H. W-s-w. Priv. drv. 1697-1542

CHRYSLER CORPORATION

CORPORATE OWNED VEHICLES

MANY OF THESE CARS LISTED BELOW WERE USED BY FACTORY EXECUTIVES AND HAVE HAD EXCELLENT CARE, 50,000 MILE OR 5-YEAR WARRANTY APPLIES ON THESE CARS.

CAN BE SEEN ONLY AT BIG HEARTED ED'S

	Factory List Price	Your Price
'63 PLYMOUTH W/AIR	\$3692	\$2786
'63 PLYMOUTH W/AIR	\$3842	\$2945
'63 VALIANT CONV'T.	\$3046	\$2487
'63 CHRYSLER WAGON	\$4862	\$3762
'63 PLYMOUTH 4-DOOR	\$3266	\$2466
'63 CHRYSLER NEWPORT	\$3854	\$2985
'63 VALIANT 4-DOOR	\$2658	\$2192
'63 DODGE WAGON	\$3352	\$2595

BIG TRADE-IN ALLOWANCES

ON ALL '64 CHRYSLERS — PLYMOUTHS — VALIANTS

ED BARBARI CHRYSLER PLYMOUTH

6200 N. BELLFLOWER BLVD.

BETWEEN SOUTH AND ARTESIA

LAKEWOOD TO 7-0112

VILLAGE MOTORS

1963 BUICK

RIVIERA COUPE

Maroon with black interior. Radio, heater, automatic, power steering and brakes. White walls like new. Stock No. 3035.

\$3588

1963 PONTIAC

BONNEVILLE VISTA

FACTORY AIR CONDITIONING, automatic transmission, power steering and brakes, radio, heater. Beautiful red with matching vinyl interior. 1 owner. Stock No. 3018.

\$3388

1960 COMET

4-DOOR WAGON

Heater, 111 c.k. white walls. Light blue color. Lic. GGT 771.

\$788

1962 LARK

DELUXE 4-DOOR

Automatic transmission, radio, heater. Extra sharp. 1 owner. Little blue color. Lic. OAU 426.

\$1188

1963 PONTIAC

GRAND PRIX

Automatic transmission, radio, heater, power steering and brakes. White walls. Beautiful blue with matching interior. Stock No. 3009.

\$3288

1963 PONTIAC

BONNEVILLE CONV.

Radio, heater, automatic, power steering, aluminum wheels. Stock No. 3076.

\$2888

1963 FORD

FAIRLANE 500

V-8, sport coupe, automatic transmission, radio, heater, power steering. Hardtop that's like new. Stock No. 201.

\$1988

1961 CHEVROLET

NOMAD

Full power equipped. FACTORY AIR.

\$1988

1961 PONTIAC

CATALINA CONV.

Radio, heater, automatic, power steering and brakes. Little blue with matching interior. Lic. QZ 794.

\$1488

VILLAGE MOTORS

2185 L. B. Bl. HE 7-0751

Open Even. 11 to 10 and All Day Sunday

Friendly RAMBLER

Hike Apoian, New Owner

SAVE TWICE

During our final CLEARANCE

of all remaining '63's new and demo Ramblers still remaining in our stock.

NO CASH NEEDED

to take delivery on any '63 or '64 Ramblers. If your car is worth just \$149 with approved credit.

SAVE A FULL YEARS DEPRECIATION PLUS SALE DISCOUNTS

OF \$300 to \$700 OVER 70 CARS to choose from

Friendly RAMBLER COMPTON

ASK ABOUT OUR 1 PAYMENT PLAN AVAILABLE TO YOU

Our financing department can show you how to group all your outstanding bills into 1 payment and still be able to own a brand new Rambler.

EXAMPLE

YOUR PRESENT OUTGOING BILLS MONTHLY

Bills	Per Month
DOCTOR	\$12.00
CAFE	48.00
TELEVISION	14.00
FURNITURE	53.00
BANK LOAN	23.00
DENTIST	8.00
CHARGE ACCOUNT	17.00
TOTAL	\$175.00

THIS IS FRIENDLY RAMBLER'S 1 PAYMENT PLAN \$98 per month including a brand new 1963 or 1964 Rambler

Used Cars at Drastic Discount Savings

'59 FORD CUSTOM 300 SEDAN Radio, heater, automatic, Lic. No. FIW 574.	'56 DODGE CUSTOM ROYAL Auto, transmission, radio, heater, etc. Lic. FRL 255.
\$595	\$129
'60 T-BIRD HARDTOP Power steering, power windows, FACTORY AIR CONDITIONING, radio, heater, 800 blue in color. Lic. No. GLX 751.	'55 PLYMOUTH 4-DOOR SEDAN Auto, transmission, radio, heater, etc. Lic. FTH 815.
\$2195	\$249
'61 MONZA COUPE Beautiful well cared for 4-speed. P.V. 110. Lic. No. VRM 483.	'60 RAMBLER FULL SIZE CLASSIC SEDAN Auto, transmission, radio, heater. Real nice. Lic. No. LLL 019.
\$1495	\$895

410 No. Long Beach Blvd. COMPTON NE. 8-0581

'64 TRADE-IN SPECIALS

AT DICK BROWNING OLDS

'63 GRAND PRIX The all-time favorite of the Pontiac line. One owner, low mileage. Hydra-Matic, radio, heater, power steering and brakes.	'62 OLDS Starfire Coupe. Factory Air. Conditioned. Hydra-Matic, radio, heater, power steering and brakes. Sold new and serviced by us. Outstanding in every detail.	'62 CORVETTE 3-Speed. Radio, heater. Pawn belts with matching interior. Sharp! Sharp!
\$3599	\$3299	\$2999
'62 OLDS '58 Holiday Coupe. (2 to choose from) Hydra-Matic, radio, heater, power steering and brakes. Both local one-owner cars, low mileage. Tools in every respect.	'63 TEMPEST V-8 3,500 miles. Deluxe 4-dr. radio, heater, automatic power steering and brakes. Absolutely like new!	'61 CHEVROLET 4-Door Impala Hardtop. All white finish. Power windows, power steering and brakes. Outstanding!
\$2499	\$2299	\$1999
'61 OLDS F-35 4-Door. Factory Air. Conditioned. Hydra-Matic, radio, heater, power steering. All white.	'61 OLDS '58 Holiday Sedan. Hydra-Matic, radio, heater, power steering and brakes. Light blue finish with matching interior. One owner.	'59 OLDS '58 Holiday Sedan. Hydra-Matic, radio, heater, power steering and brakes. Light blue finish with matching interior. One owner.
\$1899	\$1899	\$1399
'59 OLDS '58 Holiday Coupe with Hydra-Matic, radio, power steering. Med. blue finish with matching interior. Tools!	'58 T-BIRD All white with matching interior. Fordomatic, radio, heater, power steering. Just arrived in stock.	'60 FALCON Deluxe Interior, custom trim, automatic, radio, heater. See III! Buy III!
\$1399	\$1299	\$999
'58 CHEVROLET 4-Door Wagon. Power windows, radio, heater, power steering. 3,500 miles. SHARP!	'58 CHEVROLET 4-Door. Powerglide, radio, heater. Shows immaculate care of previous owner. See it . . . Buy it . . .	'58 FORD HARDTOP 4-Door. Factory Air. Conditioned. Automatic, radio, heater. White.
\$899	\$799	\$799

DICK BROWNING OLDS

Exclusive Oldsmobile Dealer

LOWEST FINANCING AVAILABLE

1090 LONG BEACH BLVD. 1090

OPEN SUNDAYS HE 6-9624

SUPERMARKET

FOR CARS

ALL-OUT SALE

ON USED CARS

OVERSTOCKED WITH NEW 1964 TRADE-INS

RIGHT BUY — BUY RIGHT

EARLY BIRD SPECIALS!!

'63 CORVETTE FAST BACK hardtop coupe, V-8, power steering, power windows, radio, heater, Lic. No. KZ 282. Sold and serviced new. 5,000 actual miles. Like new.	'62 CHEVROLET IMPALA hardtop coupe, V-8, powerglide, power steering, radio, heater, Lic. No. KZ 282. Sold and serviced new. 5,000 actual miles. Like new.	'61 CHEVROLET IMPALA 4-door Sport sedan, V-8, powerglide, power steering, radio, heater, Lic. No. QJK 160. Like blue.
\$1999	\$2499	\$1999
'62 CHEVY II NOVA 400 hardtop, coupe, 4-cylinder, Standard, V-8, power steering, power windows, radio, heater, Lic. No. FJ 127. Ivory, red interior. A knock-out.	'60 RAMBLER SUPER 4-door, 8-passenger, Country Sedan, 6-cylinder, automatic, radio, heater, Lic. No. KEY 994. Dark green.	'60 BUICK LE SABRE 2-door, V-8, Automatic, heater, Lic. No. KFC-541. Ivory and green.
\$1999	\$1399	\$1299
'62 CORVAIR MILWAUKEE coupe, 4-cylinder, V-8, power steering, radio, heater, Lic. No. KHD 710. Powerglide, radio, heater.	'59 PONTIAC SAFARI CATALINA 4-door, V-8, automatic, power steering, 6-passenger, station wagon, radio, heater, Ivory, Lic. No. KEY 388.	'59 CHEVROLET IMPALA convertible, V-8, Turbodiesel, Powerglide, power steering, radio, heater, Lic. No. K15 655.
\$1799	\$1499	\$1299
'62 FALCON FUTURA coupe, automatic transmission, bucket seats, radio, heater, red with red interior, Lic. No. FAD 424.	'59 RAMBLER SUPER 4-door, 8-passenger, Cross Country station wagon, A. automatic, radio, heater, Lic. No. ITS 881. Like green.	'58 OLDSMOBILE V-8 Hardtop coupe, V-8, Automatic, Power steering, radio, heater, Lic. No. KZZ 948. Ivory and purple. A real knockout.
\$1799	\$1199	\$999
'61 CHEVROLET IMPALA hardtop coupe, V-8, Powerglide, Power steering, radio, heater, Lic. No. LAX 123. Silver with red and white interior.	'61 CHEVROLET PARKWOOD 4-door, 6-passenger, 4-cylinder, Standard, V-8, power steering, radio, heater, Lic. No. FJW 025. Brown in color. A sweetheart.	
\$2099	\$2099	
'61 CHEVROLET IMPALA sedan, V-8, powerglide, power steering, radio, heater, Lic. No. ATG 635. Like blue.		
\$1999		

HARBOR CHEVROLET

3770 Cherry Ave. GA 6-3344

OPEN SUNDAYS

VILLAGE MOTORS

2185 L. B. Bl. HE 7-0751

Open Even. 11 to 10 and All Day Sunday

'COME BLOW YOUR HORN' Jokes Nursed at Magnolia's Show

By SAMUEL A. BOYE

In "Come Blow Your Horn" Magnolia Theater's serviceable comedy, the jokes go round and round and come out "stamped" by Sardi's—the favorite "watering-hole" of New York theatrical sophisticates.

Products of theatrical table-talk or chit-chat rather than of a genuine character-situation impasse or development, such jokes carry a catch-all survival kit.

Magnolia shares its survival kit freely with the audience. It has no choice. Highly professional theater as it is, old Magnolia must rotate the never-ending crops of serviceable Broadway comedy near-hits, or die while waiting for develop in the home soil. Rather than die on the vine of good intentions, they occasionally trot out a "Come Blow Your Horn" which though obviously keyed to the (une) of keep-the-box-office-fires-burning, is pleasantly diverting when played right.

HEADED BY Ivan Bonar (Alan Baker), the cast of six play it right, nursing each joke with loving care. Bonar as the meek half of the Baker brother team—he works two days a week and takes the other five off—his usual competent self. This actor could be great if he would forget trying to give the world an elocution lesson and become more inventive and less bound by "blocking." In one instance, he obviously remembered that in rehearsal he was to put one flexed arm forward, then the other behind, and "charge."

Buddy Baker (Raleigh Parker), the UNESCO-loving egghead half of the Baker brothers, Connie Dayton (Carolyn Conwell) as the successful love interest, Mrs. Baker (Vi Coulter) and a roaring Bronx bull of a bum-calling father, Mr. Baker, played with deafening, if not artistic, success by Frank Keith, keep the jokes circulating around the spine of a stubbornly stagnant plot.

But it is a bit part by Vicki Todd as Peggy Evans which was the "waker-upper" of the night. As the sexiest wanderer, Miss Todd executes the most exciting sexual "knee-dips" seen this side of Edie Adams imitating the immortal Marilyn. Miss Todd herself seemed to enjoy the vertical "flow" of her art and she is really downright good at comedy.



DIRECTOR David Baskerville and two Robin Hood Band members discuss score for one of the numbers to be played in today's appearance of the famed band in Municipal Auditorium.

Robin Hood Band in Musical Revue Today

"Hey, Look Me Over!" on its European tour, sponsored by the U.S. State Department. The youngsters have been featured on network telecasting in the U.S., Canada and Europe.

The group, conducted by David Baskerville, formerly with NBC, 20th Century Fox and the Los Angeles Philharmonic, features 65 of the southland's finest young singers, dancers and instrumentalists.

The organization has made two motion pictures, one of which depicts its adventures.

LBSC to Present 'Sleeping Beauty'

"The Sleeping Beauty," an adaptation of the medieval fairy tale, will be presented by the Long Beach State College Drama Department Oct. 31 through Nov. 2 in the LBSC Theater.

This is the second presentation of Theater for Children, with performances planned for both child and adult audiences.

Certain times for the opening show of the LBSC 1963-64 season are 7:30 p.m. Oct. 31; 8:30 p.m. Nov. 1 and 2; and 8:30 p.m. Nov. 2. Tickets are available at the Associated Students Central Cashier's Office and the department of drama office.

Members of the cast will take the production to Long Beach City College Nov. 16 for two additional performances during the Junior Program series.

Cast members from Long Beach include Eva Raber as

Sleeping Beauty, and Kathleen Roxby, Annette Davidson, Virginia Mathews, Sue Knoblock and Dick Levering.

"BY INCLUDING 'Sleeping Beauty' on the adult theater bill and offering it at a variety of curtain times, we hope to give adults as well as the regular child audience an opportunity to share the fabric of this delightful medieval tapestry, and also to experience the exciting dramatic potential of theater for children," Herbert Camburn, director of the production, said.

Mrs. Rosalind DeMille of the women's physical education department will direct the choreography.

Special effects will include animated cobwebs, a magic forest and unusual lighting.

MUNGO FLICKER IN FILM

L.B. Man Does Bit

By GEORGE ERES

"If you bend down to tie your shoe, you'll miss me," says Salvatore Mungo, who fleetingly appears as a chauffeur in the motion picture "Trauma" opening Wednesday at the Los Altos Drive-In and the United Artist Theaters.

The acting bit by Mungo, a long-time outstanding little theater performer at the Community Playhouse—is just a sideline in "Trauma."

Mungo is the treasurer and one of the associate producers of the film which began showing about a year ago, has played the major cities and "at last is being shown here."

BESIDE Mungo's bit, a



SAL MUNGO
Co-Produces Film

feature role in the film billed as a "psycho thriller" starring John Conte, Lynn Bari and Lorrie Richards, is played by former Long Beach little theater player Bob Blackman who gets screen credit as Bond Blackman.

Another screen credit goes to Larry Johns, Community Playhouse director, who handled the film staging with Catherine Shuman also of Community as his assistant.

Mungo says he doesn't expect he'll get wealthy from the "Trauma" take but "we'll come out all right and expect we'll do better with our second film in pre-production stages."

Mungo, Long Beach accountant, hasn't been too active in little theater since he joined Equity. He did one for Magnolia Theater here.

"I wouldn't mind doing another play here," he said. "But nobody's asked me."

Ice Capade Tickets May Be Yours

Your name may be in the Want Ads starting Monday. And if it is, you'll get two free tickets to the all new 23rd Edition of Ice Capades at the Long Beach Sports Arena Nov. 19 to 24.

Starting Monday, the Independent, Press-Telegram will begin the "Find Your Name" feature in the Classified Ads Section. Each day a name will be hidden in the section. If it's your name, call at



GRETE BORGEN, Norwegian and Scandinavian champion, is starred in three productions in the six productions and 20 acts in the all new 23rd "Go" Edition of Ice Capades in the Long Beach Sports Arena Nov. 19-24.

PAUL NEWMAN IS **"HUD"**
OPEN NOON 2ND COLOR HIT
ATLANTIC GA 2-3161 5870 ATLANTIC BLVD.
"Ticklish Affair"

"WINE & ROSES"
"BABY JANE"
ART 4th & Cherry GE 1-5435
OPEN 1 P.M. CONTINUOUS

THE MAGNOLIA THEATRE
"COME BLOW YOUR HORN"
Thurs. Sun. 8 P.M. \$1.50
Fri. Sat. 8 P.M. \$2.50
For Reservations GA 4-1471 GA 7-7015 200 Magnolia Ave.

OFF-BROADWAY THEATRE 211 LINE NE 7-3571
"ORPHEUS DESCENDING" by TENNESSEE WILLIAMS
CURTAIN 8:30 P.M. FRI. \$1.50—SAT. \$2—SUN. \$1.50

Civic Light Opera
One of the greatest musical plays in the history of the American Theatre
RODGERS and HAMMERSTEIN'S **SOUTH PACIFIC**
Staged and directed by BILL ROBERTS
Musical Direction by JACK KROESEN
Featuring big hit tunes: "There's Nothing Like a Dame," "Bali Hai," "Sooner or Later," "I'm Gonna Wash That Man Right Outa My Hair" and many more.
Special added attraction...
Diamond Jubilee Production, the "LONG BEACH STORY."
Original score by Jack Krosen. Book and lyrics by Betty Kumber. This delightful musical comedy immediately precedes the South Pacific curtain.
Note: SHOWTIME 8:00 P.M.
LAVISH SETS - COSTUMES PLUS A STELLAR CAST OF 95
*PRICES including tax
Thurs. Sun. Mon. Tues. Wed. 3.50-3.00-2.50-1.00
Friday and Saturday 4.00-3.50-3.00-1.50.
LONG BEACH AUDITORIUM (CONCERT HALL)
*Oct. 31, Nov. 1-2-3-5-6-7-8-9-10-11
ORDER TICKETS HEMlock 2-7926 hrs. 11 to 5
TODAY! 518 E. 4th St. LONG BEACH 12,

Show Times

Here are starting times of features in Long Beach theaters as listed by theater managers:

PALACE	STATE	TOWNE	RIVOLI	ATLANTIC	ART	ROYAL
"Robbed Bank of England" 10:40 "The Great Escape" 11:15 "The Great Escape" 11:45	"Mondo Cane" 9:15 "Above, Mud Below" 12:30, 4:30, 11:15	"Johnny Cool" 12:45, 4:30, 8:25 "Love Me or Leave Me" 2:30, 4:30, 10:15	"Women of the World" 1:5, 9: "Love Come Back" 3:15, 7:55, 11:10	"A Ticklish Affair" 12:50, 5:5, 9: "Mud" 7:30, 4:30, 10:30	"What Ever Happened to Baby Jane" 3:55, 4:25, 7:55, 10:15 "Seven Seas to Calais" 11:20, 5:10, 10:30 "Oklahoma" 1:15, 4:45, 12:15	"Desert Attack" 10:07, 3:30, 9:14, 2:40 "Seven Seas to Calais" 11:20, 5:10, 10:30 "Oklahoma" 1:15, 4:45, 12:15

LAKEWOOD
OPEN NOON—CONTINUOUS
1100 S. BROADWAY
THE CARETAKERS
DANE MACGIN
POLY BLVD. 1000
SACK | BURGESS | CRAWFORD | PAIGE

PACIFIC THEATRES
TOWNE EXPLOSIVE ACTION! "JOHNNY COOL" "LOVE ME OR LEAVE ME"
RIVOLI "WOMEN OF THE WORLD" "LOVER COME BACK"
STATE RECOMMENDED FOR ADULTS "MONDO CANE" "LOVE ME OR LEAVE ME"
PACIFIC DRIVE-IN THEATRES
SHOW STARTS AT 6:30 • CHILDREN UNDER 12 FREE
CIRCLE At Traffic Circle GE 9-9513
LAKEWOOD CARSON, CHERRY GA 4-9331
LINCOLN BURN PARK JA 7-2223
WARNER Huntington Bk. VI 7-3791
Long Beach, Lincoln, Warner NOW! \$1.50 PER CARLOAD
LOS ALTOS EXPLOSIVE ACTION! "JOHNNY COOL" "LOVE ME OR LEAVE ME"
HI-WAY 39 ADULT THEME! "TWILIGHT OF HONOR" "THE BREAK"
LONG BEACH ALL COLOR "BEACH PARTY" "GLOVE GAMES" "LOVE IS A BALL"
NOW! LAKEWOOD & HI-WAY 39 DRIVE-INS PLUS—"THE BREAK"
NOW! TOWNE THEATRE PLUS—"LOVE ME OR LEAVE ME"—COLOR
NOW! CIRCLE DRIVE-IN "MONDO CANE" "SKY ABOVE, MUD BELOW" ALL COLOR
STATE THEATRE

SAMMY LEWIS & DANNY DARE PROUDLY PRESENT
the Fabulous Miss **DINAH SHORE**
and Special Guest Star
BOB NEWHART
(THE WONDERFUL BUTTON-DOWN MIND OF MR.)
OPENS TUES. NOV. 19 ONE WEEK ONLY!
PERFORMANCES:
Nites Tues. Nov. 19 thru Sun. Nov. 24 at 8:30 pm
Matinee Sun. Nov. 24 at 3:00 pm
MAIL: FRI. & SAT. NITES . . . \$5.50 \$4.50 \$3.50 \$2.50
ORDERS TUES. WED. THU. & SUN. NITES 5.00 4.00 3.00 2.00
ONLY SUN. MATINEE: NOV. 24 . . 4.00 3.00 2.00
MAKE CHECK PAYABLE TO MELODYLAND THEATRE, BOX 3450, Anaheim, Calif.
Melodyland THEATRE
810 Freedman Way, Anaheim • Opposite Disneyland
FOR FURTHER INFORMATION CALL ANAHEIM (714) 776-7220

ORPHEUM THEATRE NOW! ON STAGE!
Eves. 8:30 • Wed., Sat. Mats. 2:30
TICKETS AT
Orpheum Box Office, So. Calif. Music Co., 637 So. Main, All Mutual Agencies
(Phone MA 7-1246 for your nearest agency)
Mail Orders Accepted • For Information Phone MA 4-6271
HOWARD KEEL
BARBARA McNAIR
IN
RICHARD RODGERS' Prize Winning Musical
"MUSICAL HAS SUGAR, SPICE, EVERYTHING NICE!"
Phillip K. Johnson, L.A. Times
"A CHIC & CHARMING PLAY!"
Society Available
NO STRINGS
"THIRD SMASH WEEK"

FOX CORPORATION
WEST COAST
FILMS TODAY
Open Noon • Barstun Parking
EXCLUSIVE ENGAGEMENT
AT POPULAR PRICES
JACK LEMMON
SHIRLEY MACLAINE
"TRMA LA DOUCE"
Plus "Unknown Giant"
IN ANIMATING COLOR
FEATURE TIME
12:15 • 2:50 • 5:30
8:00 • 10:30

IMPERIAL
Open Noon • Barstun Parking
RICHARD CHAMBERLIN
"TWILIGHT OF HONOR"
— CO-HIT —
SHIRLEY JONES
"A TICKLISH AFFAIR"
(IN COLOR)

CREST 475 Atlantic
Open Noon • Free Parking
ADULTS PLEASE
NEVER A PICTURE
MAKES THIS ONE!
"MONDO CANE"
— ALSO —
"THE SKY ABOVE, THE MUD BELOW"
BOTH PICTURES IN COLOR

BELMONT
In Belmont Shore GE 8-1001
OPEN 12:15 P.M.
ADULTS, PLEASE
"Women of the World"
Color 12:15 • 4:25 • 10:15
Steve McCauley—James Garner
"OF LOVE & DESIRE"
Color — 12:50 • 4:40 • 8:35

BAY OPEN 12:30
340 Main—Seal Beach GE 8-1122
Steve McCauley—James Garner
"THE GREAT ESCAPE"
Robert Stack—Joan Crawford
"THE CARETAKERS"

NEIGHBORHOOD Theatre Guide
DOWNEY NORWALK
MERALTA, Downey TD 1-2281
Cont. 12—"TWILIGHT OF HONOR"
"DOROVAN'S REEF"
NEW AVENUE, Downey TD 1-6418
"TRMA LA DOUCE" Cont. 12
NORWALK, Norwalk Cont. 12 850-5771
"JOHNNY COOL"
"THE CARETAKERS"
REDONDO BEACH
STRAND Open 11:30 a.m. FR 2-8320
ADULT SHOW
"MONDO CANE"
"SKY ABOVE, MUD BELOW"
COMPTON
TOWER, 111 N. L.B. Blvd. NE 1-3183
"THE LEOPARD"
"RAMPAGE"
GARDEN GROVE
BROVE "JOHNNY COOL" JE 7-6502
"THE CARETAKERS"
WILMINGTON
BRANADA (Smoking Lge) TE 4-2427
"RAMPAGE"
"3 STORIES MEET HERGULES"
SANTA ANA
STATE ART 324 W. 4th. KI 2-9517
Federation Film's "N.Y."
"ROD TOPS OF NEW YORK"
BELLFLOWER
NUBEL (Smoking Lge) TO 7-7721
"MUTINY ON THE BOUNTY"
In Show Stage 2, 8:30
"TICKLISH AFFAIR" 1, 6:20

Drive-In THEATRES
LA MIRADA Alondra-Firestone UN 3-3111
"A RATHERING OF EAGLES"
"DUEL OF TITANS"
PARAMOUNT 14711 Param. ME 3-4641
"THE THRILL OF IT ALL"
"ERIK THE CONQUEROR"
SUNSHINE 802 W. Washington Whittier
"THE RUNNING MAN"
"DIAMOND HEAD"
TWIN VUE Figueroa at 132nd BA 4-5127
"MONDO CANE"
"SKY ABOVE, MUD BELOW"
HARDON 35023 So. Vermont TE 4-9901
"BRAIN WIND"
"BRUSHY!"

Melodyland THEATRE
Last Week! Closes Sunday, Nov. 3
TWO SHOWS TODAY, 3 P.M. AND 8:30
BERT PARKS in
The **"MUSIC MAN"**
FEATURING
EILEEN CHRISTY • HAROLD PEARY
RENIE RIANO • ROBERT DRISCOLL
with **THE SPORTSMEN**
SPECIAL MAT. SAT., NOV. 2, at 3 P.M.
OPENS NOV. 5 TWO WEEKS ONLY! **JAMES SHIGETA**
IN
FLOWER DRUM SONG
with
TIM HERBERT • YAU SHAN TUNG • SYLVIA SYMS.
YUKI SHIMODA and **LULU PORTER**
SPECIAL MAT. SAT. NOV. 9 at 3 P.M.
ALL SHOWS Nites except Mon. at 8:30 p.m., Sun. Mats. at 3:00 p.m.
CHOICE SEATS NOW AVAILABLE AT BOXOFFICE
For Further Information Call Anaheim (714) 776-7220
TICKETS Also on sale at So. Calif. Music Co., 637 So. Main St. L.A.
All Mutual Agencies, Wallis Music City Stores.
The Most Beautiful Theatre in the World In the Round
Long Beach 197 **SUN., Oct. 27 1ST PROOF—**
"MUSIC MAN" with BERT PARKS"
MELODYLAND THEATRE—SUNDAY, NOV. 3
CHOICE SEATS AND BUS TRIP—11:30 AM
MERRY GA TOURS—355 PACIFIC AVE., LONG BEACH
GA 4-8671 — GE 8-6148

NUBEL
107th BELLEFLORE BLVD. TO 7-7727
TODAY AT 3 & 8:30 P.M.
ORIGINAL UNCOIT VERSION!
4-CHANNEL STEREO SOUND!
METRO-GOLDWYN-MAYER "NEW"
MUTINY ON THE BOUNTY
PLUS 1:00 & 4:30 IN COLOR
SHIRLEY JONES • RED BUTTONS
"A TICKLISH AFFAIR"
ADULTS 1.25, SMOKING LOGE 1.40
JUNIORS 85c, KIDS 35c

ROXY 121 W. OCEAN
ME 5-3022
OPEN 10 A.M. — OPEN ALL NIGHT
Gordon MacRae—Shirley JONES
RED STEIGER—COLOR
"OKLAHOMA"
Rod Taylor—COLOR
"7 SEAS TO CALAIS"
John Mills—Sylvia Sims
"DESERT ATTACK"

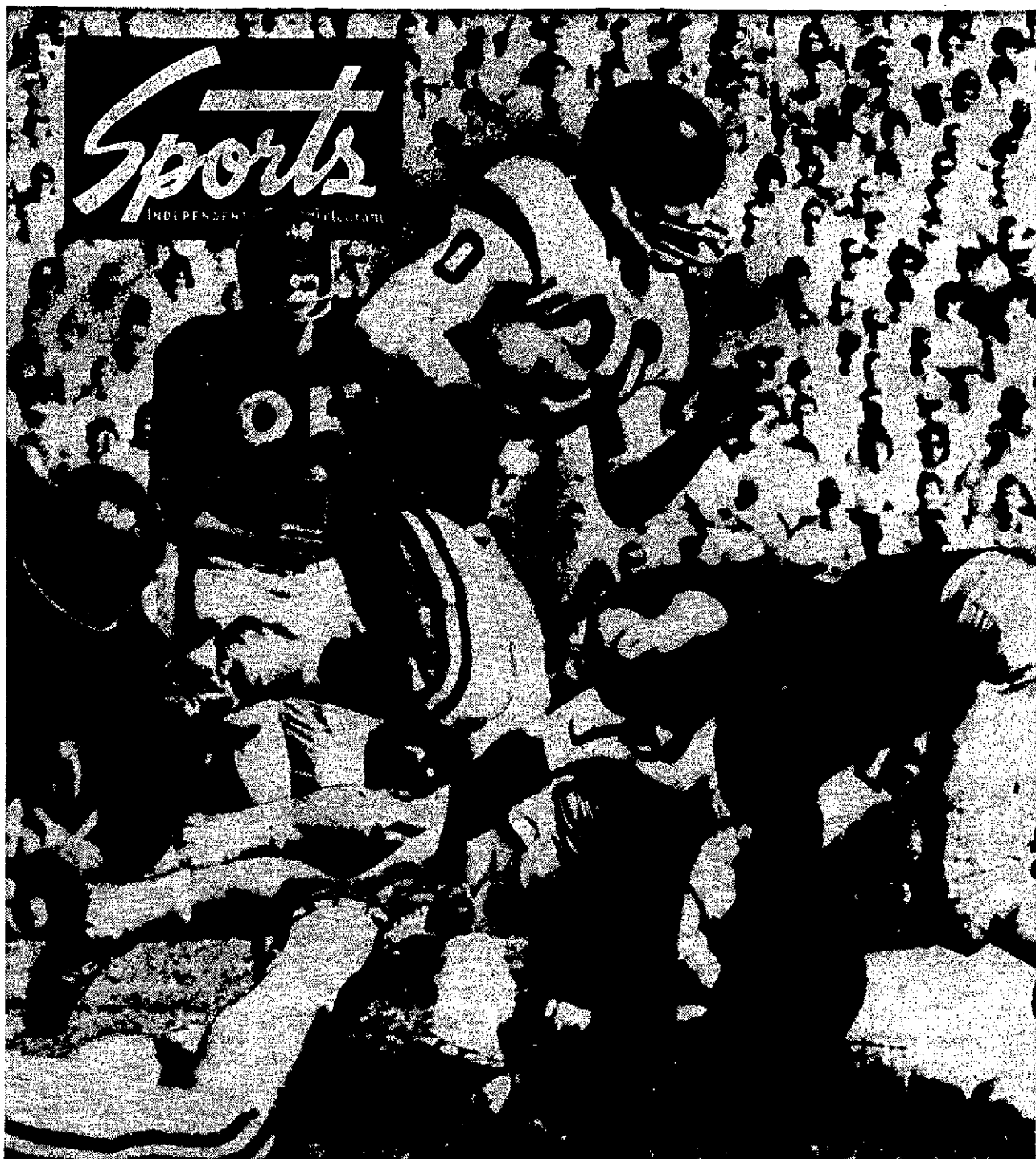
PARAMOUNT Drive-In Theatre
Param. & Compl. Blvd., Param. ADM.
"THE THRILL OF IT ALL"
— and —
"ERIK THE CONQUEROR"
Tax Incl. Per Car

PALACE OPEN ALL NIGHT
30 PINE AVE. — PHONE HE 4-1435
"FROM THE TERRACE"
"SET, KUTLER"
"DAY THEY ROBBED BANK OF ENGLAND"

LONG BEACH DECORATORS' SHOW
SAT., SUN., MON., TUES. & WED.
OCTOBER 26, 27, 28, 29 & 30
LAFAYETTE HOTEL

MR PETERS PETS **LIBRARY** **LYRIC**

Setting Supreme, So Was USC!



USC's Slippery Sophomore, Mike Garrett, Dances Through Cal Defenders for 5-Yard Gain Saturday

Trojans' Willie Brown Burns Up Bears, 36-6

By JEROME HALL
I, P-T Staff Writer

BERKELEY—The setting was supreme and the performance was superior here Saturday as the USC Trojans opened their Rose Bowl campaign.

For the second week in a row the Trojans showed they've regained the poise and precision that carried them into outer space last season as they rolled up four touchdowns in the first half and made a farce of their AAWU opener with the California Golden Bears.

The score was 36-6.

On what must have been the nicest football day ever at Berkeley, Willie Brown showed a crowd of about 41,000 why his coach calls him the best halfback in the nation.

Willie contributed only eight points to the total, but it was the things that don't show up in the statistics that did the damage to Cal's upset hopes. Brown deflated the Bears in the first quarter with two long punt runbacks, then caught a 35-yard scoring pass on a play that was so tricky the Bears didn't know where the ball was until he was across the goal line with it.

Willie also stopped a touchdown march with a pass interception, ran 31 yards with a kickoff return, rushed 8 times for 24 yards, caught 3 passes for 54 yards and batted down 3 Cal aeriels.

There was no doubt who the outstanding player in this game was. But it took quite a performance to overshadow the play of Troy sophomore sensation Mike Garrett. He was a workhorse. He plowed his 180 pounds into the Cal line on crucial third-down plays all the way and came up with a total of 66 yards. He scored on a 22-yard pass in the fourth period.

CAL'S STAR, QUARTERBACK Craig Morton, had a record-setting day but not an outstanding one in categories important to the game's score. He was handicapped by a curious game plan that voluntarily set up quick annihilation. Cal refused to pass until the game was lost.

Cal's only weapon is the forward pass, but the score was 21-0 before Cal threw its second pass and before Cal completed any. The Bears, who have had almost no success running, tried to run. And they tried and they tried and they tried.

Their running gave them only one first down while

Troy was pushing the score to 14-0 in the first half. Bay area students of the game will have an interesting time dissecting that one this week.

Morton did throw one TD pass and it pulled him even with Paul Larsen (1954) for single-season scoring throws with 10. He broke Bob Celeri's Cal career record for TD passes. He has 19.

It was, from the opening minutes, a contest in only one respect—would the Bears be able to score?

Cal put together a drive that reached Troy's 33 in the second period (the score then was 21-0) but there the Trojan pass defense tightened and Morton was dropped for a loss trying to pass on fourth down.

Brown got the Southern Californians off to a high-stepping start with two punt returns that totaled 79 yards and added up to two touchdowns. Actually Willie only scored one of them. The first one he set up with a 43-yard

HOW THEY SCORED

FIRST PERIOD				Time	
USC	Cal	Yards	Player		
7	0	4	Pye (4 yard run)	4:52	
12	0	31	Brownell, kick		9:08
14	0	35	Brown (35 yard pass from Beathard)		
SECOND PERIOD				Time	
20	0	130	pass from Fertig	0:47	
21	0	35	Brownell (kick)		12:27
27	0	12	Heller (2 yard run)		
28	0	1	Brownell (kick)		
THIRD PERIOD				Time	
28	6	7	Hawley (7 yard pass from Morton)	6:39	
FOURTH PERIOD				Time	
34	6	22	Garrett (22 yard pass from Fertig)	6:47	
36	6	0	Brown (run)		

punt runback to the 14. Mike Garrett went 11 yards to the four and Ernie Pye took it the rest of the way. The game was five minutes old.

Next time Cal got the ball, it again punted to Willie and he ran this one back 36 yards to the Bear 44. Four rushes moved it to Cal's 35 where Pete Beathard called a long pass to Willie.

BEATHARD FAKED TO Garrett going into the line and Cal fell for it. Willie broke downfield from his flanker position and the Cal safety man didn't follow him. Willie gathered in the ball at the five and there wasn't a Bear within shouting distance.

The game was nine minutes old.

By the time the game was 15 minutes and 47 seconds old, the score was 21-0. That touchdown came on a 75-yard drive engineered by reserve QB Craig Fertig. The score came on Fertig's long across-the-field throw from the 34-yard line to sub end Dave Moton on the two. He caught it between two Bears and fell across the goal.

The groaning Bay Area rooters decided there and then to sit back and stop suffering. Just enjoy the show. The fourth TD of the first half came with 2:33 to go. Ron Heller ran two yards at the end of a 47-yard drive after lineman Bob Syvius recovered a fumble.

When the Bears finally opened up with their pass-propelled offense that gave them two wins and a tie in

(Continued Page D-6, Col. 4)

LBCC Blasts East L.A. in 44-14 Spree

Mighty Vikes Score Third Win in Row

By KEN PIVERNETZ

The big question Saturday night at Veterans Stadium was whether Long Beach City College is as good as it looked or is East Los Angeles that bad?

There were plenty of arguments for both sides, but in the end the scoreboard had the Vikings on top, 44-14, for their third Metropolitan Conference win without a loss.

After looking horrible in dropping an 18-12 opener to Glendale, the Vikings had to struggle to win by four points at Santa Monica, then got going to beat Valley 28-7 last week and continued to improve Saturday night by completely outclassing the hapless Huskies.

A crowd of 3,365, who turned out to see Homer Williams and Joe Pearson show their stuff, got all that and then some. Perhaps more important was the emergence of Jack Harnden as a capable replacement for quarterback Jim Dunn.

HARNDEN made the most of his second appearance of the season in directing LBCC's last TD drive of the evening. Most of the effort came via his own running ability. The ex-Jordan product gained 60 yards on only three carries and completed his only pass, that for seven yards to Jack Hale.

Williams and Pearson, as usual, were the whole show in the first two quarters as the Vikings scored 16 points in the first 15 minutes and 22 in the second 15 to make it 38-0 at halftime.

Pearson scored on runs of 37 and 23 yards while big Homer dove up the middle from one yard out and also scored on a 46-yard run. Williams gained 138 yards on 11 carries for a 12.5 average while Pearson carried seven times for 86 yards and a 12.2 average.

ANOTHER exciting runner for the Vikes was Leonard Holt, who had his best night ever in gaining 57 yards on 11 attempts.

But then it was a big night for everyone Jim Stangeland put in. Jeff Smith, Mike Westphal, Ed Catlin and Dave Thornton made it easy for either Pearson or Williams to ramble.

For the most part, the first string played only the first two periods and then saw spot action in the last two quarters. Williams and Pearson didn't play at all during the final 30 minutes.

Statistically, LBCC out-gained the Huskies 367 to 131

(Continued Page D-2, Col. 8)

SHHHH!

Rams, 49ers Play Today at Coliseum

By JERRY WYNN

The Rams and San Francisco 49ers play football today.

The reason for the small type is that someone may be reading this paper who isn't from California, and why show off our dirty laundry?

Once upon a time, an encounter between the Rams and 49ers was considered excellent propaganda to dispense to California's less fortunate sister states. The flashy Rams had a penchant for finishing first; the plucky 49ers were almost always finishing second.

But times have changed, and how! The only position at stake today is a basement dwelling of Western Division exposure.

★ ★ ★

STILL, SOME 40,000 loyal sons will witness the annual Civil War pro football fracas at the Coliseum which begins at 1:35. It is also Les Richter Day in honor of the great former Ram linebacker from the University of California.

Until last week, it appeared that the Rams and 49ers were going to wait until today to see which

Cartoonist's Viewpoint Page D-3

team would remain winless the longest. Both clubs had lost their first five games, and the poor 49ers hadn't even won an exhibition contest.

But last Sunday, the Rams cracked the ice over the Vikings, 27-24, and the 49ers put their ice into highball glasses after an astounding 20-14 upset over the previously undefeated Chicago Bears.

Thus today's game will feature a couple of high-spirited teams which haven't been beaten in 13 days. Appropriately, it is rated a tossup by the oddsmakers.

★ ★ ★

IF YOU HAVEN'T kept up with San Francisco this season, you had better buy a program today.

This not only is a plug for a featured program story on the Ram-49ers rivalry by my boss, Hank Hollingworth, but how else can you remember that

WYNN'S WINNER

Rams 10, 49ers 9

Lamar McHan and Gary Knafele are not playing for the Packers anymore; that Jim Vollenweider and Don Lisbon, a couple of "who's he" lads, will share duty at left halfback, and that after 13 years, there will be a new starter at defensive left tackle in place of Leo (the Lion) Nomellini?

And in case you're looking for a biography of San Francisco 49er coach Red Hickey, forget it. He's with the Rams.

Newly installed at the San Francisco helm is Jack Christiansen, who snared his first win in his third game. It took Harland Svare 10 games. One of them will boast a two-game win streak this evening.

★ ★ ★ ★ ★

Starting Lineups

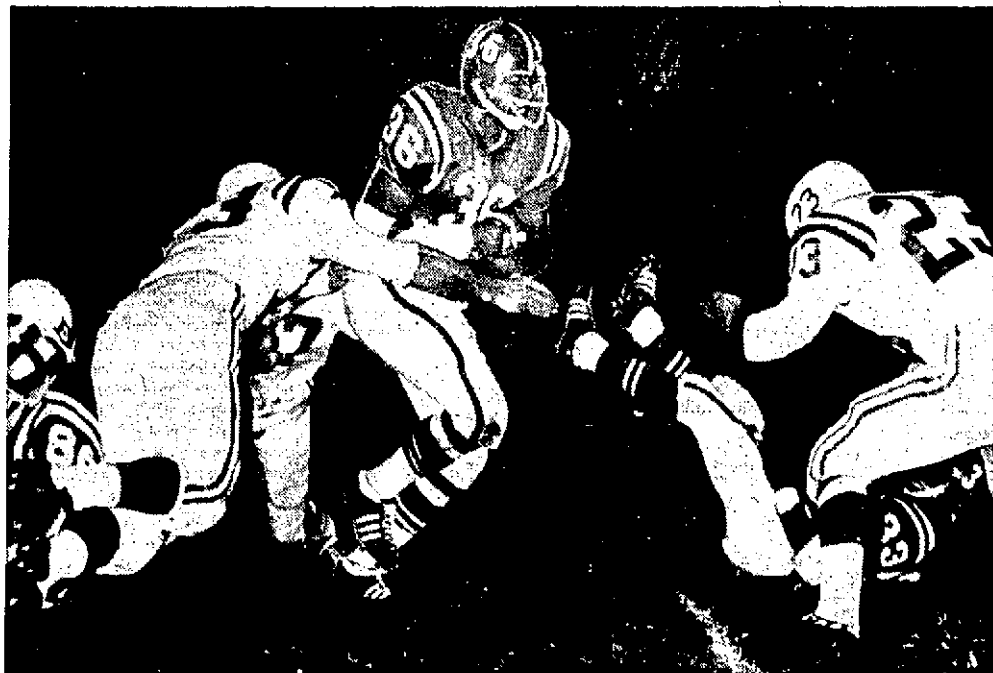
RAMS				49ERS			
Carroll Dale	LT	Clyde Conner	David Jones	LE	Dan Colchico		
Joe Carroll	LG	Len Risher	Marlin Olsen	RT	Charlie Krueger		
Charlie Cowan	LG	John Thomas	Roosevelt Erier	RE	Tommy Bates		
Art Hunter	RG	Karl Rucke	Lamar Lundy	RE	Clark Miller		
Don Chuy	RG	Leon Dandrus	Jack Pardee	LT	Ed Pine		
Frank Varrichine	RT	Bob St. Clair	Mike Henry	MLB	Mike Dowdle		
Forvis Atkins	TE	Gary Knafele	Marlin McKevr	RLB	Matt Hazelline		
Jim Phillips	TE	Bernie Casey	Ed Needler	LB	K. Alexander		
Roman Gabriel	QB	Lamar McHan	Bobby Smith	RLB	Abe Woodson		
Rock Bass	QB	J. Vollenweider	London Crow	LS	E. Kimbrough		
Ben Wilson	FB	J. D. Smith	Charley Britt	RS	Jim Johnson		

Today's Sports Card

Cross country — Western Hemisphere
Nautical Tuneup, Long Beach State College, 10 a.m.
Horse racing—Callente, noon.
Pre football—Rams vs. 49ers, Coliseum, 1:35 p.m.
Dress racing—Stock Cars, Lions Drag Strip, 2 p.m.
Soccer—Long Beach Soccer Club vs. Lynwood, Pan American Park, 2 p.m.
Semi-pro baseball—Rockets vs. Angels, Rockies, Blair Field, 1:30 p.m.

Sports on Radio-TV

RADIO
Rams vs. 49ers, KABC, 1:35 p.m.
TELEVISION
Kansas City vs. Houston, KABC (7), 12:30 p.m.
Auto Racing, KTLA (3), 2 p.m.
Trotter Huddle, KTVF (11), 4 p.m.
USC vs. Cal (video tape), KTVF (11), 4:30 p.m.
Sunday Sports Spectacular (Bowling), KNXT (2), 5 p.m.
World Soccer Matches, KMEV (34), 8:30 p.m.



JUST THE START OF LBCC SCORING

Long Beach City College's fleet back Homer Williams smashes through East Los Angeles opposition to score from one yard out for Vikes' first TD in runaway game Saturday night. Blockers for Williams include Dave Thornton (86) and Joe Pearson (33).

—Staff Photo by Curt Johnson

ROSE BOWL DERBY

BIG TEN						BIG SIX					
Illinois	W	L	T	Pct.	PPFA	USC	W	L	T	Pct.	PPFA
Ohio State	2	0	0	.333	45 35						
Michigan State	2	0	0	.333	52 29						
Purdue	2	0	0	.333	52 29						
Wisconsin	2	0	0	.333	52 29						
Northwestern	2	0	0	.333	52 29						
Iowa	2	0	0	.333	52 29						
Minnesota	2	0	0	.333	52 29						
Michigan	2	0	0	.333	52 29						
Indiana	2	0	0	.333	52 29						

Stanford 24	Washington . 26	Navy 24	Ohio St. 13	Mich. State . . 15	Texas 10
Notre Dame . 14	Oregon 19	Pitt 12	Wisconsin . . . 10	Northwestern 7	Rice 6
Story Page D-2	Story Page D-3	Story Page D-3	Story Page D-4	Story Page D-4	Story Page D-2

er in the conference. He's out the remainder of the season.

McKay, asked to compare this week's game with the previous week's 32-3 win over Ohio State, said he couldn't because "We were further ahead earlier this week."

Asked to compare this team with the '63 national champion Trojans, McKay only smiled and said "We're a pretty good football team now."

**P. O. Box 3310
Fullerton, California**

An equal opportunity employer

HUGHES

**HUGHES AIRCRAFT COMPANY
FULLERTON R & D**

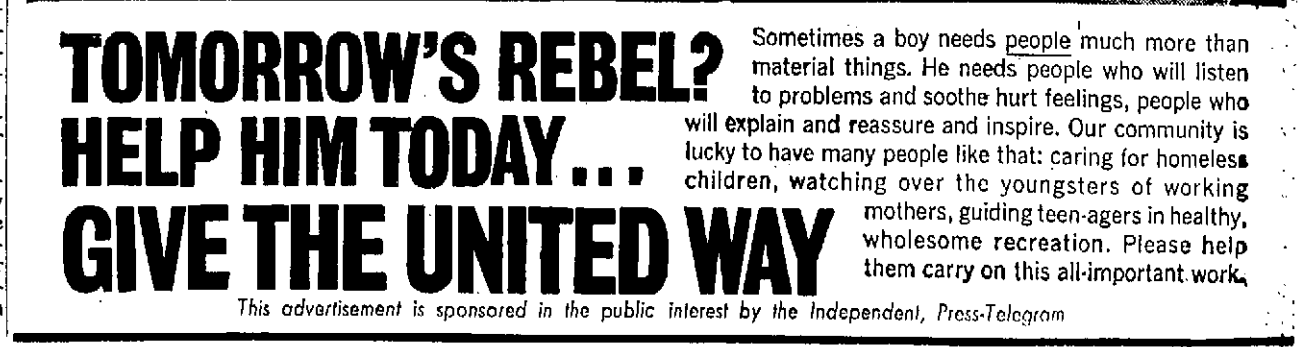
County files on petition for traffic control devices on Retwell Avenue.
Proposed formation of lodge with Captain's Inn, Inc., for operation of Navy Landing restaurant facilities.
Protest by Recreation Commission against proposed on-site beer license at 3678 Santa Fe Ave.
Authorization for Lawrence W. McDowell, director of Marine Department, to attend California Association of Harbor Masters and Port Captains Nov. 6-8 in Carmel.

Name	Pier
Advance	Pier 6
Anderson	DD2, NSV
Ben	Pier 16-17
Benner	Pier 16-17
Bennington	Pier E-124
Bentley	Pier 14-15
Brush	Pier 15
Buckley	Pier 10
Bullard	Pier 10
California	Berth 38, S.P.
Chandler	Pier 10
Cimarron	Pier 6
Colahan	Pier 15-16
Conflict	Pier 9
Consett	Pier 9
Conz	Pier 9
Cunningham	B-31
D	Pier 16-17
Dynamic	B-32
Edmonds	Pier 15
Echon	Pier 15
Elorado	B-34
Emattle	Pier 9
Endurance	Pier 9
Engage	Pier 9
Envoy	Pier 9
Estes	B-33
Eversole	Pier 16-17
Fair	B-34
Firm	Pier 9
Fortify	Pier 9
Force	Pier 9
Frontier	Pier 15-16
Gridley	B-35
Gradinaude	Berth 21, 22
Hallen	Pier 7
Holmes	Pier 7
Hovatter	Pier 7
Hubbard	Pier 7
Impervious	Pier 9
Implicit	Pier 9
Infill	Pier 9
Isbell	Pier 13
Jale Royal	Pier 13-15
Los Angeles	B-33
Lovely	Pier 9
Madecora	Pier 9
Marsh	Pier 7
McKean	Pier 15-16
Mediation	Pier 15
Navasolo	Pier 15
O'Brien	Pier 15
Oklahoma City	Berth 22
Orleck	B-41
Osborn	Pier 7
Presumptive	B-35
Prisland	Pier 9
Picking	Pier 15-16
Pinckney	Pier 15
Preston	Pier 1-12
Princeton	Pier 9
Reed	Pier 4
Rencador	B-13
Sant	B-31
Strauss	B-31
Tolavann	Pier E, R-123
Torain	Pier 15
Turner Joy	Pier 15
Valley Forge	DD1, NSV
Walton	Pier 15
Wendertum	DD2, NSV
Webstone	Pier E-125
Westport	Pier 7

Officials said nearly \$2 million would have to be bor-

THE UNITED WA

advertisement is sponsored in the public interest by



SEARS
ROEBUCK AND CO.

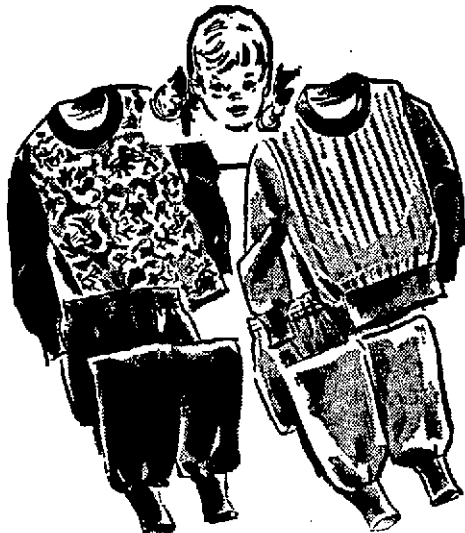
JUBILEE SALE

LAST 12 HOURS to Shop for These Savings. Limited Quantities!



Pettiskirts or Pettipants
Slim-line styles in acetate tricot with dainty trims. White, colors. Misses' sizes. Monday only! Limited quantity.
Lingerie Dept.

66¢



SAVE 24%! \$1.99 Ski PJ's
Print top, solid sleeves and pants. Brushed knit cotton. In sizes 3 to 6x. Monday only! Limited quantity.
Infants - Children's Dept.

2 for \$3



SAVE \$3.01! \$10.98 Boots
Men's 8-inch Wellington boots with leather uppers. Goodyear welt construction. Natural color. Monday only!
Shoe Dept.

7.97



Steam-Spray-Dry Irons
Lightweight—only 3 1/4 lbs. Self-cleaning spray nozzle. Full steam flow in 2 minutes on dry or steam setting.

9.99



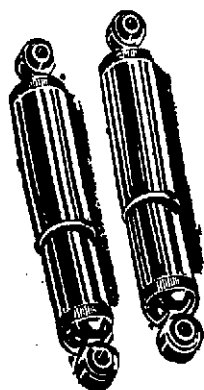
Insulate Now and Save! Homart Blown-in Insulation

4 inches deep: Fiberglass, regular 10¢; Rock wool, regular 8 1/2¢. **7¢** installed. 6 inches deep: Fiberglass or Rock Wool, regular 12¢. **10¢** installed.

Insulate now for a comfortable home in hot or cold weather. Save on your heating bills. Efficient, clean installation in your attic by Sears trained experts. Monday only!

PHONE your nearest Sears store for FREE ESTIMATES... no obligation!

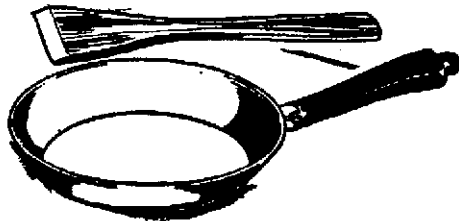
NO MONEY DOWN... up to 5 years to pay on Sears Modernizing Credit Plan



\$4.29 Allstate Supramatic Shocks

SAVE \$1 3.29 each

Supramatic shocks give smoother riding comfort, less sway and longer life. Welded steel construction. Expert installation available.
Automotive Dept.



Low Priced Maid-of-Honor Teflon Coated Skillets

Teflon coating for no-stick cooking and no-scor cleaning. Complete with wooden spatula. After sale price \$2.99.
Housewares Dept.

1.99



SAVE \$19 Regular \$168.88

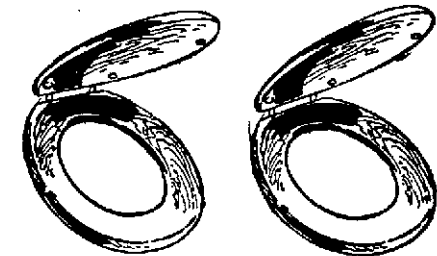
Kenmore Dishwashers

No installation, just snap hoses on faucet. Rolls on casters. Holds service for 12.

149.88

Custom Kitchen Dept.

NO MONEY DOWN ON SEARS APPLIANCES
No Monthly Payment Until February 1, 1964 on Sears Easy Payment Plan.



SAVE \$3 on Regular \$7.99 Plastic Toilet Seats

Durable. Will not split, crack or warp. Easy to clean, too. Choice of six decorator colors.

4.99

Plumbing - Heating Dept.

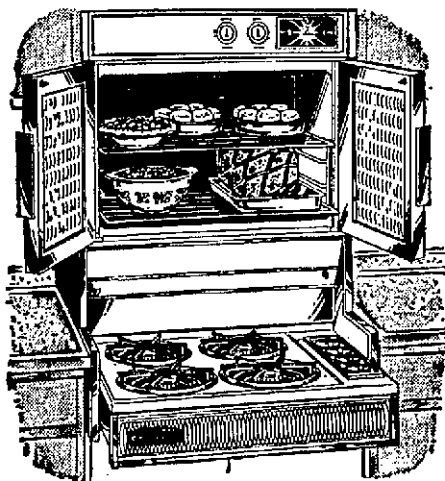


Regular \$1.39 Garden Rake 18-in. Spread

SAVE 44% 77¢

22 flat tines are spot-welded to base plate. 4-foot hardwood handle. Better hurry for these on Monday. Limited quantity.
Hardware Dept.

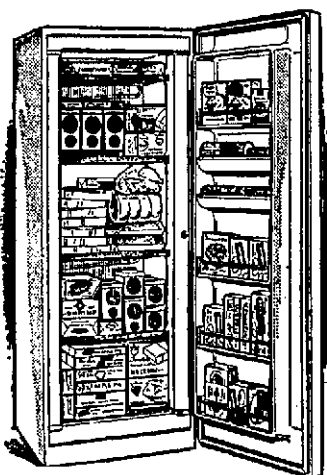
Hardware Dept.



Classic Gas Cook Center

Slide-out cook top lifts up for easy cleaning. Eye-level oven. Model 790C. (Base optional) ...\$50.
Major Appliance Dept.

234.88



Coldspot Upright Freezer

Porcelain interior (not painted). Stores 305 lbs. 4 freezing shelves. Only 24" wide. #32609.
Major Appliance Dept.

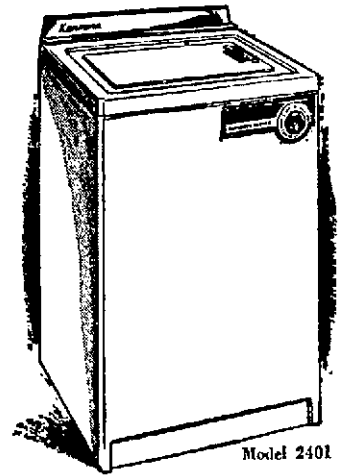
\$157



Coldspot Refrigerator

Defrosts automatically. Top freezer stores 110-lbs. 25-quart crisper. Model U12D.
Major Appliance Dept.

\$198



Automatic Washer

Fully automatic Kenmore with combination timer and temperature control for safer all-fabric washing.
Major Appliance Dept.

\$146

• ALL ROADS LEAD TO SEARS SOUTHERN CALIFORNIA STORES...PARK FREE!

LOS ANGELES—Vermont & Slauson
LOS ANGELES—E. Olympic Blvd. & Soto
LOS ANGELES—W. Pico Blvd. & Rimpas

BUENA PARK
COMPTON
EL MONTE

GLENDALE
HOLLYWOOD
INGLEWOOD

LONG BEACH
PASADENA
POMONA

SANTA ANA
SANTA MONICA
TORRANCE

VALLEY

Shop 5 Nights

Shop Monday, Wednesday, Thursday, Friday & Saturday 9:30 A.M. to 9:15 P.M. Tuesday hours 9:30 A.M. to 5:30 P.M.

A Formula for Success

The Views of a Research Scientist
on How to Achieve a 10 Pct. Community Growth Rate
by Basing Planning on Studies of Human Behavior

By LARRY ALLISON

Probably the most frequently heard criticism of Southern California's sweeping growth is poor planning. Harried county and municipal governments caught up in the great boom for years have had their hands full merely trying to direct current growth, much less map elaborate designs for the future.

Warnings on the subject from experts in a multitude of fields abound. "Plan or perish" is the dire admonition to newer areas still caught up in the rush.

Few question the validity of much of the fault-finding. The Southland is full of examples of polyglot industrial, business and residential development. But planners are scrambling to meet the challenge, and the proudest possession of many a city is a freshly-mapped master plan of development.

But what are the criteria for drawing up such a plan? There is no true precedent for what is happening to the Southland. Should the plans be a rigid outline, and can planners afford to set up a pattern for growth arbitrarily and without conclusive evidence to support it?

Dr. E. B. Brien, an economist-researcher who heads Brien Research & Associates in Van Nuys, believes he has the answer. His formula for success for the Long Beach area and Orange County, as well as the rest of the Southland, is disarmingly simple: use more scientific methods, based on patterns of human behavior.

★ ★ ★
IT'S THE LATTER—studying the way people live—that most often is neglected in community planning, Brien says. The patterns are easily predictable, he says, when the predictions are based on sound research.

"Planning that is arbitrary—setting aside certain acreage for industry, housing and services without justification—is no planning at all," Brien says.

Brien, who is in the Long Beach area to speak Monday before the Signal Rotary Club, is not a city planner. His background includes independent and corporate research, university teaching of economics and marketing research and editorship of a New York petroleum magazine.

But he maintains that same principles that are employed to chart a successful path for business and industry are vital to community planning. In fact, he suggests that every county and city planning department should have a full-time research scientist on its staff.

With proper planning, Brien says, Long Beach and other cities in the area should maintain a growth rate of 10 per cent a year indefinitely.

Here is how Brien would go about it:
First, study the makeup of the city and determine what industries it needs to form a well-balanced community.

Secondly, set out to select the best possibilities and lure them to the city.

Thirdly, plan community development around these industries based on the characteristics and living habits

of the type of employees these industries will hire.

Long Beach and many other cities long have realized the importance of the first two steps and chambers of commerce in cooperation with municipal officials have aggressively sought new industry.

Brien says that the greatest possibilities for improvement in planning the growth are in scientific study for the needs of the added population that new industry will attract.

One key premise is that in their day-to-day lives, people don't do as much traveling as is popularly believed. Studies show, Brien says, that if the average family were to take a map and chart each trip made to work, stores, restaurants and professional offices, a tiny area around the location of the home "would be black with lines."

The average family's trips break down like this:
Less than one mile, 23 per cent.
One to two miles, 20 per cent.
Two to three miles, 13 per cent.
Of the trips, 56 per cent are less than three miles, 65 per cent less than four miles and 74 per cent less than five miles.

★ ★ ★
NOW IF THE AVERAGE family stays that close to home, then industrial, commercial and residential planning must take this into consideration or suffer the consequences.

And local government must take the responsibility, for if planning is left entirely to private business the result often is helter-skelter building and development that is incompatible with its surroundings.

Also, Brien says, planning bogs down in great piles of useless facts unless a community first outlines its goals. "Once the end is clearly defined, the means come easily," he says.

As for land, some still is available in Orange County. In Long Beach, raw acreage is almost nonexistent; here, Brien says, improperly used land can be redeveloped—"and there is plenty of such land."

The day of the so-called "bedroom community," from which workers drive to their jobs in other more industrial areas, is drawing to an end, Brien says. Brien praised planning that allows urban residential development such as Long Beach's new high-rise apartments.

"A man will drive 15



DR. E. B. BRIEN



—Staff Photo by Roger Coar

LACEWORK OF STEEL begins to take on substance as pouring of floors nears completion at Pacific Holiday Towers, the \$5.7 million structure rising at 1900 E. Ocean Blvd. The 21-story, 288-unit apartment building for senior citizens is one of many high-rise projects in Long Beach that reflect planning to meet population growth and changing residential patterns.

miles to work only if he can't find adequate housing where it is needed," he said.

Brien also had warm words for the Long Beach World's Fair, which not only will attract many thousands of visitors but will leave a complex of permanent shoreline improvements.

"Long Beach's shoreline is a glorious asset," Brien said.

"In my opinion (without a survey to support it—he added hastily), Long Beach with proper development of beach attractions could become the greatest ocean resort area in the world."

Here again, predictions in the planning of such development would be based on scientific study of "universal laws of human behavior."

★ ★ ★
HOW ARE THESE studies of human behavior made? They are many and some are complicated.

Determining whether there is a need for a supermarket in a given area, for example, can be done almost by simply studying maps, plus a little mathematics. This type business, Brien says, needs about \$3 million a year in sales. Studies show that on the average a family spends about \$900 a year in one grocery store within 1.8 miles of home, and about \$600 in three other stores. The charts also show that a supermarket gets 80 per cent of its business from within a two-mile radius. Therefore if an area has 2,700 families within a two-mile radius that are not served by a supermarket, the area can support such a business.

Simple?
Not always. Some studies necessitate random surveys in which people are asked questions about their living habits. But frequently, Brien says, direct questions will result in unusable findings.

"It is psychologically impossible for a person to behave absolutely normally when he knows he is being tested," Brien says.

★ ★ ★
BUT THERE ARE means that will get around this obstacle. In a marketing test to determine which of three differently shaped bottles would prove most attractive to housewives, a company that produces instant coffee used a white lie to get an un-self conscious response from its test subjects. Eight hundred housewives were given the three bottles filled with instant coffee and were told that if they would use the coffee in each and tell the company which blend they liked best they would receive as a reward a year's supply of the blend they had chosen.

Of course, the coffee in the three different bottles was the same.

The result: 80 per cent of the housewives in the test agreed that the coffee in one of the bottles was far superior to the other two "blends."

The coffee company now had its answer as to which bottle women liked best, and the 800 women got their year's supply of their "favorite blend" of coffee.

Oilman Makes Mideast Deals Seem Simple

By CHARLES SUTTON

Wealthy Long Beach oilman Albert Stevenson is a self-made man in the best sense of the word.

Yet he's the type of person who, even when he tries hard in business, seems to make it look easy.

"Actually," says his wife Artie, "Albert is quite hard-working, and terribly dogged, but he gives everybody the impression that he does things so effortlessly."

It was this easy-going quality which made Stevenson a successful independent oil operator and which is now carrying him through some of the most sensitive and complicated oil deals ever worked out on the international business stage.

RIGHT NOW he's in the middle of two such deals, so he doesn't feel free to discuss them. But he doesn't mind talking about the last one he handled,

it into Edison's already complicated financial structure without upsetting the various oil concession agreements Edison's subsidiary, Ansonia, had in the Middle East.

Stevenson set about looking for the right firm early this year and, before too long found it in Westates Petroleum Co. of Los Angeles.

"I knew Westates president H. W. Thompson and knew I could trust him," said the oilman. "The next thing I had to do was persuade him to meet with Ansonia officials."

In May, Stevenson got Thompson to take his chief accountant and geologist to Rome for their first meeting with Edison and Ansonia representatives.

THEREAFTER, a series of meetings stretching out over a period of several months were held in Rome and Milan. Painstakingly,

SOUTHLAND PROGRESS

★ BUSINESS-REAL ESTATE-INDUSTRY ★

THE NEWS, INDEPENDENT, PRESS-TELEGRAM, OCT. 17, 1953

which was only recently consummated.

To understand its significance, though, it should first be pointed out that oil dealings in the Middle East, where Stevenson often operates, are confined almost exclusively to the seven big oil companies that have had production in that part of the world sewed up for years—and still do, for that matter.

Middle Easterners cynically refer to the companies as the Seven Sisters. "Step on one toe, and it hurts all seven," they say. The seven consist of British Petroleum, Shell, Cal Tex, Esso, Pan American Petroleum, Gulf and Burma Oil.

What Stevenson did was to help bring an American "independent" into the Middle East oil picture. And that, viewed against a backdrop of big-company domination of Middle East oil, is neither done every day, nor easy to do.

★ ★ ★
IN THIS CASE, the conditions were favorable. What was needed, however, was the sure touch of a man who had the combined qualities of a knowledgeable oilman, an international lawyer, a mediator and, well, just someone who could be trusted. As it turned out, Stevenson had all of them.

The Long Beach oil broker said he was first drawn into the affair when a lawyer friend of his in Rome contacted him to say that the Edison Co. of Milan, Italy, was looking for a man to set up a partnership between Edison's oil subsidiary, Ansonia Mineraria, and an independent American oil firm.

As Stevenson put it, "I had to find a small firm with lots of technical ability and enough money to finance drilling operations in Ansonia's large Italian and Middle East holdings."

STEVENSON'S job: to find that company and weld

the questions of financing, concessions, timetables and oil development were worked out.

Stevenson kept his guiding hand in all the time, and several times, he said, the deal came perilously close to falling through.

In the end, Stevenson's efforts paid off, and an agreement was signed.

★ ★ ★
QUIET-SPOKEN almost to the point of shyness, he is one of the last of a vanishing breed of businessmen; the lone entrepreneur who amasses a fortune by his own wits and remains a loner to the end.

Starting out as an oilfield "roughneck" in Long Beach in 1921—he came here from Arizona in 1914 and attended Poly High—Stevenson became, by turn, a driller, a drilling superintendent and a drilling contractor. Subsequently, he entered business as an oil broker.

Since then, he has acquired about 25 wells in Long Beach and Wilmington, in addition to extensive interests in oil and gas lands in places as far away as Alaska and Angola, the Portuguese colony in Africa.

★ ★ ★
A SHREWD and sophisticated oilman, he is often employed as a front man or troubleshooter by the big oil companies.

His first sally in the international field was made in 1958. At that time, officials of a Canadian oil firm were looking for someone to help them acquire an oil concession in the Persian Gulf. Stevenson turned out to be their man.

A tall, heavy-set man with thinning gray hair, Stevenson lives in a rambling California-style home at 730 Santiago Ave. He lives there with his wife, their daughter, Mrs. Ethel Severson, and her son, Corky, 16, who is studying petroleum engineering at USC.



ALBERT STEVENSON . . . He Makes It Look Easy

Rossmoor Department Store to Open Elsinore to Be Lake Again by Next April

The Boston Store-Rossmoor will hold its ribbon-cutting ceremony Friday, Nov. 1, at 11 a.m., as part of the Grand Opening Celebration of the Rossmoor Center Nov. 1-2.

The 30,000 sq. ft. department store is located in Rossmoor Center, an adjunct of Rossmoor Village in Los Alamitos.

The store was designed by Burke, Kober & Nicolais and was built by Millie & Severson.

Ira Kaufman, president of the Boston Stores, with two units in Inglewood and Hawthorne, described the new store as a prototype of their expansion plans, which calls for 10 new stores within the next three years.

★ ★ ★
AMONG OTHER stores opening will be Cotler's for Men, Crystal's Shoes, and Kandi Kane's, a specialty house for women's fashions.

Max Hart of Hart, Schaffner & Marx, assisted by Herman Simms and builder-developer Ross Cortese will join Kaufman in the official dedication of the new Boston Store-Rossmoor. The Rossmoor Women's Club, headed by its president, Mrs. Richard Cornish, will serve as hostesses at the opening ceremonies.

The two-day Grand Opening Celebration is expected to attract thousands of visitors and a full schedule of events is planned, including programs by TV personalities Sheriff John, Skipper Frank and Beachcomber Bill. Kedso The Clown will be on hand at the new Crystal's Shoes facility and special kiddie trains will be in operation.

★ ★ ★
PRIZES AND special awards will be given away

during the grand opening, including a 1964 Chevrolet Monza. Free registration for the 1964 Chevrolet and all the other prizes is available in all Rossmoor Center stores on both Nov. 1-2. The prizes will be awarded at a public drawing Nov. 2 at 9 p.m. at the Boston Store.

The new stores at Rossmoor Center will join Thrifty Drug, Food Giant, Holiday Hardware, Martyn's Card & Party Shop,

Rossmoor Pastries, S. H. Kress, Rossmoor Cleaners, Alice King Hair Stylists, Rossmoor Barbers, Rossmoor Optometrists, Rossmoor Pizza House, Rossmoor Shoe Repair, Union Federal Savings & Loan Association, Rossmoor Inn and Bowling Lanes and Citizen's National Bank. A new 900-seat Fox motion picture theatre is in the designing stage and is scheduled for a mid-February opening.

Water sports probably will return to Lake Elsinore by next April under terms of a \$75,000 loan approved by the Small Craft Harbors Commission.

The loan, which will go to the state Division of Beaches and Parks, will be used to build water transportation facilities and to purchase water for the lake, Elsinore, part of the

state park system, dried up in 1951 and has had water in it only twice since then.

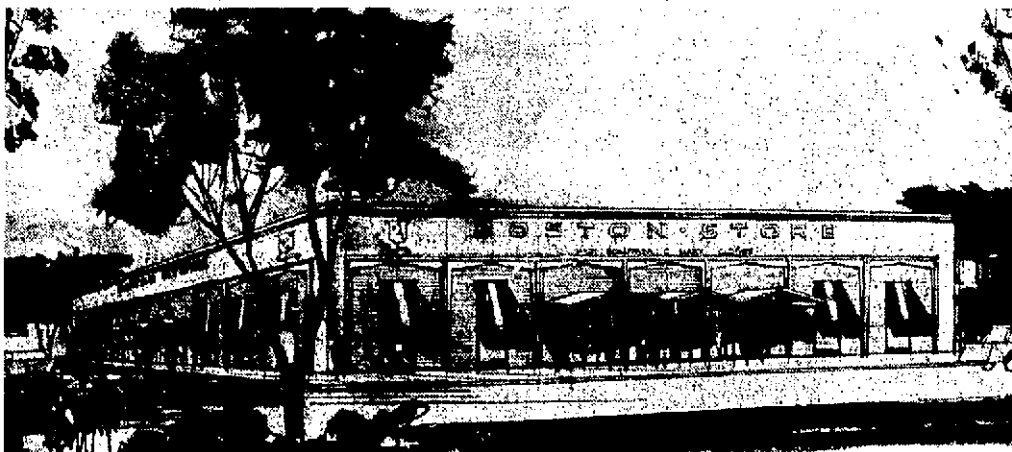
The loan will be repaid by Riverside County, the Elsinore Recreation and Park District and the state under a three-party agreement reached recently.

Beckman Given \$400,000 Pact for Saturn Tests

Beckman Instruments, Inc., has received a \$400,000 contract from Lear Siegler, Inc., for equipment to monitor static test firings of the Douglas IV-B stage of the Saturn Missile.

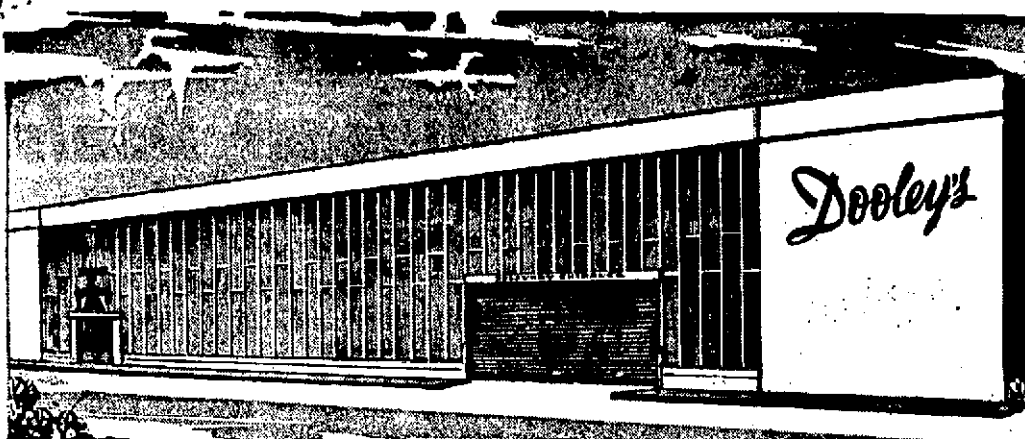
Louis B. Horwitz, manager of Beckman's Systems Division, Fullerton, said the equipment will monitor the tests and record data on magnetic tape for evaluation by digital computers. He said the equipment will be delivered to the Douglas Aircraft Co., prime contractor for the Saturn IV-B stage, in Sacramento, early in 1964.

Horwitz said the equipment will be used to collect data from test firings of the five engines of the Saturn IV-B stage.



NEW AT ROSSMOOR CENTER

New Boston Store-Rossmoor opens Friday, Nov. 1, as part of Grand Opening Celebration of Rossmoor Center in Los Alamitos Nov. 1-2. The department store, which has 30,000 square feet of floor space, is one of several new facilities opening at the center. Prizes and entertainment will be offered during the two-day event.



DOOLEY'S EXPANDING FACILITIES

Marking another major expansion for the firm, construction has started on a two-story addition to Dooley's Hardware Mart, 5075 Long Beach Blvd. The large steel frame structure will have a 150-foot frontage facing Home Street. It is designed to facilitate greater carload buying and to speed up customer delivery service with a minimum of handling procedures. The building will house service areas, offices and enlarged television department. When the addition is completed it will expand Dooley's major appliance and television department into one of the largest west of the Mississippi.

R-2—Sunday, Oct. 27, 1963

Buena Park Construction at \$533,243

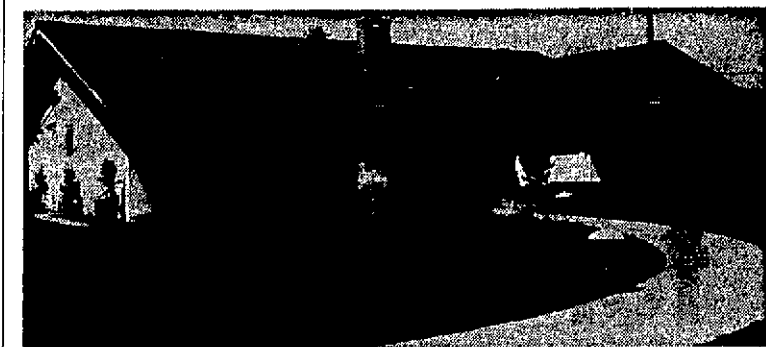
A beverage plant and an apartment development boosted construction in Buena Park to \$533,243 during the past week.

A permit for construction of a \$382,100 beverage plant at 6261 Caballero Blvd., was issued to California Packing Co.

V.L.N. Construction Co., Stanton, took out a permit for construction of two apartment buildings with 16 units and carports at 7672 Ninth St. that will cost \$141,487.

Other permits were issued to K. E. Flaming, 10415 Miranda Ave., patio, \$616; G. Davis, 7239 Pyramine Circle, two-bedroom addition, \$2,440; James D. Smith, 7430 El Cerro Drive, aluminum siding, \$2,800; W. D. Peters, 7512 Yemasa Way, swimming pool, \$2,200; and Gips Beauty Chateau, 7091 Lincoln Ave., \$490.

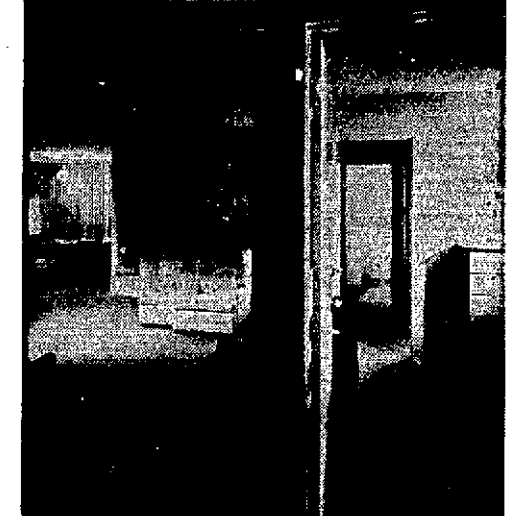
Sol Vista Home Fair Showing New Model



Sol Vista's International Home Fair in Westminster is showing a beautiful model home — the Mediterranean. The home built by the Alco-Pacific Construction Co., Inc., has four bedrooms, two baths and a family room. The big homes have 1,662 square feet of living space.

The 12x13 foot kitchens are popular with their 'U' shaped, 16' foot long working counter space, and built-in planning desk with telephone outlet.

The master bedrooms are 12 x 16 feet with 12-foot wardrobes. The house is loaded with storage space for families who have accumulated 'treasures' from several homes as they move up to the Mediterranean. Adjacent to the master bedroom is a private bathroom with a six foot long vanity counter with Formica top and a six foot plate glass mirror above it. Underneath is a handsome cabinet with more storage space.

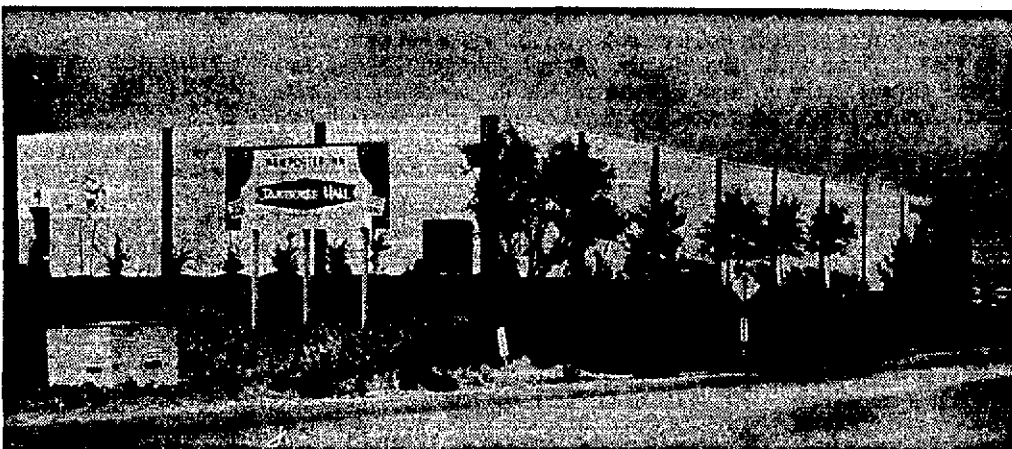


MEDITERRANEAN MODEL

This is the Mediterranean model home now offered in Sol Vista's Home Fair in Westminster. The attractive exterior is shown at top with an interior view below.

\$400,000 ADDITION

Newporter Inn Hall Opens



JAMBOREE HALL

This is the new \$400,000 Jamboree Hall addition to the Newporter Inn at Balboa Bay. The 8,000-square-foot structure will be used as a ballroom and for dining, boat shows, auto shows, trade exhibits.

Orange County developer George D. Buccola's \$400,000 Jamboree Hall, latest adjunct to his Newporter Inn complex overlooking Balboa Bay, has been officially opened.

The 8,000 square-foot, terrazo-tiled structure is designed for use as a ballroom as well as for dining, boat shows, auto shows and trade exhibits.

Its space also can be divided into completely isolated, sound-proofed rooms.

Opening of Jamboree Hall is another step in the 22 million two-year expansion program undertaken by the Inn and designed to make it one of the most luxurious

travel centers in the west. Plans to triple the size of the Newporter were announced last May, less than two years after completion of the resort hotel.

Completed earlier this year was the new French Court which added 103 rooms and brought the present size of the Inn to 225 rooms.

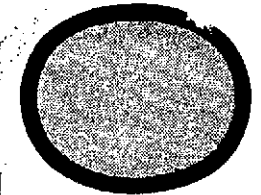
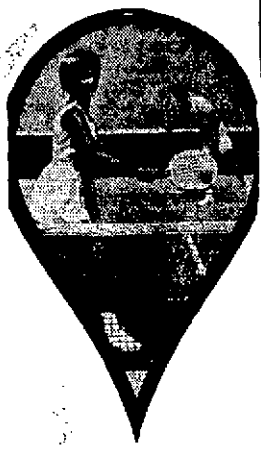
In the offing is a second nine-hole golf course, a 400-room guest hotel, a marina on Balboa Bay, and additional restaurant facilities.

Also scheduled is erection of 100 three-bedroom apartments on a bluff site overlooking Newport Dunes.

L.B. Man Gets Post at Space Ordnance

William Greening, 6815 Montaco Road, Long Beach, has been named production manager of Space Ordnance Systems, Inc., El Segundo, Calif., manufacturer of ord-

nance and ordnance devices for missiles, space vehicles and aircraft. He formerly held positions with Hi-Shear Corp., and Atomics International Division of North American Aviation, Inc.



GRAND OPENING TODAY!

NEW HORIZONS SOUTH BAY

(see our ad on page 10)

A HOME NEAR THE BEACH...

ONLY \$75

A MONTH!

... including principal, interest, taxes, insurance

YOU OWN BOTH HOME AND LAND with title guaranteed by Orange County Title Company... yet for only \$12 per month, ALL EXTERIOR GARDENING, PAINT AND MAINTENANCE IS HANDLED FOR YOU. No lawns to mow! No outside walls to paint! Head for the surf, sun and value. See for yourself why Huntington Continental is California's finest buy in carefree living!

1-2-3-4 Bedroom Homes — Some with Fireplaces

from \$10,950

PRICE INCLUDES ALL THESE LUXURY FEATURES...

Frigidaire built-in range, oven, refrigerator, washer, dryer • wall-to-wall carpeting • swimming pools • private fenced patio • complete landscaping • underground utilities

DIRECTIONS: South on Santa Ana Freeway to Brookhurst Turnoff. Turn right, follow Brookhurst south to Huntington Continental at Adams.

MODELS OPEN DAILY 10:00 A.M. TO 8:00 P.M.

HUNTINGTON

Continental TOWN HOUSES

with special adult and family areas

a development of Kaufman and Broad Homes, Inc. — BUILDING WITH/AND FOR A BETTER AMERICA

RAPIDLY GROWING AREA

New Bank Brochure Tells San Diego Story

Dynamic growth of the San Diego Metropolitan Area is spelled out in a color brochure produced recently by the Municipal Bond Department of the Bank of America.

The population growth of San Diego Metropolitan Area has been more rapid than that of Southern California and of the state as a whole for many years, the booklet points out. As a result, it has increased its share of the state's population from 4.2 per cent to 6.6 per cent in 1960.

The greatest growth has been in the suburbs, which have a current population of about 350,000 an increase of almost 200,000 in the past 10 years.

TOURISTS contribute importantly to the San Diego economy, according to the booklet. An estimated 1,500,000 tourists visited the area in 1961, spending about \$162 million. This compared with estimated tourists outlays of \$137 million in Hawaii in that year.

Employment at the end of 1962 was 318,500, up 4.5 per cent from the 1959 figure, despite a decline of 34.7 per cent in aircraft employment.

WITHIN THE HOME FAIR are school and church sites and an adjacent shopping center is planned.

A huge pavilion is fronted by flags from many nations to carry out the international flavor. The pavilion will be offered to the City of Westminster for the use as a club house at the parksite within the project.

600 OCEAN

A Distinguished Community of Luxury Apartments in the heart of famed Long Beach



NOW LEASING....

THE BEST OF EVERYTHING

FROM YOUR BALCONY

Sun, sand and the ever changing sea. The Incredible beauty of the Pacific at your doorstep!

GLAMOROUS BEDROOMS

In restful luxury... each radiating in spaciousness, each breathtaking in concept.

ELECTRIC KITCHENS

Enjoy the luxury of a designed built-in — complete in every thought with handsome custom cabinets.

ELEGANT BATHROOMS

Of particular charm is the bath and dressing room. All apartments have two bathrooms.

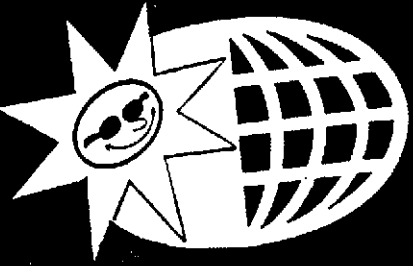
The best of everything... In the world is at your doorstep at the 600 Ocean... and only a short distance away. Here is the heart of the best of year-around sports.

Community conveniences — In walking distance of all the smart shops, restaurants, banks, schools, hospitals and anything else you may need the services of.

RENTALS FROM \$210 - \$410 PER MONTH
LEASING OFFICE ON BUILDING SITE
600 E. OCEAN BLVD., LONG BEACH
HE 6-9769

SOL-VISTA INTERNATIONAL HOME FAIR

WESTMINSTER, CALIFORNIA



YOU'VE HEARD ABOUT THIS
NATIONALLY PUBLICIZED HOME FAIR...

NOW SEE IT!

The most exciting and colorful
home show display ever created...
authentic moods, colors, decor
from all over the world!

AWARD WINNING

DESIGNS • AWARD WINNING DESIGNS



PLAN 1746D • \$24,100

4 Bedrooms, Family Room, 2 Baths. A truly distinctive home offering an exciting array of luxury features: Massive brick fireplace, Caloric gas kitchen with built-in range, oven, ventilating hood, Hotpoint dishwasher, Formica Breakfast bar, gorgeous master bedroom/bath suite with full room width wardrobe, separate shower with Ceramic tile to ceiling, solid vinyl flooring.

SEE...

6 highly-functional, one and two story floor plans featuring 3, 4 and 5 bedrooms, 2 and 2½ baths, formal dining room, family room, private den, sunken living room, Master bedroom-bath-dressing room suite, spacious paved patios, over-size double garage, double door entry. 28 architecturally inspired exterior elevations assure you of maximum individuality within the community.



PLAN 1757H • \$29,600

Two Story, 4 Bedrooms, Dining Room, Family Room, Separate Den, 2½ Baths. An elegant estate home. Includes formal dining room, spacious family room with brick fireplace and raised hearth, sliding glass entry to patio and big yard. Bedroom features huge walk-in closet, dressing table, separate glass-enclosed shower, Caloric gas kitchen with colorful Formica breakfast bar.

CERTIFIED
BY
McCALL'S



WINNER OF McCALL'S CERTIFICATE
FOR DESIGN EXCELLENCE!

AMERICAN BUILDER AWARD

The 1963 Gold Nugget Model Home Contest, sponsored annually by American Builder Magazine, was won by Sol-Vista's elegant Scandia model home. This acknowledgement of superior quality in construction materials and methods is your assurance of a sound and lasting investment.



PLAN 1706C • \$23,195

3 Bedrooms, Family Room, 2 Baths. Includes massive Santa Maria stone fireplace, spacious living and family rooms with sliding glass door patio entry, step-saving Caloric gas kitchen, Formica breakfast bar, separate laundry or storage room, full room width wardrobe closets in all bedrooms, colored bath fixtures in master bath, furniture-finished pullmans, ceramic tile showers and around tub, luminous ceilings.



PLAN 1740E • \$25,000

4 Bedrooms, Dining Room, 2 Baths. Many interesting design features include a huge living room with massive Palos Verdes Stone fireplace and sliding glass doors opening onto a 26' paved patio, Formica breakfast bar separates kitchen from formal dining room, lovely bedrooms with ample wardrobe space, master bedroom/bath suite features elegant dressing area with full width dressing mirror, Mr. and Mrs. Pullmans.



A dramatic new world of color and style created exclusively for the new Sol Vista International Home Fair by Beatrice West, famous New York color consultant. Miss West's imaginative design accents surround your family in an atmosphere of elegance and comfort in a variety of decors to suit your individual tastes and requirements.



PLAN 1757D • \$28,750

Two Story, 5 Bedrooms or 4 Bedrooms plus downstairs Den, Dining Room, Family Room, 2½ Baths. Luxury features you'd expect in a custom-built home. Spacious family room with brick fireplace and sliding glass doors leading to huge rear yard, specially designed lighting fixtures, decorator wall paper. Master bedroom features walk-in closet, dressing area and compartmented bath with glass enclosed shower.



PLAN 1756E • \$26,250

4 Bedrooms, Family Room, 2 Baths. A massive Palos Verdes Stone fireplace and exterior planter accents the Polynesian design of this charming home. Contemporary design features include a spacious 7' x 9' sheltered entry, luxurious family bath with 6' vanity counter and full width dressing mirror, five telephone outlets throughout the home including one at the Formica topped Planning Desk adjacent to the kitchen.



PLAN 1747D • \$26,550

4 Bedrooms, Family Room, 2 Baths. Includes: Sunken Living Room with brick fireplace and 8' raised hearth, double door entry, spacious nook area adjacent to kitchen. Master bedroom features sliding glass doors opening to rear yard, separate dressing area with pullman and full-width plate glass dressing mirror, glass enclosed shower, and extra-spacious walk-in closets.



PLAN 1747F • \$26,450

4 Bedrooms, Family Room, 2 Baths. Luxurious design details include modern Caloric gas kitchen with built-in countertop range, ventilating hood, oven and broiler, Hotpoint dishwasher, double sinks and disposal. Elegant 38' Gallery style entry opens to living and patio areas. Luxury baths with ceramic tile walls in shower and around tub, oval basins, furniture-finished pullmans, large luminous ceilings.

SEE...

Magnificent Caloric gas kitchens featuring color coordinated countertop range, oven and broiler, range hood with ventilating fan and light, Whirl-a-way disposer, Hotpoint dishwasher, furniture-finished Birch and Walnut cabinets, colorful Formica breakfast bar and countertops, and the famous Electro-Sink-Center with hot and cold push button faucets, blender-mixer, salad maker, juicer, coffee mill, ice cream freezer, deodorizer and ultra-violet lamp.

Alco-Pacific Construction Co. has built and sold over 1,600 new Sol Vista Homes in Orange County. Every home is unsurpassed in functional design and superior construction quality. This is a proud record of integrity and purpose—building home ownership—building America.

Another
ALCO-PACIFIC
Quality Development

\$23,050 to \$29,600

FHA—Cal-Vet and Conventional
Financing. A safety planned
community where you can walk
to schools, shopping or park.



Tiara Estates Caters to Need of Family in Design of Homes

Because it caters to a wide variety of tastes—a factor which assures lasting value and quality—Tiara Estates Garden Grove is proving extremely popular as one of Orange County's most desirable residential communities, reports Dick Murray, sales director, Farrow Realty Corp.

At Tiara Estates Garden Grove, he said, a wide range of floor plans and custom features were included to fulfill all the requirements of large, small or "in between" families, meaning there's a home which caters to varied needs of families.

"This community satisfies many tastes for modern conveniences and luxury-type residential living," he said.

A DEVELOPMENT of Farrow Development Company, the new 47-home community had been pre-selling residences prior to introduction of furnished models due to the rapid acceptance of homes in an earlier unit, Murray said.

The three-, four- and five-bedroom residences are located at Lewis and Lampson in Garden Grove, amid established neighborhoods with schools, shopping, recreation and employment nearby.

"Decision to construct the additional 47 homes," Murray said, "was based on the public's demand for the residences. People who have purchased during our presale program include many who were unable to buy in first units because the demand exceeded the supply," Murray said.

PRICED FROM \$21,950 to \$24,000, Tiara Estates Garden Grove homes include many customized features generally found in higher priced homes. These include Whirlaway disposer, Ceramic tile has been employed in

rooms; quarry tiled entries; ceramic tile hoods; Palos Verdes stone hearth fireplaces; wall murals; marble pullmans; oval sinks and landscaping.

"Having these features as standard items means additional value and property appreciation at move-in," Murray said.

The Garden Grove homes encompass 1600 square feet and are ideally suited to the needs of the young, growing family. Important factors include such features as large kitchens, dining and living room forming a separate wing of the home, to create an entertainment "core" separated from the sleeping wing, he added.

Tiara Estates Garden Grove is easily reached by taking the Santa Ana Freeway south to the Chapman Avenue East turnoff. Proceed east on Chapman Avenue, one block to Lewis, turn left on Lewis and proceed three blocks to Lampson and the homes.

Premier Home Built for Gracious Living

Essential to an atmosphere of gracious living is a feeling of spaciousness and privacy, and this has been a prime consideration in the development of Premier Homes in Anaheim, according to the builder, William Rousey, who points out that many models are situated on one-quarter-acre estates.

Rousey added that immediate occupancy is available and home buyers are thus enabled to move and settle their families in a Premier Home well before school will start. Schools are near-by, as are shopping centers, and employment and metropolitan areas are readily accessible.

PLANS INCLUDE three and four bedrooms, two full baths, and family dining room. Refinements are wall-to-wall carpeting throughout, drapes, raised wood floor and fireplace. Kitchens are enhanced by Roper built-in range and oven with broiler and rotisserie, Roper dishwasher and Whirlaway disposer. Ceramic tile has been employed in

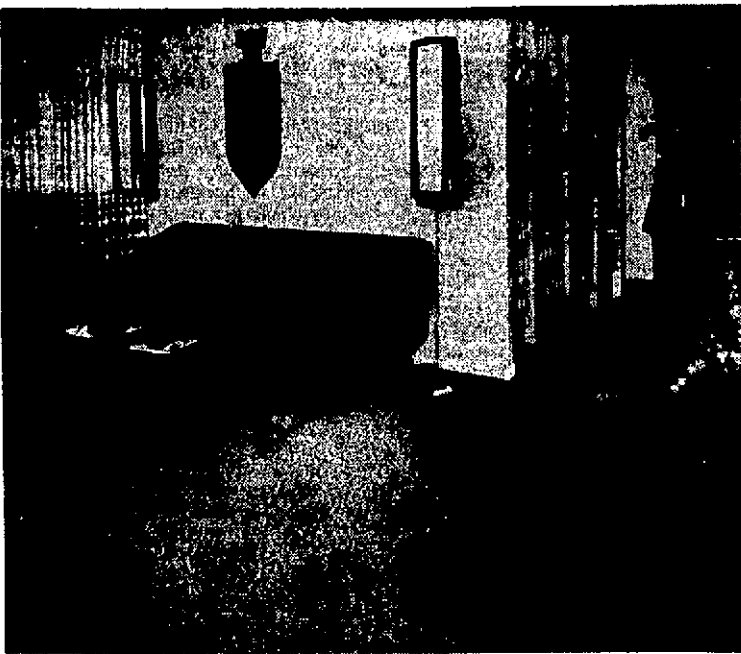
kitchens and the baths which also feature marble pullmans and glass tub and shower enclosures.

Glass patio door, completely fenced rear yard and landscaped front yard with large tree are pleasing additional offerings, complementing the attractive home with its exterior of brick and stone.

Prices range from \$22,500 to \$22,700. Open daily for inspection, model homes may be seen on the northeast corner of Ball and Western in Anaheim.

Accountants Elect

Jason M. Terry has been elected director of roster and attendance of the Long Beach Chapter of the National Association of Accountants. Terry, of systems and procedures, Airesearch Manufacturing Division, Garrett Corp., has served the Long Beach Chapter as a director for several years. He has been a member of N.A.A. He and his wife, Margaret, reside at 4101 Via Solano, Palos Verdes Estates.



MUCH CHARM IN HOME

Interior photo of Tiara Estates home in Garden Grove at Lewis and Lampson shows spacious living room and tile-floored entry with decorative filigree screen.

New Lumber Sizes Await Federal OK

Builders, lenders and lumbermen are reported to be mounting a concerted drive to cut costs and boost the quality of new-home construction.

Keystone of the cost reduction, quality-improvement campaign—a project backed by the National Association of Home Builders, National Lumber Manufacturers Association and construction experts of the U.S. Savings and Loan League—is a new system of lumber sizes.

The new size standards, now before the Commerce Department for final approval, have been recommended by the American Lumber Standards Committee, a government-industry group representing producers, distributors and major users of forest products.

STRIPPED of technicalities, the new system provides for "green" and "dry" lumber to be surfaced to different sizes at the mill so that, as nearly as possible, they will be the same size after application in residential and other classes of construction.

Just the opposite occurs today. "Green" lumber (generally, that which has a moisture content of 30 percent or more) and "dry" lumber (pieces with a moisture content of 19 percent or less) are surfaced to the same dimensions at the mill; consequently, because the "green" lumber shrinks in transit or shortly after being nailed in place, the two end up different sizes by the time they see service as studs, rafters, joists or other supporting members.

MEREDITH Village

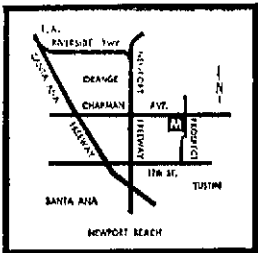


Featuring the Fabulous Craigmont

—with—

Six bedrooms, 3 oversize baths, one with exit to pool area ■ Formal plus informal dining room ■ Elegant formal living room ■ Richly paneled family room with massive fireplace ■ 3200 sq. ft. of living space ■ Spacious foyers, extra wide stairways ■ Wall to wall premium carpeting ■ Decorator lighting fixtures ■ Hand rubbed walnut cabinetry ■ GE electric kitchen ■ Ceramic tile in kitchen and baths ■ 12' x 22' concrete patio ■ Lath and plaster top quality construction throughout ■ Close to Schools, Churches, Shopping and Entertainment ■ Sewers, not septic tanks ■ Also available in two other striking exteriors

4 & 5 BEDROOM MODELS ALSO AVAILABLE in split-level and two-story designs in many exciting exteriors—2,700 to 2,800 sq. ft. from \$35,500. 10% down, 6% 30-year financing.



DIRECTIONS: FROM LOS ANGELES, TAKE THE SANTA ANA FREEWAY TO 17TH ST. EXIT, EAST ON 17TH ST. TO PROSPECT. TURN LEFT (NORTH) ON PROSPECT TO CHAPMAN AND MEREDITH VILLAGE.

PREVIEW SHOWING

PACIFICA SERIES...

Springdale SOUTH

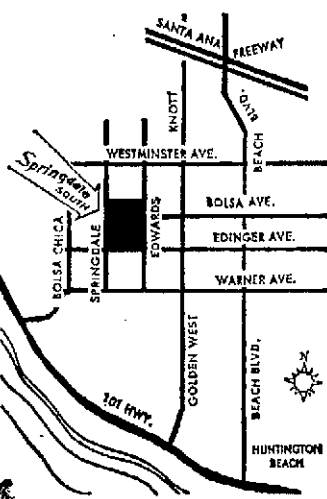
3 and 4 bedrooms • family room • 2 baths • 2 car garages

NO DOWN TO ALL

\$100 COSTS MOVES YOU IN!
Best Home Value in Huntington Beach

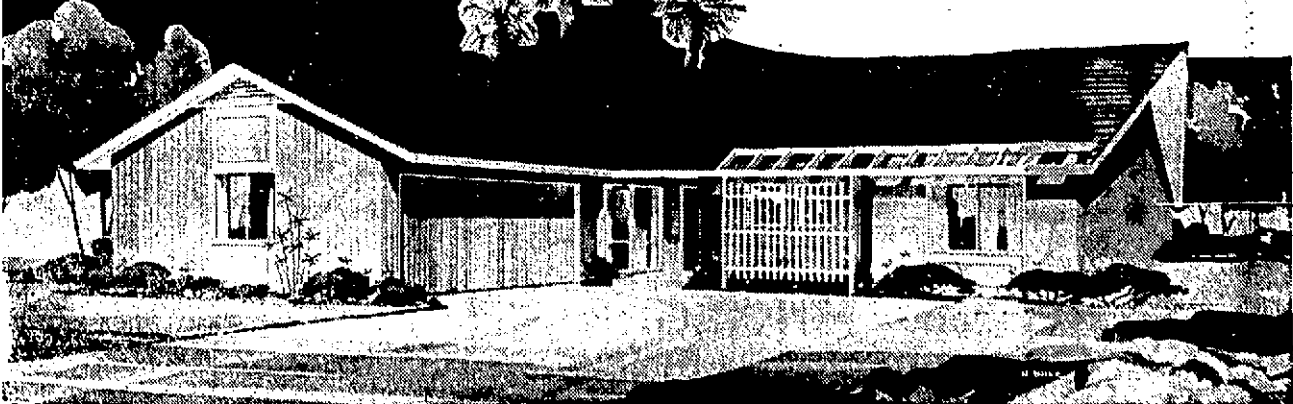
BONUS SPECIAL
Rear yards fully fenced

from
\$17,495
Full Price



DRIVING DIRECTIONS

FROM LOS ANGELES—Santa Ana Fwy. to Beach Blvd. (Hwy. 39)—turn right (south) on Beach Blvd. to Bolsa, right on Bolsa to Edwards and models.
FROM LONG BEACH—East on Garden Grove Ave. to Golden West; right (south) on Golden West to Bolsa; right on Bolsa to Edwards and models.
FROM SANTA ANA—West on Bolsa to Edwards and models.



Sunkist Plaza's New Pacifica Homes Get Big Buyer Response



Rapidly nearing a sell-out of the Pacifica Series of Springdale South homes in Huntington Beach. Here is one of the models offered. Prices start at \$17,495.

First it was the Diamond Head Series and now it's the Pacifica, but the results have been the same: Stepped up construction schedules to meet the demand, according to Sy Bram, executive director of Sunkist Plaza Builder.

The Pacifica Series of Springdale South in Huntington Beach is following the same rapid sellout pace of the recent Diamond Head Series, Bram noted.

Springdale South, Pacifica whose models are at the corner of Bolsa Ave. and Edwards St. in Huntington Beach, features an array of three and four-bedroom floor plans with a variety of exterior designs. Prices start at \$17,495.

BRAM ATTRIBUTES the fast sales of the previous unit to the extra value included in these homes. "This is possible," he explains, "because of the mass buying power we have accumulated through the years enabling us to build more dollar value into each home."

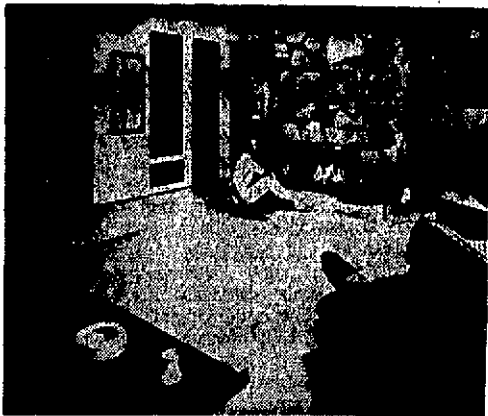
Sunkist Plaza Builders have constructed thousands of quality residences in various locations throughout Southern California.

The homes feature kitchens that are equipped with an array of quality built-in Waste King Universal appliances. They include built-in range and oven in color; waste disposers. Modern-Aire range hood and fan in matching colors; natural ash cabinets and separate utility rooms.

BATHROOMS feature spacious stall showers, vinyl asbestos floor tile, luxury Pullmans with Formica counters and deluxe medicine cabinets. Interiors are carefully planned for the best furniture arrangements and have shades and aluminum screens throughout.

As an extra bonus feature, the large rear yards are fully fenced.

To reach the development go east on Garden Grove Ave. to Golden West; right (south) to Bolsa; then right to Edwards and models.



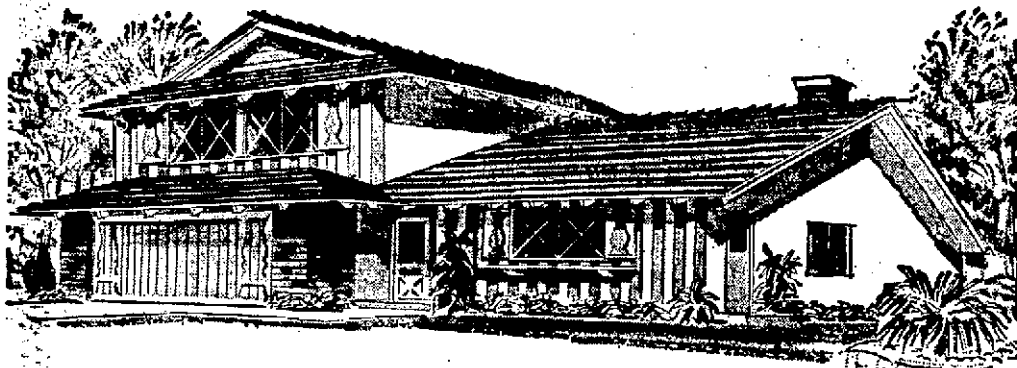
IN HUNTINGTON BEACH

Bolsa Park homes have handsome, dramatically styled fireplaces in Palos Verdes stone or brick. This free standing style is used as a divider wall. Priced from \$21,100 to \$23,490, Bolsa Park Homes are on Sugar, between Bolsa Chica Road and Golden West, in Huntington Beach.

EVERYTHING IN ONE PURCHASE PRICE:

100% wool wall-to-wall carpeting in living room, hall, entry and master bedroom. A planted front lawn.
Front yard sprinklers installed.
Rear and side yard fencing. Massive fireplace.

- * Exterior brick and stone veneer and planter
- * Two baths, both with contemporary pullmans
- * Showers in both baths * Pullman-length mirrors in both baths * Family room for informal living and dining * Large master bedroom suite * Central hall plan * Forced air heating, with summer cooling switch
- * Large 2-car garage
- * Aluminum sliding windows
- * Sliding glass patio door
- * Natural ash kitchen cabinets
- * Built-in range and oven
- * Range hood with exhaust fan and light
- * Silent disposal
- * Ceramic tile counter with cove splash
- * Kitchen breakfast bar
- * Decorator wallpaper

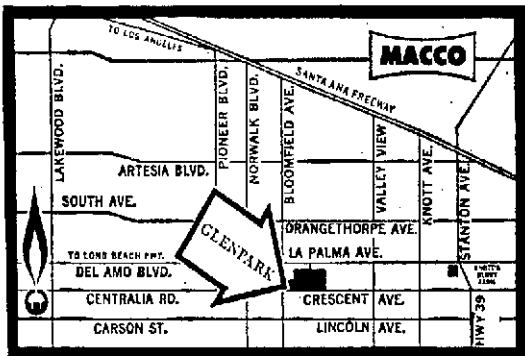


Now Open! Unit #5!

3 and 4-bedroom, 2-bath homes
from \$20,250
as low as \$395 down!

2 story 5-bedroom homes
only \$24,450
as low as \$795 down!

Immediate Occupancy in



Glenpark

GLENPARK...JUST 20 MINUTES FROM DOWNTOWN LOS ANGELES.

LASTING VALUE IN EVERY HOME WE BUILD



Macco Realty Company

Apartments Are Offered Investors

Investment opportunity is being offered at Mesa Townhouses in the Newport-Balboa area in the form of four-unit apartment buildings, according to a spokesman for the development.

Each building has four units and two or three-bedroom apartment homes and are sold on down payment terms of \$1980 and 24-year financing is available.

Mesa Townhouses are a group of contemporary, Polynesian and rustic designed apartment homes. Mesa Townhouses eliminate exterior maintenance problems for the owner.

The two-and three-bedroom units are priced from \$12,750 on terms from \$495 down.

THE BALANCED POWER community features specially constructed soundproof walls to increase comfort and privacy. It also features wall-to-wall carpeting with a choice provided. The extra large bedrooms include powder rooms. The community provides professionally planned landscaping, covered parking, sufficient laundry facilities and a swimming pool and patio with barbecue as an optional item.

To reach the development drive the Santa Ana Fwy. to Harbor Blvd., south to Baker Ave. in Costa Mesa. Then left on Baker past Fairview Road and the furnished models.

2 Palos Verdes Men Get Aerospace Post

Two residents of Palos Verdes Estates have been named to new positions in the Systems Research and Planning Division at Aerospace Corp., El Segundo.

They are Norman R. O'Brien of 2417 Via Campesina, and Dr. H. E. Wang of 6520 Monero Drive. O'Brien is head of the aerodynamics section of the gas dynamics department in the spacecraft sciences subdivision. Wang is head of the theory and analysis section of the same department.

FORMAL OPENING

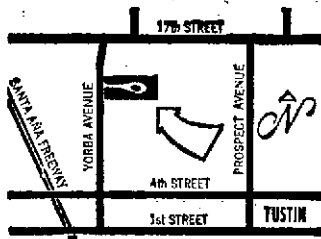
Enter Temporarily from 17th St.

ENDERLE GARDENS

*an exclusive
prestige community
of individually
designed quality
homes with
the finest
of features
and appointments*

*... in a beautiful
20 acre completely
landscaped park
atmosphere.*

FOR ADULTS
and Adults with older
children.



On Yorba St. between 17th & 4th
Furnished model homes open daily
Phone LI 4-8220

*Enderle
Gardens*
IN TUSTIN
CALIFORNIA

NELSON & NELSON
CUSTOM BUILDERS-DEVELOPERS

balanced power homes

REFRESHMENTS SERVED TODAY
1 P.M. TO 5 P.M.

**FENCING
LANDSCAPING**
INCLUDED IN SELLING PRICE

Grand Opening

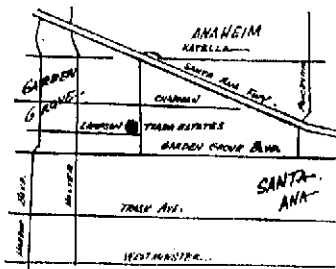
3, 4 & 5 BEDROOMS/2 BATHS
LOW FHA TERMS • VA NO DOWN
CONVENTIONAL LOW DOWN

FROM \$22,650

Attractive Pool-Size Lots • Family Room Dining Room • O'Keefe & Merritt Range and Oven • Garbage Disposal • Full Ash Cabinets with Molded Panels General Electric Forced-Air Heating Cedar Shake Roofs • Armstrong Vinyl Flooring • Large Patios Marble Topped Pullmans with Oval Sinks in Baths • Ceramic Tile Showers • One-Control Plumbing Fixtures • Fireplaces with Log Lighters • Large Sliding Glass Doors to Patios • Roomy Wardrobes-Lots of Storage Space • Close to Schools and Shopping



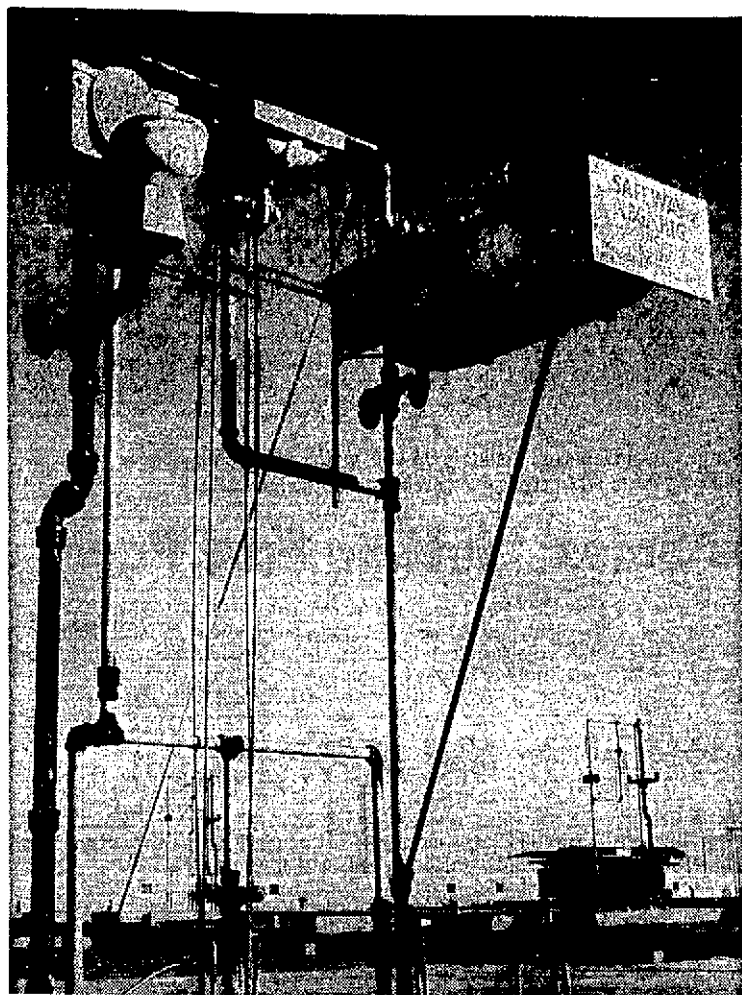
TIARA ESTATES IN GARDEN GROVE



EXCLUSIVE SALES AGENTS

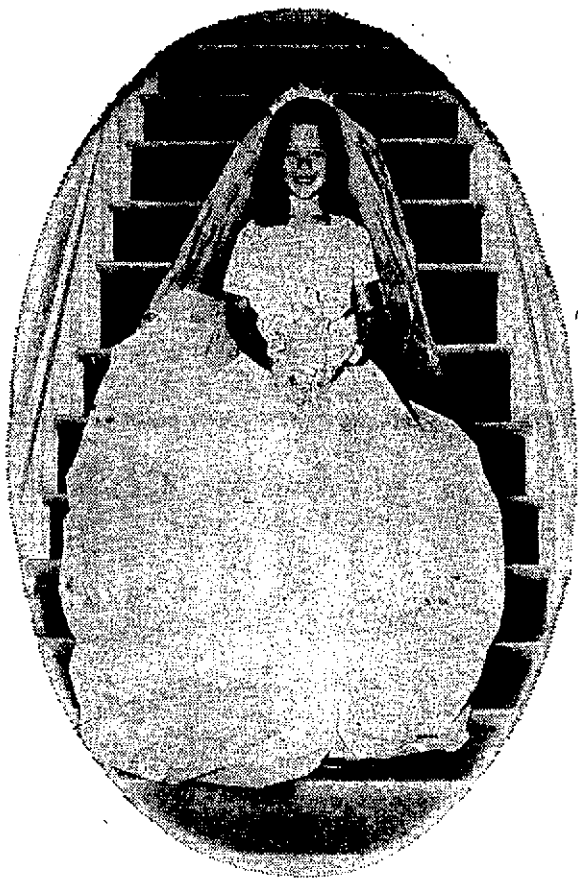


SALES OFFICE: KE T-4087



HEY! WHERE'S THE HOUSE?

Either the plumbing contractor is an eager beaver or the building contractor is running behind schedule in the construction of the Scottsdale Town Houses on Avalon Blvd., near Carson St. A photographer spotted the commode, basin and tub hanging on a plumbing tree on the second floor level of what will be one of the two-story homes. Yet actual construction of the house hasn't been started.



What Dreams Are Made of...

Solid oak staircases are for beautiful homes, like Yorba Linda Park. They are for happy youngsters trundling up to bed, and for moms and dads tucking them in. But solid oak staircases are for dreams too, for your little girl a few years from now, walking down those stairs in a wedding gown. Invite a lot of friends to that happy occasion; it's for festive affairs like this that we've made Yorba Linda Park homes so large, and so lovely.

4 & 5 BEDROOMS • 2-STORY STYLINGS • 2 1/2 BATHS • FAMILY AND DINING ROOM • WALL-TO-WALL CARPETING (100% DuPont Virgin Nylon). On pool-size lots. Near golf course. Majestic mountain views.

from \$25,000

Conventional Financing with Unusually Excellent Terms

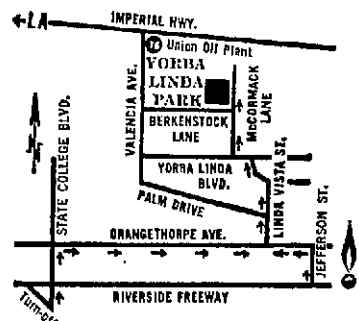
UNIT 3

YORBA LINDA PARK

And! A few choice 3-Bedroom homes still available in Unit 2. The last of the VA NO DOWNS.

\$20,950 & \$21,275

From Long Beach take Santa Ana Freeway to Riverside Freeway cutoff. Continue on Riverside Freeway to State College Blvd. exit. TURN LEFT 1/4-mile to Orangethorpe, then 3 miles to Linda Vista, left 1 1/2 miles to Yorba Linda Blvd., then left 1 block to McCormack Lane, right 1/2-mile to Berkenstock and left to Model Homes... or... From Riverside Freeway take Jefferson St. exit, 1 mile to Orangethorpe, left 1/4-mile to Linda Vista, right 1 1/2 miles to Yorba Linda Blvd. and continue as above.



ONE-HALF MILE NORTH OF YORBA LINDA BLVD. AT MCCORMACK LANE
IN ORANGE COUNTY'S BEAUTIFUL YORBA LINDA.
JUST 3 MILES FROM AUTONETICS' HEADQUARTERS PLANT IN ANAHEIM.

Yorba Linda Park's Big Homes Appealing

"The big and the beautiful" could describe the four and five-bedroom, two-story homes Yorba Linda Park's new unit three, according to Andrew J. Hamer, builder and developer.

This exclusive community of individual homes in Yorba Linda, in one of Orange County's most picturesque, smog-free, park-like settings, offers floor plans totalling up to 2254 sq. ft. under roof on pool sized lots.

Luxury features highlighted include impressive interiors with cedar-shake roofs, plus a lavish use of masonry and wood trim. Large covered porches hint at the extra spaciousness of living and bedrooms inside. Every room is designed for convenience and extra comfort, with huge closets providing closet space for present and future needs.

CENTER HALL offers the maximum of privacy to cut down cross traffic in the living room and separate living areas from bedrooms. Other features include elegant dou-



IN YORBA LINDA

Abundant "elbow room" for large-family living is boasted by Yorba Linda Park, featuring two-story stylings with four and five bedrooms. The spaci-ously designed homes center McCormack Lane and Berkenstock Lane in Yorba Linda.

ble front doors, solid oak 100% nylon and provided at from \$20,950 and \$21,275. stairways, vinyl flooring in no extra cost to the buyers.

entry, family room, kitchen and baths, massive fireplace with log lighters.

Medallion all-electric kitchen feature built-in range and double oven with rotisserie, overhead range hood, automatic dishwasher, walk-in pantries, and tile countertops. Wall-to-wall carpeting is

THESE TWO-STORY

homes, with two and one-half baths, family and dining room, are priced from \$25,000, with conventional financing on excellent terms.

A few choice three-bedroom homes are still available in Berkenstock and left to model unit two at no down to vets homes.

To see these big and beautiful new models, take the Santa Ana Freeway to the Riverside Freeway to State College Blvd. exit. Turn left 1/4 mile to Orangethorpe, then 3 miles to Linda Vista, left 1 1/2 miles to Yorba Linda Blvd., then left 1 block to McCormack Lane, right 1/2 mile to Berkenstock and left to model

Sunday, Oct. 27, 1963—R47

California Bank Names Dewalt to Vice Presidency

Election of Robert T. Dewalt, manager of United California Bank's Bellflower office, to a vice presidency of the bank, has been announced by Frank L. King, chairman of the board.

Dewalt joined the bank in 1938 and served in various capacities in several of the bank's Southern California offices before being elected assistant vice president of the San Pedro office in 1956. He has been manager of the Bellflower office for the past three years and has responsibility for the bank's interest in the dairy industry.

Dewalt, of 1331 Somerset Place, Long Beach, is a native of Pittsburg, Penn., and a graduate of the California College of Commerce, Long Beach. He served four years in the United States Air Force during World War II.

ROYAL HOMES IN FOUNTAIN VALLEY

ROYAL HOMES IN FOUNTAIN VALLEY

Immediate Occupancy!

COMPARE features!
COMPARE location!
COMPARE value



ROYAL HOMES
for a Queen's Taste!

3 AND 4 BEDROOMS
FAMILY ROOM - 2 BATHS

\$295^{dn}
plus costs

total price from \$20,600

NO TAXES OR INSURANCE
'TIL JANUARY '65

GET THIS COMPLETE PACKAGE. NOTE THESE BONUS FEATURES YOURS AT NO EXTRA COST!

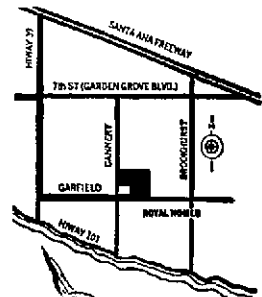
- BUILT-IN WEDGEWOOD-HOLLY RANGE AND 21-INCH OVEN WITH TRIPLE ROTISSERIE
- FENCE AROUND REAR YARD WITH GATE
- FRIGIDAIRE DISHWASHER
- WALL-TO-WALL CARPET, LIVING ROOM AND ENTRY HALLS
- FRONT LAWNS, SHRUBS AND UNDERGROUND SPRINKLERS
- COLOR COORDINATED THROUGHOUT

plus scores of other LUXURY FEATURES!

CLOSEST TO THE BEACH IN FOUNTAIN VALLEY 5 MIN.

BIG! BIG! POOL SIZE LOTS

Balanced Power Homes



Royal Homes are in the new city of Fountain Valley at Garfield and Cannery. From Los Angeles take the Santa Ana Freeway to Highway 39, south to Garfield and east to Cannery and furnished models. From Long Beach go out 7th Street (Garden Grove Blvd.) to Highway 39, south to Garfield and east to Cannery.

ROYAL HOMES IN FOUNTAIN VALLEY • ROYAL HOMES IN FOUNTAIN VALLEY

STOP!
LOOK!
LIVEN!

Come and Get Em!

SPECIAL!
LANDSCAPING
SPRINKLERS
CARPETING
FENCING
SPECIAL!
Lots 33, 34, 35

Fantastic Offering At Just
\$18,995
JUST \$495 DOWN
Immediate Occupancy
New FHA Terms

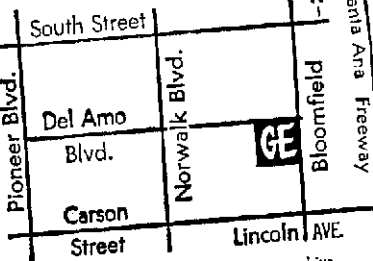
■ 3 Bedrooms ■ Family Rooms ■ Level
Homesites ■ Safe Cul de sac Streets
■ Modern Built-ins ■ Near Everything



GATEWOOD
ESTATES

Phone 326-0028
865-1087

MESA REALTY
DIRECTOR OF SALES



Driving Directions: From Long Beach Area—drive east on Carson Street to Bloomfield Avenue, then left to Gatewood Furnished Models.

Like, Yesterday

WICHITA (AP)—Of 2,134 students enrolled at a Wichita high school, only 80 per cent correctly completed a line of an enrollment form calling for their date of birth. Many of the 20 per cent who were wrong stated they were born in 1963.

Could Confuse

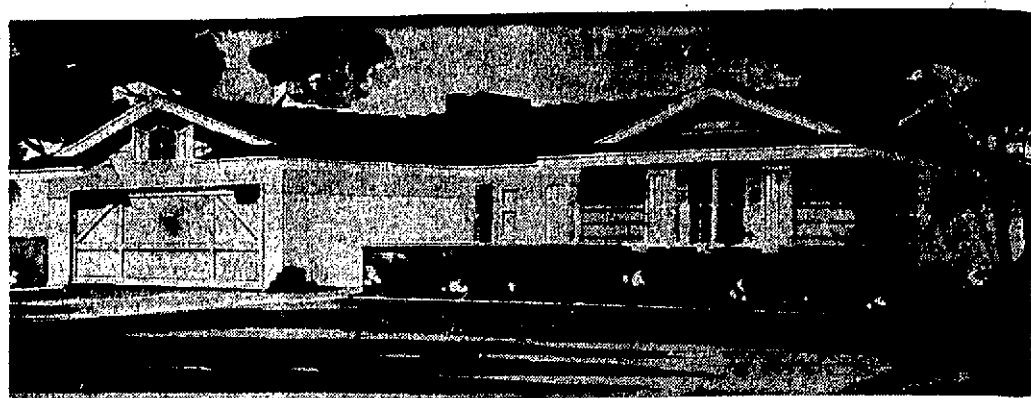
WINCHESTER, Mass. (UPI)—Frederic E. Cobb found an old house on Cape Cod with a kitchen that has nine doors. The doors lead to a sewing room, two pantries, two bedrooms, a parlor, upstairs, back stairs and cellar stairs.



GRAND
OPENING
TODAY!

NEW
HORIZONS
SOUTH BAY

(see our ad on page 10)



IN FOUNTAIN VALLEY

This is one of the models of large Royal Homes in Fountain Valley which are finding heavy sales response. As little as \$295 down plus costs will permit purchase of one of the homes.

Royal Homes Sales Setting Fast Pace

Record sales were set last week at Royal Homes states Robert Rodman, spokesman for the developers of the popular Fountain Valley community. New financing terms which permit a buyer to purchase with as little as \$295 down plus costs have proven very attractive. Rodman also stated that the new terms require the buyer to pay no taxes or insurance premiums until January 1965.

Royal Homes, according to Rodman, offer the home buyer a "complete package." Buyers moving in find that the purchase price of their home includes such things as built-in range and oven, fence around rear yard with gate, dishwasher, wall-to-wall carpet, front lawns and shrubs.

THE LOCATION of Royal Homes is excellent Rodman states, being the closest community to the beach in the new City of Fountain Valley.

Hart Is Speaker at Builders' Meet

Frank R. Hart, executive vice-president of Walker and Lee Real Estate Co. will be a featured speaker at the Marketing Seminar of the National Association of Homebuilders which is being held this week at the Shamrock Hotel in Houston, Texas.

Hart's subject will be "Recruiting, Training and Compensating Salesmen."

The homes are three and four bedrooms with family rooms and two baths. The lots are extra large and will easily accommodate pools.

The homes are priced from \$20,500 and are available to qualified buyers with very low down payments. Royal Homes are at Garden Beach go out Seventh St. (Garden Grove Blvd.) to Hwy. 39, then south to Garfield and east to Cannery.

Setting Is Big Attraction

Enderle Gardens, the new park development of homes located on Yorba just south of 17th Street, are the large sized living rooms, and master bedrooms, formal dining rooms and the unusual and different covered patio, designed for each home.

Planned as an exclusive community of small but expensive homes for adults and adults with older children by Nelson & Nelson, custom builders of the Tuslin area, Enderle Gardens is not only drawing sales for its unusual conception of a beautiful park with a splashing fountain and its common greens but for the fact that every home in the development has an entirely different floor plan.

FEATURES of the new

Tire Wear

NEW YORK (UPI)—A single right-angle turn at 13 miles-per-hour can scrape off as much car tire tread as 10 miles of straight-ahead driving at normal speed, reports Tyrex Inc., the association of rayon tire cord producers.

long vistas of green grass and flowering trees and shrubs to view from their windows and patios.

The first group of 16 homes are all on display yet, although some of the homes are already sold, it was stated. Three completely furnished models are also on display daily.



FOR LUXURY LIVING

This attractive living room is offered in one of the Enderle Gardens homes. While the homes are comparatively small, the large living rooms provide luxury living for small families.

GRAND OPENING

2nd Unit

\$495

TOTAL
MOVE-IN

no additional costs

from \$19,550

Ask about our
move-in allowance

It's Not Lease Land—Not A Purchase Contract . . . It's A Bona Fide Ownership

Guaranteed by Title Trust and Insurance Co.

**YOUR FAMILY READY
FOUNTAINHEAD HOME INCLUDES:**

3 or 4 bedrooms, G.E. Kitchen, Dishwasher, Patio, Fences, Sprinklers, Landscaping, Carpet, and Drapes

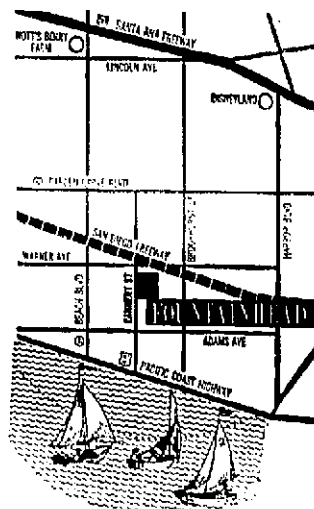
ALL ARE IN AND PAID FOR

Ideally Located in Fountain Valley
Orange County's Newest Pre-Planned City!!!

ENTER THE WORLD OF

FOUNTAINHEAD

On the Corner of Warner and Cannery in Fountain Valley



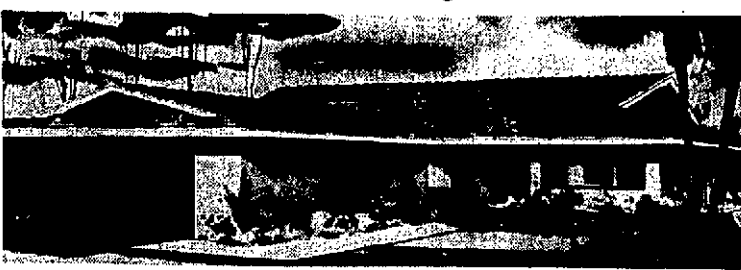
MESA REALTY
Director of Sales
847-0008

Homes in Lakewood for Only \$295 Cash

Homes with individuality and quality design, choice location, and low down payment attract homebuyers to Lakewood East Sunshine Homes, stated Richard C. Hunsaker, president of S. V. Hunsaker & Sons, builders and developers for the past three decades.

LAKEWOOD EAST Sunshine Homes have been carefully planned to give families plenty of living space combined with luxury. These have three and four bedrooms, two full baths, family room and breakfast bar, and two-car garages. Luxury features include wall-to-wall carpet, large wardrobes with floor to ceiling folding doors, linen closets, and storage space. Kitchens with built-in Vernois range and oven, Insinkerator disposer, and ample cabinets space stress convenience.

REFLECTING FINE construction and architectural design, these homes may be purchased from \$21,100, requiring \$295 down. Completely fenced rear yard and landscaped front yard are included free to homebuyers. Close-in location to shopping centers, schools, churches, freeways, and only minutes away from metropolitan Los Angeles and Long Beach attracts homebuyers to the area. Furnished model homes are open daily, located between Del Amo Blvd. and Centralia Rd., one block west of Roseton in the City of Lakewood.



LAKEWOOD EAST HOME

Only \$295 down starts a family on home ownership in Lakewood East Sunshine Homes and the buyer receives free a fenced rear yard and a landscaped front yard.

Mobile Home Park Has Air Conditioning by Gas

ANAHEIM—America's first wide 1.25 tons of cooling capacity per mobile home. home park, Del Este Mobile Estates, is now open in Anaheim.

Several families already have moved into the luxurious new park located at the East Street turnoff on the Riverside Freeway, one mile east of Harbor Boulevard. Del Este Mobile Estates is a project of the Ray Walt Construction Co., Gardena, under the direction of Dave Alcorn, who heads the mobile home division.

According to W. J. Altpeter, sales manager for Orange County division of Southern Counties Gas Co., 104 of the park's 173 spaces will be served by gas air conditioning systems that pro-

AIR CONDITIONING for the 104 mobile home spaces is being provided by equipment owned, operated and maintained by Uni-Plant Corp., a subsidiary of Pacific Lighting Corp., Altpeter said. Chilled water is piped to the space, then cool air delivered to the mobile home through an air handler located on the roof.

Twenty-six Arkla-Serve gas chiller units, each with a cooling capacity of five tons, are being installed at the park. Each unit provides chilled water for four mobile home spaces, the gas company sales manager pointed out.

Want Stocks Made 'Hockable'

HARRISBURG, Pa. (UPI)—An amendment to the Pennsylvania pawnbroker act has been introduced in the state legislature that would permit pawnshops to accept negotiable stocks and bonds as collateral on loans up to \$300, in addition to the usual "hock" items.

THESE ATTRACTIVE

homes offer the buyer such luxury features as wall-to-wall carpet, spacious wardrobe and linen closets, aluminum sliding glass doors, and oversized fireplaces. Careful floor planning includes a dressing room boudoir, plenty of storage space, and a dining area in the kitchen. The ultra-modern kitchen has built-in range and oven with hood, dishwasher, and natural

finish cabinets.

Westwind Homes, with three and four bedrooms, two full baths, family room, and 2-car garages are within easy driving distance to the finest beaches. Close to shopping centers, schools, and light industrial centers.

Model homes are open daily and may be seen on Bushard Street. From Beach Blvd. (Hwy 39) go East on Hazard to Bushard.

Seminar to Be Held on Industrial Realty

"High Yield and Capital Gain Through Industrial Real Estate Investment" will be the topic of the first annual all-day seminar and conference of the American Industrial Real Estate Association Tuesday, Nov. 19, in the International Ballroom, Beverly Hilton Hotel.

Keynote speaker will be Gerald Blakely Jr., president of Cabot, Cabot & Forbes Co., who will discuss "Real Estate Economy of Southern California With Future Projections." Blakely is a director of Boston Safe Deposit & Trust Co. and Textron Electronics and as president of a development program of 21 parks for research and industry.

The Last Close-In Location... where Values will Increase!

"TODAY YOU CAN SEE MY NEW FURNISHED MODEL"

FROM **\$295** DOWN

Little Miss Sunshine
NOW! FREE!

- COMPLETELY FENCED REAR YARD
- LANDSCAPED FRONT YARD
- ★ WALL-TO-WALL CARPET
- ★ 3 and 4 bedrooms
- ★ 2 full baths
- ★ Family room
- ★ 2-car garage
- ★ Insinkerator disposer
- ★ Built-in Vernois range and oven with hood and exhaust fan
- ★ Breakfast bar
- ★ Floor to ceiling folding wardrobe doors

from \$21,100

TODAY! See the Sun 'n Sea, lavishly decorated 3 Bedroom model, with the Omnibus Kitchen.

located between Del Amo Blvd. and Centralia Rd., one block west of Roseton, in the city of Lakewood. Follow signs to models.

LAKEWOOD EAST Sunshine HOMES

S. V. HUNSAKER & SONS • Builders of the Most Valued Homes since 1932

Westwind Financing Boosts Home Sales

According to a spokesman of the firm, small down payments and favorable financing has contributed to the rapid sale of Westwind Homes, an exclusive walled community of 38 custom designed homes.

Requiring only \$295 down and 6% financing, these homes can be purchased from \$18,995 with monthly payments of \$117 including principal and interest.

CUSTOM-DESIGNED HOME
Outstanding values in three and four-bedroom homes with two full baths and family room are offered at Westwind Homes, a walled community of 38 custom designed homes. Here is one of the homes.

BUCCANEER SERIES

Sunkist Plaza

HUNTINGTON BEACH

PREVIEW SHOWING

NO DOWN

TO ANYONE (JUST COSTS)

\$150 MOVES YOU IN

ALL WASTE KING UNIVERSAL EQUIPPED HOMES

3 and 4 Bedroom Homes
Family Rooms • 2 Baths

Added Special REAR YARDS FULLY FENCED

DRIVING DIRECTIONS

FROM LOS ANGELES—Santa Ana Freeway to Beach Blvd. Hwy 39. Turn right south on Beach Blvd. to 1st Avenue. Turn right on 1st Avenue to Sunkist Plaza.

FROM LONG BEACH—East on Garden Grove Avenue to Beach Blvd. Turn right on Beach Blvd. to Sunkist Plaza.

FROM SANTA ANA—West on Beach Blvd. to 1st Avenue. Turn right on 1st Avenue to Sunkist Plaza.

Balanced Power Homes

Homes Sell Before Building Is Started



The Catalina model of a Harbor View Estate is ideal for the family. It has a master bedroom suite, three additional bedrooms, two baths and a separate family-play room. Here is an interior view.

Although construction has with a 20-freeway-mile drive just begun on the 136 homes, to the Los Angeles Civic Center Harbor View Estates, 25 minutes and 5 minutes from Century City, 25 percent of them already have been sold, sales director Joe Garibay reported.

Garibay indicated that the first homes will be available for occupancy in November at the new Ray Watt project. "Our outstanding sales record is based on realistic prices starting from \$22,950 plus the excellent design and unusual high quality workmanship of the Ray Watt construction staff," Garibay said.

GARIBAY ALSO pointed out that Harbor View Estates, then north one block to Capitol and left to the furnished end of the Harbor Freeway models.

New Buccaneer Series of Homes Selling Fast



NO DOWN PAYMENT ASKED

Homes like this are offered in Huntington Beach in the Buccaneer Series by Sunkist Plaza with no down payment needed by qualified buyers. The homes are fast approaching a sell-out in this unit.

A repeat performance of, even in color, disposal, range hood and fan in matching color.

"This is an example of the extra value found in our homes," commented Bram. "This is possible only through our mass buying power which we have accumulated through the years, enabling us to build more dollar value into each home."

He makes the parallel in that the current Buccaneer unit has experienced a tremendous sales pace in which only 20 percent of the homes remain for sale in the few weeks since opening.

This follows a similar pattern to the previous unit of Sunkist Plaza.

The leading factor has been the financing, which allows qualified buyers to move in for no money down and only \$150 in costs.

HIGH ON THE LIST of features is the inclusion of Waste King Universal built-in appliances in the kitchen. This includes gas range and

offered by the city. Schools, shopping centers and employment opportunities are minutes away in one of the fastest growing industrial complexes in the nation.

The quality residences also include a separate utility room, genuine Formica counters, natural ash cabinets, forced-air heating with thermostat control, brick fireplaces, aluminum and glass shower doors, sliding wardrobe closets and shades and aluminum screens.

In addition, the homes are on 6000 square foot lots and are on wide paved streets. They feature all brass hardware and weather stripped exterior doors.

To reach the model homes drive East of Garden Grove Ave. to Golden West; right (south) to Bolsa; right (west) to Springdale; left (south) on Springdale and follow signs to furnished models.

Huntington Continental's Big Townhouses Located Near Beach



OFFERED NEAR BEACH

These Continental Townhouses in Huntington Beach are proving popular with home buyers since they may buy a home near the beach for \$75 mo.

"Ownership of a home near the beach for only \$75 per month"—these are the magic sales-words that are attracting record numbers of Southland homebuyers to Huntington Continental Townhouses, new community in Huntington Beach.

Sales officials at Huntington Continental report a swift upsurge in traffic since announcement of new availabilities at the popular near-the-beach community. Sales have been proportionately high.

The \$75 a month payment featured at Huntington Continental covers principal, interest, taxes and insurance. Purchasers acquire title to both home and land.

ALSO INCLUDED in the selling prices of the Townhouses are a host of luxury-designed appointments such as wall-to-wall carpeting, underground utilities, complete landscaping, private fenced patio and built-in range, oven, refrigerator, washer, dryer and disposal. Other features are color-coordinated interiors, forced air heating, copper plumbing and cultured marble tops on bathroom pullmans.

One, two, three and four-

bedroom homes, some including custom-designed fireplaces, are being shown at Huntington Continental. Prices start at \$10,950, with separate areas reserved for adult and family living.

All exterior gardening, paint and maintenance are handled for residents. This service, which costs just \$12 per month, includes full maintenance of landscaping, parking areas, walk areas and recreational facilities.

THE COMMUNITY has two major recreation centers with swimming pools, central recreation building and children's playgrounds.

Furnished model homes are open daily from 10:00 a.m. to 8:00 p.m.

To visit Huntington Continental: Drive east to Brookhurst. Follow Brookhurst south to furnished models at Brookhurst and Adams, near Pacific Coast Hwy. and the beach.

Joint Sales, Marketing Meeting Set

Sales and Marketing Executives of Long Beach will host the annual joining meeting of the Southern California Sales and Marketing Executives Monday, Nov. 4, at 6 p.m. in the Empire Room of the Edgewater Marina Hotel.

Participating in the meeting will be clubs from Los



W. GIFFORD MYERS
'Aerospace Competition'

Angeles, Orange County, Riverside - San Bernardino and San Diego.

W. Gifford Myers, vice president - marketing, Lockheed Aircraft Corp., a specialist in the field of aerospace marketing, will speak on "Aerospace Competition — Intra - company, Inter - company, International." Myers will discuss marketing techniques of an aircraft company and effects of peace talks and disarmament on the aerospace industry.

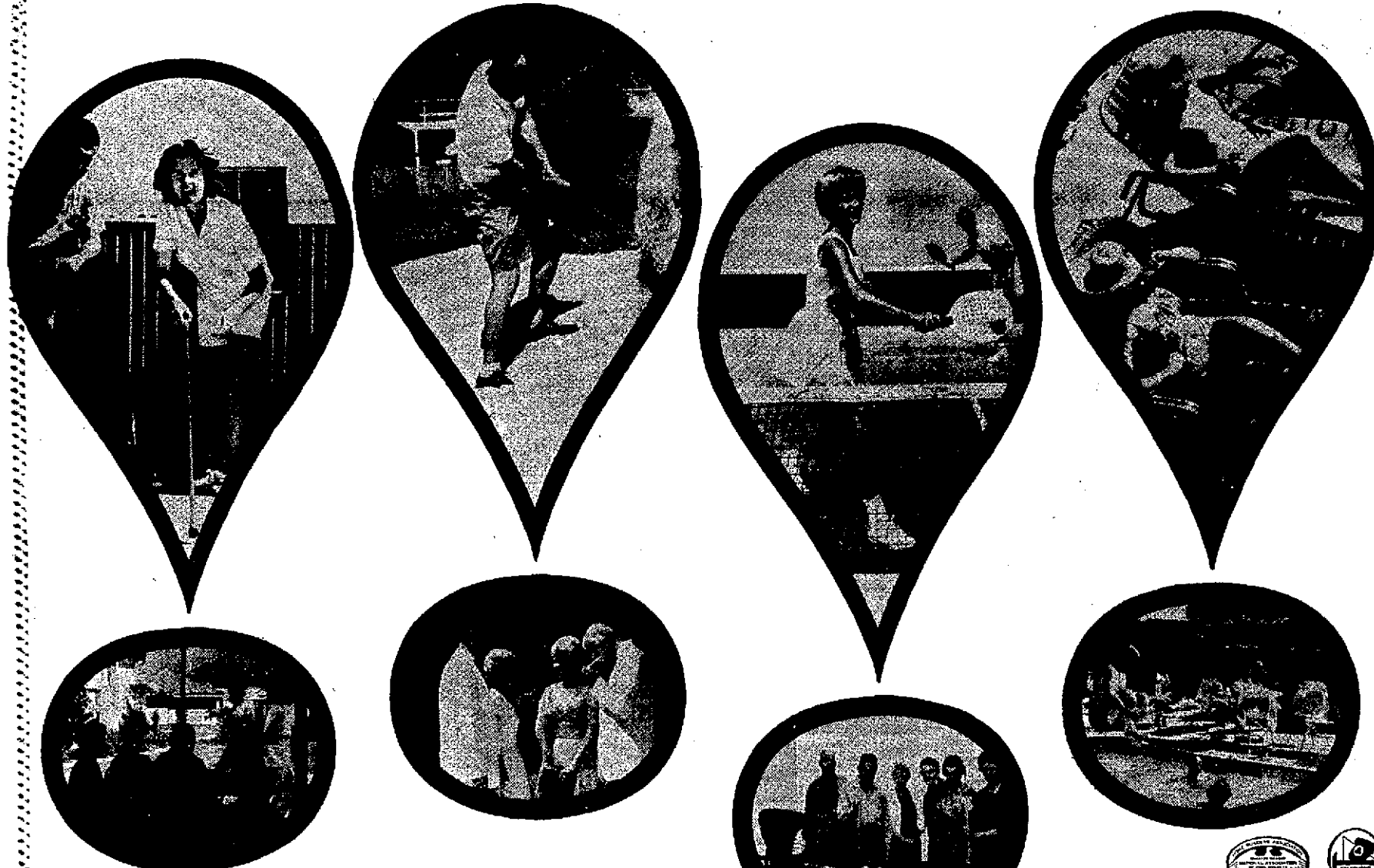
Cogburn Appointed by Realty Institute

Medford W. Cogburn, past president of the Bellflower District Board of Realtors, has been appointed local representative of the National Institute of Real Estate Brokers, National Association of Real Estate Boards.

The Institute, made up of 16,000 realtors, is the largest affiliate of the national association and has as its main objective education of its members to serve the public better.

One of Cogburn's duties will be to stimulate panel discussions on brokerage problems at real estate board meetings.

GRAND OPENING!



New Horizons — South Bay gives you time to enjoy life

Yes, New Horizons—South Bay really does give you time to enjoy life because here you not only own an elegant Garden Home but you become a part-owner in a:

- 9 Hole Golf Course
- Swimming Pool
- Your Own Clubhouse Facilities
- An Island Putting Green

To insure your enjoyment of all these facilities, the low monthly payment includes:

- Lawn Mowing
- Gardening
- All Exterior Painting

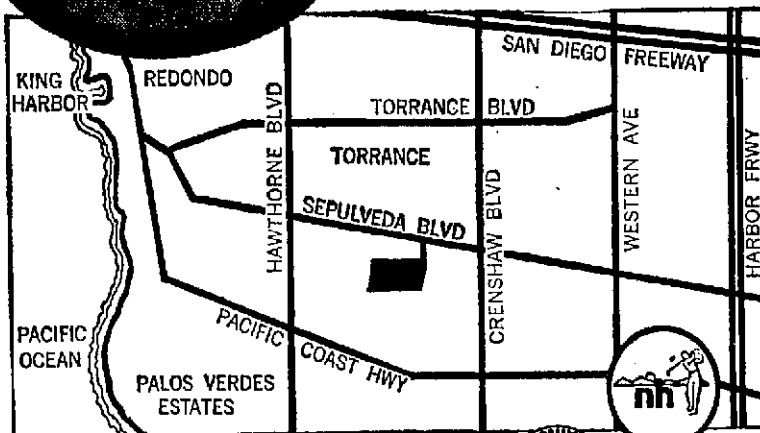
So you don't have to compete continually with the kids when you want to go swimming or just want peace and quiet, one spouse must be 35 and no children under 18 may be permanent residents.

GARDEN HOMES FROM **\$19,995**

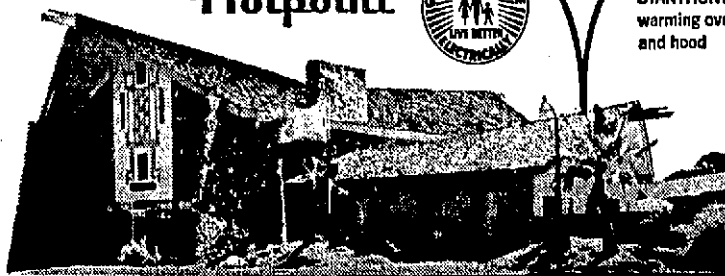
A RAY WATT/RICHARD MEINE Development

NEW HORIZONS SOUTH BAY

DRIVING INSTRUCTIONS: The Complete Adult Recreation and Garden Home community is located on Sepulveda Boulevard between Crenshaw and Hawthorne in Torrance. Phone 325-6161.



Hotpoint



STANTHONY warming oven and hood



BREAKING GROUND AT COLLEGE

John F. Johnson, Long Beach State College associated students president, examines a grading machine while Carl W. McIntosh, college president, uses a type of shovel more conventional for ground-breaking ceremonies during a program marking the start of construction of a \$320,000 expansion of the Forty-Niner Bookstore at the State College campus. The addition, adjacent to the present bookstore, will double the facility's size.

Stratford's Fountain Valley Homes Approaching Sell Out

The First Unit of Stratford Homes Fountain Valley Series is rapidly approaching a sell-out, states James D. Beck of the Cunningham Co., developers.

According to Beck the extra "luxury" features in this series have been the outstanding attraction to buyers.

Sees New Motors

Don Parker of Catalina Sporting Goods, 6500 Long Beach Blvd., attended the recent Mercury outboard dealer congress in the Bahama Islands. Parker was one of 150 top U.S. and Canadian dealers invited to attend the three-day introduction of the 1964 line.

These include: Block wall rear and side, shake roofs, concrete drives, all-electric kitchen by Westinghouse, with range, oven, dishwasher, range ventilating hood and fan. Other features include hardwood kitchen cabinets with raised panels, Formica sink tops, brick fireplaces with log-lighter, forced-air heating and fully insulated ceilings.

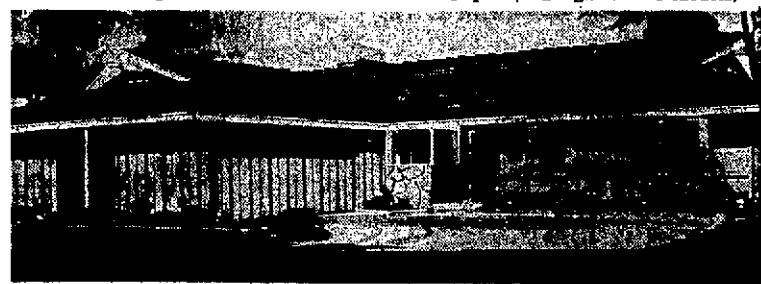
THE NEW Stratford Homes have been given the coveted Medallion Award for electrical excellence. This award assures the Stratford Home buyers adequate electrical outlets and wiring for all future needs.

The new community is just minutes away from Santa Ana, short driving distance from Long Beach and industrial East Los Angeles.

Southland's most famous beaches and other recreational areas are nearby.

Offered is a varied selection of exteriors and floor plans. Priced from \$18,900 the new dwellings can be purchased with low down payments and monthly payments as low as \$132 per month which includes principal, interest, insurance and taxes.

Sunday, Oct. 27, 1963—R-11
Stratford Homes is in the new City of Fountain Valley at Slater and Bushard. From Long Beach go out Seventh St. to Hiway 39, south to Warner, then left to Bushard and right to the models.



OFFERED BY CUNNINGHAM CO.

Stratford Homes in Fountain Valley have been selling at a fast pace, reports Cunningham Co., the developers. Shown is one of the models of the homes which are priced from \$18,900.

\$95. DOWN!



So close
to my new school
...Daddy's work...
and our favorite
beach

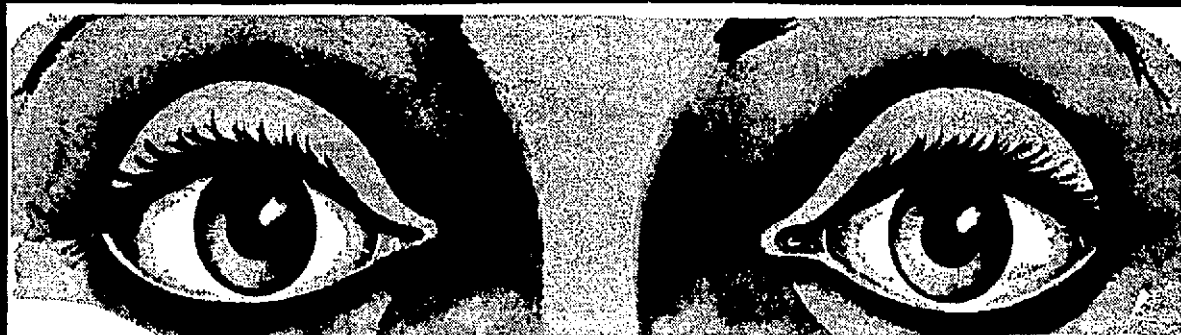
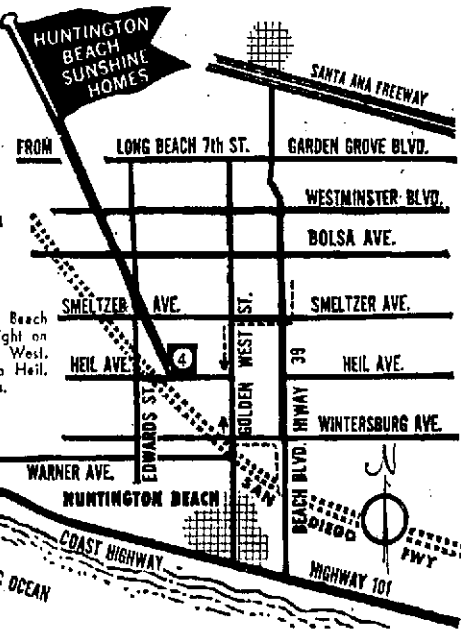
GRAND OPENING Sunshine HOMES HUNTINGTON BEACH

BIGGEST HOME VALUE
IN ORANGE COUNTY

6% FINANCING

- Ample schools nearby
- Adjacent to park site
- 3 & 4 Bedrooms
- 2 Car Garage
- Wall-to-wall Carpet
- Family Room
- Built-in Range & Oven Hood & Exhaust Fan
- Insinkerator Disposer
- 2 Full Baths

DRIVING DIRECTIONS: From Beach Boulevard (Hiway 39) turn right on Edinger (Smeltzer) to Golden West. Turn left on Golden West to Heil. Turn right on Heil to models.



SEEING IS BELIEVING!



BONUS FEATURE

★ CUSTOM BLOCK WALL BOTH REAR & SIDES

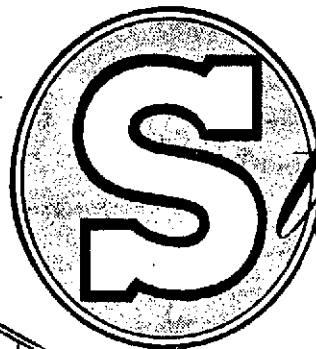
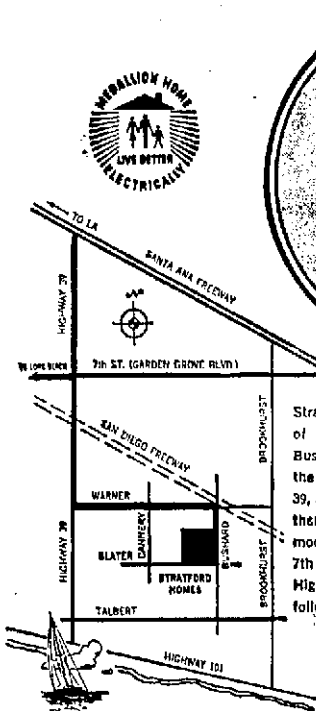
PLUS

THESE LUXURY FEATURES



- Westinghouse De Luxe Oven, Range, Dishwasher and Disposal
- Ventilating Hood and Fan
- Hardwood Kitchen Cabinets with raised panels
- Formica Sink Tops
- Dining Areas off of Kitchen
- Brick Fireplace in all Models with Log-Lighter
- Marble Top Pullmans in Both Baths
- Newest Dial-Set Plumbing Fixtures
- Attached Garages; Oversized for Hobby Space

- Sliding Glass Doors to Patio Areas
- Shake or Rock Roofs
- Concrete Driveways
- All Utilities in and Paid For
- Forced Air Heating
- Hardwood Panelling and Wallpaper in all Homes
- Ceilings Fully Insulated
- Exteriors of Brick and Stone Veneer
- Aluminum Windows and Screens



Stratford HOMES
FOUNTAIN VALLEY SERIES

TOTAL PAYMENT

from **\$132** per mo.

INCLUDES PRIN., INT., EST. TAXES
AND INSURANCE

priced from **\$18,900**

CUNNINGHAM CO. Builders & Developers

WALKER & LEE, INC., SALES AGENTS

Buyers Guide to Medallion Homes



The only electrically modern homes... in every price range

The Medallion Home Award is a cornerstone for modern living—a solid basis for a home's lasting value, today and in the future. Compare the detailed electrical construction requirements for the Medallion Home Award with those for any other type of new home symbol.

You'll discover the Medallion Home Award is the one award that requires a new home to conform to specific and rigid standards, giving important value to the buyer. Here are just some of the qualifications:

1. A flameless electric kitchen equipped with major appliances, including range and oven.
2. Full "Housepower" Wiring provides capacity for at least twenty circuits, considered a minimum for modern living; large enough wires; 240 volt service for the electrical capacity every home needs.
3. Abundant lighting planned for comfort, convenience and beauty. A total-electric Gold Medallion Home gives you all these benefits plus:
4. Flameless electric home and water heating.



Southern California Edison

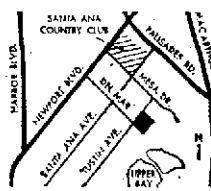
HUNTINGTON BEACH

BOLSA PARK offers outstanding values in contemporary homes. Homes have 3-4 bedrooms, 2 baths, family room, all-electric kitchen with dishwasher, disposal, range & oven. Features ceramic tile, laid & plaster construction, stone fireplace, concrete drive. Vets. no down; FHA 3.5 year terms. \$20,700 to \$23,450. TW 7-5341.



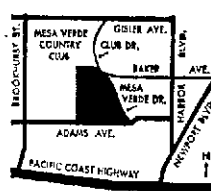
NEWPORT BEACH

VISTA BAHIA homes are planned around a central landscaped area with putting green and swimming pools. These lovely 2 and 3 bedroom, 2 bath all-electric homes come equipped with range, oven, dishwasher, disposal. Priced from \$28,500 to \$38,500. For more information on this Upper Bayside, phone OR 3-9420.



COSTA MESA

PACESETTER HOMES at Mesa Verde Country Club near the ocean, these homes have 3-4 bedrooms, 2-3 baths. Range, oven, dishwasher, disposal. Homes feature wool carpets thruout, luminous kitchen & bath ceilings, fireplace, family dining room, marble top pullmans. Sales offices: Adams St. & Shattuck Dr. (Between Harbor Blvd. & Brookhurst) \$24,950, \$30,900 down. 546-1077.



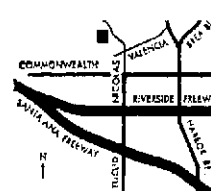
SANTA ANA

PARKLANE SANTA CLARA located near Santa Ana freeway, these attractive modern all-electric homes have 3 & 4 bedrooms, 2 & 3 baths. Feature wall to wall carpets, custom rock facing, intercom, ample storage space. Kitchen has built-in range, oven, dishwasher, mixer, disposal, appliance center. \$27,900 to \$29,900. 10% down. Min. salary \$7,500 yr. KI 2-0842.



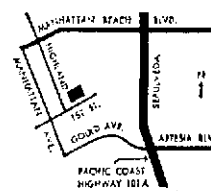
FULLERTON

CHIPWOOD SUNNY HILLS offers comfortable family living in lovely 3 and 4 bedroom, 2 full bath homes complete with family room, nylon carpets, 15,000 sq. ft. lots, built-in pullmans, bar, brick or stone fireplace. All-electric kitchen has double oven, range, disposal, dishwasher. Air-conditioning available. Formal dining room, oversize garage. \$29,900 to \$33,999. 671-5763.



MANHATTAN BEACH

MANHATTAN TOWN HOUSES on view-lots near beach. Have 4 bedrooms, 3 baths, convertible den. These are luxury homes with fireplace, tile entry, carpeting, marble pullmans, 2-car garage, quality construction. All-electric built-ins: range, double oven, dishwasher, disposal, vent. \$39,500, 10% down. Open: 325 1st St. FR 6-6768.



FREE! Homebuyers Magazine and Map Guide

Homebuyers Magazine provides complete information and guide maps to more than 600 new housing developments in six Southern California counties. For your free copy, fill and mail the coupon below. Limited quantity—order today. Homebuyers Magazine, Dept. D, 205 Ave. I, Redondo Beach, California.



Please send Homebuyers Magazine to:

Name _____

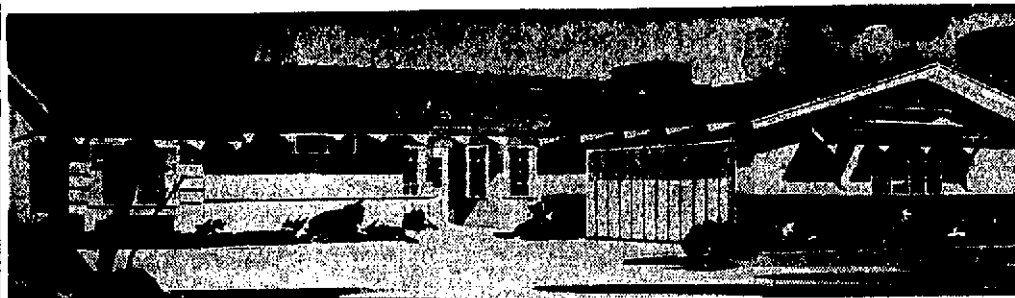
Address _____

City _____ Phone _____

Desired home location(s) _____

Desired price range _____ to _____

My kitchen preference: ☐ Electric ☐ Other ☐ D



DOWN PAYMENT LOWERED

Large Regal Homes in Buena Park, such as this, may be purchased with as little as \$395 down plus costs, with the new terms now available. They are priced from \$21,300.

New Terms Attract Regal Home Buyers

Excellent sales are reported at Regal Homes, states Tom Simms, builder of the popular Buena Park homes. According to Simms, sales of Regal Homes have spurred since the availability of conventional financing in addition to FHA terms. Now, Simms states, buyers may purchase with as little as \$395 down plus costs. Regal Homes are three and four bedrooms, family rooms and two baths. They are priced from \$21,300 and can be purchased on low down FHA financing. Families with an income of \$650 monthly can qualify. The homes feature balanced power and have built-in range and oven with exhaust fan and hood over the range, fireplaces with log-lighters. The backyards are enclosed with a block wall. Other features include furniture finish birch cabinets, tile stall shower with glass doors, also shower over tub, Del Paso entry floors, spacious master bedroom suites, forced air heating and other fine features. One of the major attractions of Regal Homes is the location, Simms stated. The homes are only minutes from Knott's Berry farm, or from Disneyland. The beaches are only 20 minutes away, while Long Beach can be reached in 10 minutes. Regal Homes are in the City of Buena Park on Orangetherpe between Knott and Valley View. From Long Beach drive out Carson St. to Valley View, left to Orangetherpe and right to furnished models.

NOW no more big medical expense worries

Sun City COMPREHENSIVE MEDICAL BENEFITS PROGRAM

- Reserved for Residents
- No Medical Examination or Medical Questions
- Even Covers Pre-Existing Conditions*
- In-Hospital and Surgical Benefits at Any Hospital
- Coverage for Out-of-Hospital Expenses, Too
- Prescription Drugs and Doctor's Visits Included
- No Minimum or Maximum Age Limitations
- Completely Voluntary and With Amazing Low Cost
- Underwritten by Continental Casualty Company

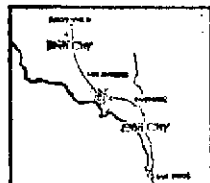
Now . . . in these famous cities, you not only get America's happiest, most interesting, most economical 50+ living . . . you can also have one of the finest medical benefits programs ever designed . . . with built-in flexibility for exactly the protection YOU want. It can be used by itself or to augment protection you already may have.

* (after six months of coverage)

DRIVE OUT TODAY — GET FULL DETAILS

Sun City

22 Miles South of Riverside on Highway 395



For further information on either city, you may also contact Del Webb's Sun City Information Center, Room 246-F87, 900 Wilshire Blvd., Los Angeles 17, Calif. MA 6-5127.

Kern City

3 Miles West of Highway 99 Just 10 Minutes from Bakersfield



Meredith Village's Big Homes Attract



LARGE HOMES FEATURED

Meredith Village in Orange County is featuring a six-bedroom, three-bath home as shown here. There are several other exteriors. The homes have 3,200 square feet and three-car garage. In addition, Meredith Village also features 28 different exteriors in four and five-bedroom homes varying in size from 2,700 to 2,800 square feet.

Heavy traffic of homebuyers and increased sales activity was the keynote this last weekend at Meredith Village with several hundred interested couples viewing and inspecting the four furnished models at the Orange County development of two-story and split-level models, it was reported by the Meredith Co. "Much interest," according to Eddy Meredith the build-er, "has been evidenced in our newly furnished model, the six bedroom Craigmont which brings to the Village an old colonial charm of the well known Southern mansions."

Stanton Permits Total \$20,864

Eight building permits for construction totaling \$20,864 were issued by the Stanton Building Department during the past week.

Permit for construction of a \$3,500 Italian restaurant at 11821 Beach Blvd. were issued to Carlo and Maria Rocci, 12072 Cole St., Garden Grove.

Other permits were issued to: St. Polycarp Church, 8167 Chaoman Ave., shade pavilion, \$6,144; Jack H. Wood, 2738 Ball Road, Anaheim, roadside dwelling and garage at 1183 Hynes Road, \$1,800; Harold Plummer, 11865 Pine Tree Lane, family room addition, \$2,500; H. Lester Vincent, 1271 Pine Tree Lane, family room addition, \$1,500; C. Phillips, 11722 Santa Rosalia, sun shade cover, \$1,500; Thomas Keene, 10310 Western Ave., sun shade cover, \$1,000; Mr. Rowling, 11872 Santa Rosalia, patio at \$1,000.

2 Angel Players Buy G. G. Homes

Two members of the Los Angeles Angels American League baseball club have purchased homes in Garden Grove. Gene Fleck, owner of Brookhurst Realty, has announced.

Other highlights of the homes include large master bedrooms with double entry doors and large closets and linen closets planned for the best in convenience.

Contractors to Meet at Palm Springs

Presentation of the Builder of the Year Award, bestowed by the construction industry to a contractor for service to his community, will be made at the 40th anniversary Congress of the Building Contractors Association of California at the Palm Springs Riviera Hotel Nov. 14-16.

The selection committee for the 1963 award was composed of the nine previous recipients of the industry tribute. They are Fritz Burns, Vern R. Huck, John Meskell, William Baines, Clinton Brainerd, O. K. Earl Jr., Evald Moller, Ernani Bernardi and the 1962 recipient, Kersey Kinsey.

The trophy and plaque will be presented at a luncheon by Rep. Richard T. Hanna, Orange County congressman. More than 500 Southern California building industry members and wives are expected to witness the presentation.

Rep. Albert Rains has been announced as the keynote speaker. His topic will be congressional action affecting Southern California development.

COLLECT CASH for things you don't need. Sell them through inexpensive Classified ads.



WESTERN-STYLE BUS

With the sign Knott's Berry Farm painted on the side of the bus, Miss Sandra Lynn christens the Metropolitan Transit Authority "The Ghost Town Flyer" with a bottle of boysenberry juice. The MTA hopes that the decoration will draw the public's attention to the advantages of riding the bus. Other buses are being decorated by Disneyland and Catalina.

SENSATIONAL INVESTMENT!

CHANCE OF A LIFETIME OPPORTUNITY!

HURRY

These Buildings are Selling Fast! This is your chance to make the buy of your life on completely READY-TO-MOVE-IN units.

2 OR 3 BEDROOM
4 Unit Apartment Bldgs.
\$1,980
ENTIRE DOWN PAYMENT
Excellent 25 Year Financing

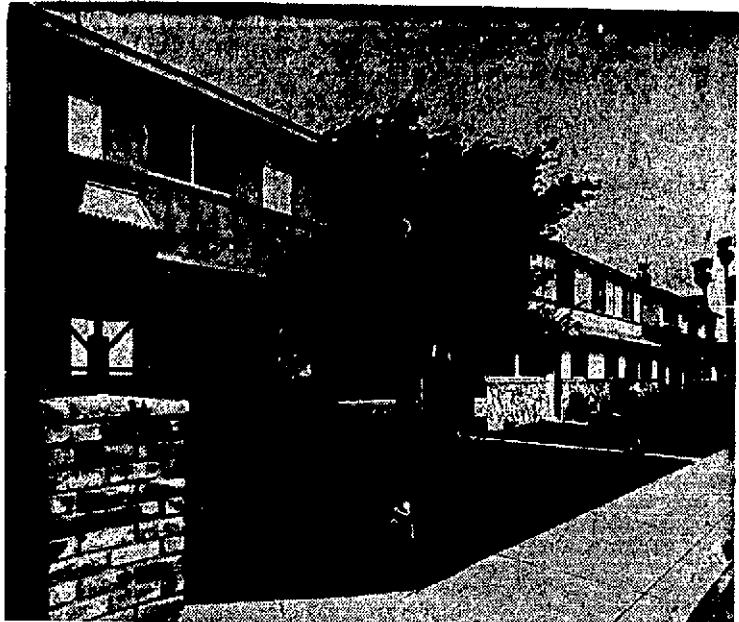
2 or 3 BEDROOM UNITS
Less than 5 minutes from RENOWNED NEWPORT-BALBOA

Features Included:

- Walk-in Pantry
- Built-in Gas Range & Oven
- Covered Parking
- Soundproof Walls
- Half Inch Polystyrene Pad under Carpeting
- Trampolines Included
- Professional Landscaping
- Sprinkler System Installed
- Optional Swimming Pool & Barbecue
- Wall-to-wall Carpeting
- Heavy Duty Laundry Facilities

DIRECTIONS:
Between Harbor Blvd. and Newport Blvd. on Baker Ave. in Costa Mesa





TWO-LEVEL HOMES

In these models of Scottsdale Town Houses, two-level living is offered with three or four bedrooms available. Heavy advance sales of the condominiums have been reported.

Scottsdale Town Houses Offer Recreation Facilities to All

A recreational facility for every member of the family is embodied in the new community concept at Scottsdale Town House, where more than 280 of the 600 two-level condominiums have been sold in less than three months, reports John Bollinger, sales director.

A development of Ray Watt, one of the nation's largest community developers and home builders, Scott Town Houses is a family-oriented recreational-residential balanced power project on Avalon Boulevard between Carson Street and Sepulveda Boulevard.

Focal point of the recreational activities, Bollinger said, is the 10,000-square-foot club house and recreation building which has a large assembly room with stage and catering kitchen; billiard room; arts and crafts rooms; game and library rooms; and sewing room. Outside are a swimming pool, wading pool, little league baseball diamond, Pop Warner football field, basketball court, tennis courts, handball courts and two fully-equipped children's playgrounds, Bollinger explained.

"EVERY MEMBER of the family will find recreation to suit his desires," Bollinger said, adding that a full-time director will supervise many activities.

Scottsdale, a walled community with underground walkways at the front of each home.

Security First Gives L.B. Post to Mrs. White
Mrs. Millie F. White of 3638 Stevely Ave., Long Beach, has been named assistant manager of the downtown Long Beach office of Security First National Bank.

Mrs. White, a native of Greenville, Ala., has been in banking since 1949. Starting as a bookkeeper, she has held various operational posts, including those of note teller, note department manager and administrative assistant.

Mrs. White is secretary of the Credit Women's Breakfast Club of Long Beach and serves as assistant social chairman of the Women's Committee, Harbor chapter, American Institute of Bank-

Fair Director Meets With N.Y. Officials
Harry Faull of Pomona, a director of the Long Beach World's Fair, has paid a visit to the site of the New York World's Fair while on a trip to the East with his wife and son, Tim, 21.

Faull, who also conferred with New York Mayor Robert Wagner, said he discussed mutual problems with the New York fair officials.

PEOPLE WHO have to landscape and plant a yard, state flatly that they will never go through it again. Others dread the cost of fences to be built; living on bare floors until the budget allows carpeting, waiting years for trees to grow so they can have a shade.

Evans decided what the public really wanted was all the advantages of a new home plus all the advantages of an older home.

Evans and his staff began to design and plan their new home development and "give the people what they want." Instead of simply building houses, they planned the whole project as a community. They thought in terms of a finished product . . . a home and yard not only ready to move into but ready to start enjoying immediately; a home that offered everything at one price so that the new home owner would know exactly where he stood financially.

EVANS CAME UP with a

Fountainhead Home Is 'Family Ready'

The "Family Ready" concept is resulting in a sales rush in Fountainhead, the 250-home development in Fountain Valley, reports Lowell Evans, the builder who conceived the plan to have a home completely ready so buyers face no additional costs.

During his years in home construction, Evans made a policy of talking with prospective buyers to determine their likes and dislikes so he could pattern his activities to meet their wants.

One of his major discoveries has been that although the average family likes to buy a brand new house, they rebel at having to "start from scratch." They dislike having to move into their new home and then spend money, time, and hard work getting it into livable shape.

PEOPLE WHO have to landscape and plant a yard, state flatly that they will never go through it again. Others dread the cost of fences to be built; living on bare floors until the budget allows carpeting, waiting years for trees to grow so they can have a shade.

Evans decided what the public really wanted was all the advantages of a new home plus all the advantages of an older home.

Evans and his staff began to design and plan their new home development and "give the people what they want." Instead of simply building houses, they planned the whole project as a community. They thought in terms of a finished product . . . a home and yard not only ready to move into but ready to start enjoying immediately; a home that offered everything at one price so that the new home owner would know exactly where he stood financially.

EVANS CAME UP with a

Milton Funk Realty Speaker

Speaker for the Long Beach District Board of Realtors, Tuesday at 7:15 a.m. at the Crown Cafeteria will be Milton A. Funk. He will talk on "Pyramiding Estates Through Exchanges or How to Make a Million Dollars in Commissions On Exchanges." Funk is holder of a certificate in real estate from UCLA, member of the board of directors of the Southeast Board of Realtors, certified property exchanger in CREA exchange division, past chairman of Traders Group and present co-chairman of the Select Traders Group of the Southeast Board of Realtors, regional vice-president of Los Angeles County Appointment Association and head of a unique real estate syndicate of more than 100 investors.

Big Cameron Homes Find Ready Sales

three and four-bedroom residences, with three baths, and priced under \$20,000, continues to see a steady rush of sales.

In fact, reports Evan T. Jenkins, the builder, the final unit is now moving rapidly and a sellout is predicted shortly.

Cameron Home community is located on Newman Ave. just off Beach Blvd., in Huntington Beach. All the homes contain three bathrooms, three or four bedrooms and a family room.

BUILDER JENKINS points out that these are just the principal attractions of the homes.

"We have the usual things other builders include as features: Forced-air heating, vinyl tile floors, pullman lavatories and so on; yet no other builder offers three bathrooms, fencing, carpets, drapes and an inside service porch.

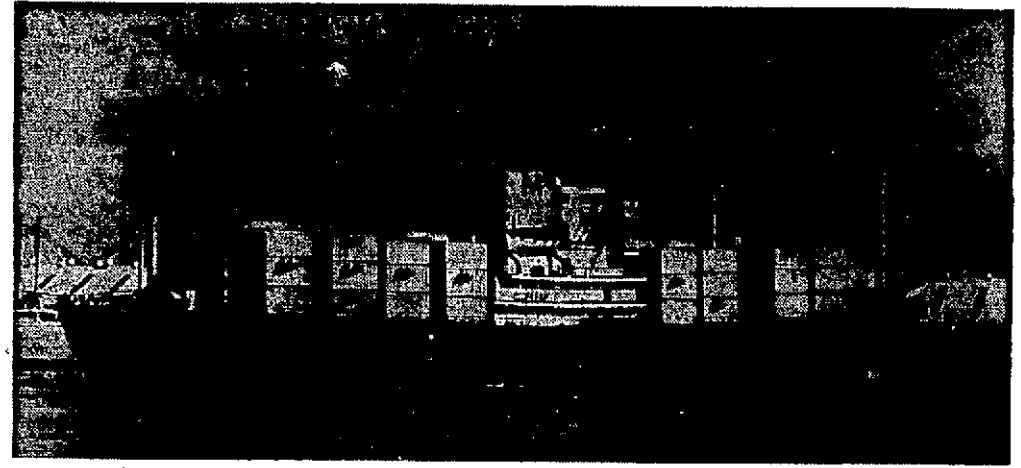
Low move-in costs from \$495 prevail.

The models are easily reached from the Long Beach area by taking Seventh east to Beach Blvd. (Hwy. 39) Turn south of Beach to Newman Street (¾ mile south of Warner Ave.), turn left on Newman to Cameron Homes in Huntington Beach.

Realtors to Hear Newsmen Talk
George Todt, Los Angeles newspaper columnist and former television commentator, will speak Nov. 5 when the Norwalk-La Mirada Board of Realtors pay tribute to the area newspapers, program chairman Merle Thomas announced.

The event is scheduled for 7:30 a.m. in the Cerritos College Student Center. Thomas said all newspaper personnel in the area will be honored.

FIND WHAT you want when you want it by reading Classified ads. Turn to Classified now.



CONTAINERS AND CARS

The "floating garage" Hawaiian Motorist is shown in Honolulu on its first voyage from Los Angeles Harbor following conversion to permit carrying of cargo containers on deck in addition to automobiles below decks. The unique Matson Line's freighter carries 521 cars and 186 cargo containers—the latter stacked three high. Wheelhouse and bridge were raised 12½ feet during conversion for visibility.



We are at Your Service at SCOTTSDALE TOWN HOUSES
(And—we're all included in your low monthly payment)

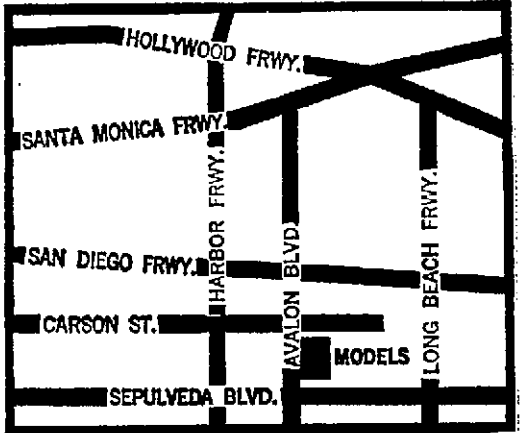
Yes, all these people and many more are here just to insure your enjoyment. They will water and cut your lawn, take care of your garden and paint the exterior of your house at no extra charge. You can own a three or four bedroom home you can be proud of and you will become a part owner in all of Scottsdales' complete recreation facilities:

- Clubhouse and Community Center
- Olympic-size swimming pool and wading pool
- Kiddies' playgrounds
- Picnic areas
- Football field
- Handball, basketball, and tennis courts
- Baseball diamond

Prices begin at
\$16,995
and only \$500 down plus small costs

DRIVING INSTRUCTIONS: Scottsdale Townhouses are located on Avalon Boulevard between Carson and Sepulveda one mile east of the Harbor Freeway. For further information call TE 4-8725

Six furnished models are open daily from 10 A.M. to 9 P.M.



ONLY \$**295** DOWN

The Community of **WESTWIND** in **WESTMINSTER**

OVERSIZE FIREPLACES
EATING AREA IN KITCHEN
DISHWASHERS
3 & 4 BEDROOMS
2 FULL BATHS
2-CAR GARAGE
WALL-TO-WALL CARPET
DRESSING ROOM BOUDOIR

CALL COLLECT FOR INFORMATION
AREA CODE 714-531-2011

WESTWIND HOMES WESTMINSTER

6% FINANCING
from \$18,995

\$117 P. & I. PER MONTH

GARDEN GROVE BLVD
GARDEN GROVE FRWY (Prop)
WESTMINSTER AVE
HAZARD AVE
BROOKHURST ST
BOLSA AVE
RICHARD ST
CANNERY ST
BEACH BLVD (39)
SAN DIEGO FRWY (Prop)

From Beach Blvd. (Hwy 39) go east on Hazard to Bushard.

GRAND OPENING TODAY!

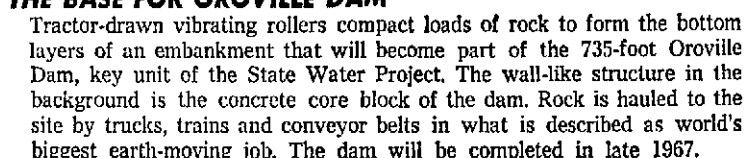
NEW HORIZONS SOUTH BAY

(see our ad on page 10)



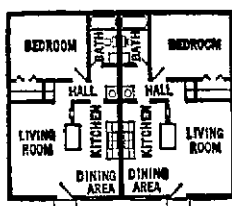
LOCATED AT the crest of a hill. There is a wide choice of views. Peninsula.

NEW YORK (UPI) — One out of every three American wives works, according to a survey taken by Equitable Life Assurance Society.



From framing lumber to front door knobs, everything that goes into a **Guaranteed Home** is **TOP QUALITY**. They're products of nationally-known firms whose names you would recognize instantly. Visit a **Guaranteed Home** under construction. Check the names on the shipping cartons of products being used . . . see the kind of workmanship going into it. You won't find better in homes costing many times the price. The 14,000-unit construction record and volume purchasing power of **Guaranteed Homes** — the world's largest on-year-**builder** — is passed on to you!

FALL SPECIALS IN ON-YOUR-LOT HOMES & APARTMENTS



This is the time to reap a harvest of home-building values!

HOME OR RENTAL UNITS \$4695 to \$7695* ON-YOUR-LOT

NO \$ DOWN 100% FINANCING

CHECK THESE QUALITY FEATURES: Maintenance-Free Aluminum Windows and Screens • Life-Time Stucco Exteriors . . . Decorator Interior Wall Colors • Rugged, Extra-Heavy Rock Roofs • Natural Hardwood Cabinets • Built-in Breakfast Bar . . . **PLUS MANY MORE!**
(Prices Vary Slightly in Some Areas)



WORLD'S LARGEST
LONG BEACH
1081 Atlantic Ave.
HEmlock 7-0967

BELLFLOWER 9717 E. Compton Blvd. TORREY 6-9791	COMPTON 12800 Atlantic Ave. NEWMARK 9-1223
---	---

OPEN 9 A.M. to 8 P.M. DAILY

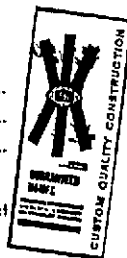
(CUT HERE AND PASTE ON A POSTCARD)

GENTLEMEN:
I own a lot.....x..... feet in size. Please
send me information on building a home or
income unit on my lot.

NAME.....
ADDRESS.....
CITY.....PHONE.....

☐ Please send me full information on Guaranteed Homes and Income Units.
☐ Please have a Building Consultant contact me regarding plans and prices.

**MAIL TO THE
GUARANTEED HOMES
OFFICE NEAREST YOU**



CONVENTIONAL FINANCING

OR

\$395^{dn}

PLUS COSTS

**3 AND 4 BEDROOMS
FAMILY ROOM - 2 BATHS**

**EASY
TO QUALIFY**

If you are regularly employed
and have good credit, you
can live in one of these
luxurious homes.

LOW DOWN FHA

priced from **\$21,300**

**WONDERFUL LOCATION
IN THE HEART OF
ORANGE COUNTY!**

- ✓ 1 Min. to Knott's Berry Farm
- ✓ 2 Min. to Freeway
- ✓ 5 Min. to Disneyland
- ✓ 15 Min. to Long Beach
- ✓ 20 Min. to Beaches
- ✓ 35 Min. to Los Angeles



Regal Homes are in the city of Buena Park, on Orangehorns between Knott and Valley View. From Los Angeles or Santa Ana, take the Santa Ana Freeway to the Valley View turn-off, go south to Orangehorns then east to furnished homes.



Regal Homes are surrounded by fine schools for all ages and shopping centers large and small. Buena Plaza with the newest May Co. Store is only 5 minutes away!



HOME-O-RAMA PLANNERS
Planning the 1964 Long Beach Home-O-Rama are Tom E. Norcross (center), general chairman; George Colours (left), producer, and Jack Horner, manager of the Builders Exchange of Long Beach, which sponsors annual home show. Home-O-Rama will be held Feb. 26 through March 1 in the Arena.

Norcross Chairman of Home-O-Rama

Tom E. Norcross, Long Beach area builder, has been named general chairman of the 1964 Long Beach Home-O-Rama, according to an announcement by George Colours, producer.

Norcross will head up planning for the home show, which will be held in the Long Beach Arena under sponsorship of the Builders Exchange of Long Beach.

The Home-O-Rama will be held from Feb. 26 through March 1, Colours said.

Norcross said he is working with Colours and Jack Horner, manager of the Builders Exchange, on ways to expand the show.

"The Home-O-Rama has been an outstanding success in the past four years, attracting hundreds of thousands of people," Norcross said. "We intend to maintain the high standards that were responsible for its successes and, if possible, make it a bigger show than before."

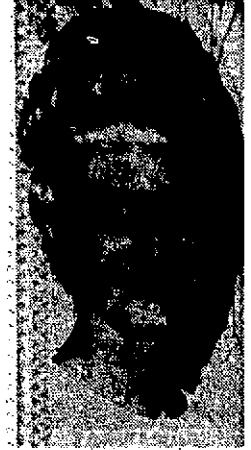
Colours said a Home-O-Rama office has been opened in Room F of the Long Beach Municipal Auditorium. Inquiries concerning the reservation of booth space for the home show may be directed there.

Will Direct Home Design

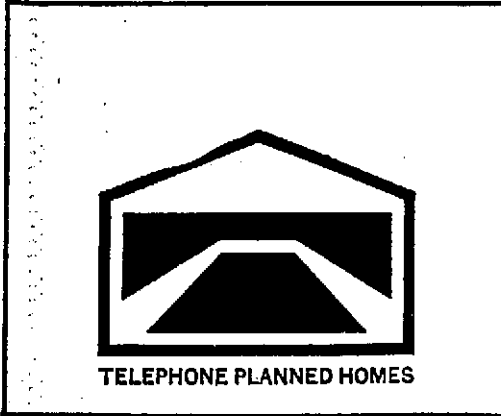
The Doyle and Shields Development Co., Inc. announced appointment of Neal B. Gregg as director of new design and planning for the construction company.

The fast-growing Orange County building firm, headquartered in Anaheim, has two projects currently underway, the 800 home community of Prestige Homes in Huntington Beach, and 164 deluxe town house homes overlooking the Newport Back Bay in Costa Mesa.

Gregg, a graduate of the USC College of Industrial Design, has been in the engineering and design field all of his adult life. He formerly headed his own design and building firm, constructing industrial buildings, apartments, homes, and medical buildings, chiefly in the San Fernando Valley, but also in the Whittier-La Habra area.



NEW POST
Patricia Ann Fagan, R.N., of Bellflower, has been appointed assistant director of nurses at Woodruff Gables Hospital, 17800 S. Woodruff Ave., Bellflower, according to Felix Heflin, hospital administrator.



EXPECT THIS SYMBOL WHEN YOU INSPECT A NEW HOME

The sign of "telephone planning"—your assurance of a home's lasting convenience and utility. All phone wires concealed—multiple outlets built-in. Look for it when you compare homes. **GENERAL TELEPHONE**



Permit OK'd for \$150,000 Motel-Cafe

A Garden Grove building permit was issued during the week for a \$150,000 motel and restaurant at 12550 Lampson Ave.

The permit for the two-story, 11,190-square-foot development was issued to Tadusz Mikosz, 1822 S. Bayless St., Anaheim. The motel, to be built by Gentosi Brothers Contractors of Costa Mesa, will contain 25 units.

It was the biggest construction development of the week in Garden Grove. Along with numerous permits for swimming pools and residential additions, it pushed the year's building valuation past the \$25.8 million mark.

During the week, permits for swimming pools were issued to F. C. Russell, 1322 Heather Circle, \$2,800; Richard Warren, 11801 Rexford Road, \$3,000; Mrs. Moore, 1771 Spring St., \$2,500; Mrs. Jackie Jensen, 12632 Topaz St., \$1,900; Halabi, 1241 Spring St., \$1,900; Chester Rogers, 11811 Emerald St., \$2,250; and Willie Oldenburgh, 11741 Candy Lane, \$5,000.

James W. Culver, 12892 Lemonwood St., \$2,500; and Milgram Corp., Beverly Hills, two semi-public swimming pools at 7772 Sixty St., \$4,500 each.

Other high-value permits were issued to the following:

Cornel Luse, 10909 Woodbury Road, residence addition, \$6,300; Clyde Hughes, 17701 Aristocrat Ave., garage, \$1,320; Joseph Kaiser, 12201 Dunklee Lane, family room, \$1,400.

Donald Sweeney, 12911 Pine St., aluminum siding on exterior, \$2,350; Gordon Grills, 12652 Lacey Ave., bedroom and bath addition, \$1,580; Kenneth R. Duffield, 12562 Lambert Circle, addition of sleeping rooms, \$2,200.

John H. Davies, 12471 Ranchero Way, bedroom extension and playroom, \$3,200; Wilford Bohnen, 11671 Kathy Lane, residential fire repairs, \$1,200.

Theme Set for AIA Convention in 1964

A major forum to discuss appropriate site for this program," Carroll said. "Rich in history and culture, it is one of the country's major metropolitan centers. Now nearing the end of its first 200 years as a city, it is deep in the throes of planning for its future direction."

Realtor Honored

Bob Compton Realty Co., Lynwood real estate firm, has received an engraved plaque from Gerald L. Petry, president of the Compton-Lynwood Board of Realtors, in recognition of his winning display of reproduction of office floor plans and layouts at the recent convention of the California Real Estate Association in Los Angeles.

NOW ... UNIT No. 3

AIR-CONDITIONED
CUSTOM 2-BEDROOM AND DEN HOMES. FOR DISCRIMINATING SMALL FAMILIES. LOCATED IN QUIET PRESTIGE AREA IN THE CITY OF ORANGE . . . !

Electric kitchens, sunken living rooms, nylon carpeting, custom light fixtures, genuine lath and plaster throughout, decorator tile Roman tile tubs, planters atrium, Nutone kitchen centers.

SOME GOLF COURSE LOTS
1350 to 2000 sq. ft. of living area
from \$26,950

UNIT ONE CLOSE-OUT
Only 5 left, priced from \$25,950



DIRECTIONS: Santa Ana Freeway to Chapman Ave., East to Tustin Ave., South 1/4-Mile to Fairway Drive to Models.

Profit Margins Rising, but Planning Cautious

Profit margins are moving up and this may signal some fundamental changes in the U. S. business climate.

The latest figures in manufacturing, released by the Federal Trade Commission, Securities and Exchange Commission, shows that margins increased sharply in the second quarter of this year.

A Business Week survey of financial executives—including the treasurers of more than a score of the nation's leading companies—indicates the third quarter brought further gains in both profits and, to a lesser degree, profit margins. Moreover, a majority of financial experts expect moderate improvement to continue at least to the middle of next year.

IT'S ALREADY clear that 1963 as a whole will bring a sharp improvement in the operating results of most companies. At five cents in each sales dollar, the second-quarter after-tax profit margin in manufacturing was back to a level last achieved consistently during the heady days of 1956 and early 1957.

The Business Week survey shows, however, that despite expected good business, executives are not going all out. And company planning continues cautious.

But the new improvement in margins does suggest that the profit squeeze business has complained about during recent years has abated—at least for the present.

WHILE REPORTERS found that the factors explaining changes in profit margins vary from company to company, they also found some common denominators. Over the past six months, selling prices have edged up for many companies and have firmed up for most others. At the same time, unit wage costs have continued stable.

One important exception is petroleum. Profit margins in oil refining actually declined in the second quarter, and the price structure continues fragile.

Five-Bedroom Homes Offered in Cypress Ready to Occupy



A GLENPARK HOME
Spacious living room is one of many features offered in the large five-bedroom homes in Glenpark, now available in Cypress. Immediate occupancy is offered.

Large family-sized five-bedroom two-story homes are available for immediate occupancy at Glenpark in Cypress.

Glenpark offers these spacious homes priced from \$24,450. The community is located 20 minutes from downtown Los Angeles and 10 minutes from Long Beach and Lakewood shopping centers. Key employment and recreation areas are nearby as well as numerous schools and churches.

The homes are designed with the large family in mind. Features in each, for comfortable family living include 100% wool wall-to-wall carpeting in the living room, entry, hall and master bedroom.

The two baths feature contemporary pullmans with system installed; showers and pullman length around the rear and side yards.

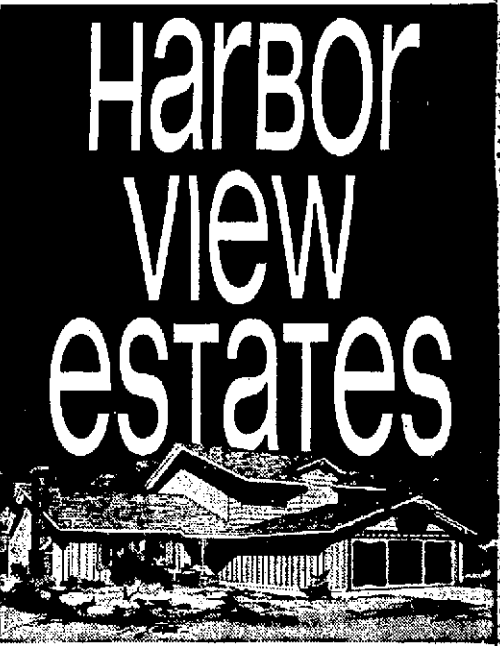
A special family room is included for informal living and dining.

Model homes can be reached from Long Beach by traveling east on Carson to Bloomfield and left to Crest and stone veneer; a planted front lawn with sprinkling system installed; fencing around the rear and side yards.

ACCORDING to the sales manager, Herb Peterson, "Glenpark Homes in Cypress have enjoyed a tremendous amount of success since their opening due to great dollar value received by buyers. These homes offer a unique group of features, seldom found in homes of comparable price."

Leads to Court

TULSA (AP)—A sign in downtown Tulsa advertises the "Tulsa Tour," a drive which leads to points of tourist interest. It directs the tour-taker north on Cincinnati Avenue. But, a sharp-eyed Tulsan noted, Cincinnati is a one-way street—southbound.



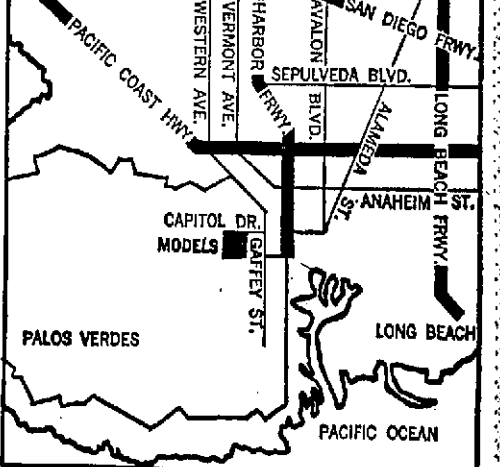
Enjoy the Best of Both Worlds

Beach Living—Freeway Close to L.A.
Beautiful 1 & 2-story Balanced Power homes, 3 & 4-bedrooms, 2 baths, friendly & functional family rooms, fully carpeted, O'Keefe & Merritt built-in range and oven, plus the full gamut of finest brand-name features in the tradition of Ray Watt developments.

From Harbor View Estates, 12 minutes to Long Beach, 10 miles to Marineland... and you can walk to the ocean.

Set your course for **HARBOR VIEW ESTATES**. Furnished models located at the corner of Gaffey St. and Capitol Drive, 1/4 mile north of the foot of the Harbor Freeway.

\$22,950



A RAY WATT Quality Development Phone 831-5763

Cameron HOMES

IN HUNTINGTON BEACH

IT'S THE MOST IN EXTRA FEATURES

- Wall-to-wall Carpet • Fencing
- Custom Drapes • Built-Ins

3 and 4 Bedrooms • 3 Baths
Family Rooms • Large Service Porch

From \$19,500
\$495 DOWN

Plus excellence in construction and custom styling, used brick and Shumpton's fireplaces, heavy shake and cedar shingle roof, pleasing cut stone, used brick and heavy siding on custom-ized exterior... It's the MOST IN FEATURES, FACILITIES & VALUE!

GORDON D. HETHERTON
Exclusive Sales Agent

Sales Office: Phone 847-5078
Models Open 11 a.m. to Dark

FROM LONG BEACH: Drive out 7th St. (Garden Grove Blvd.) to Beach Blvd. (Hwy. 39), turn right Newman Ave. (just 1/4-mile south of Warner), and turn left to models.

Diamond Display Is Coming

"A girl's best friend" . . . diamonds, of course, will be on display at Community Savings & Loan Association, 3901 Atlantic Ave., Oct. 28-Nov. 11. The famous diamond and precious gems exhibit will be at the company's Bixby Knolls branch in celebration of the Long Beach Diamond Jubilee. "The exhibit is an exciting story of the world's most treasured jewel," manager



AMONG DISPLAYS Crown Facsimile

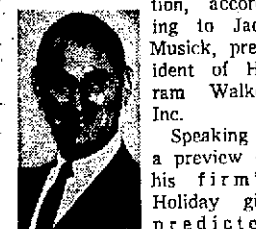
Robert Talley stated. "There will be replicas of some of the most fabulous diamonds, including the famed Hope diamond and authentic facsimiles of the English crown jewels worn at coronations and state events, including Queen Mary's crown."

Other exhibits include "The diamond from mine to gem," a working history of the diamond from discovery to final polishing; how a diamond is cut, showing the steps from the rough stone to finished gem; and "diamond cutting effects" showing how to trace the path of light through diamonds to differentiate between good and bad cuts.

Coffee and refreshments will be served.

Says Good Business Is Ahead

The liquor industry, which benefits directly from current rising disposable income, should end 1963 with a new record of apparent consumption, according to Jack Musick, president of Hiram Walker Inc.



Speaking at a preview of his firm's Holiday gift predicted that the year's total will reach 265 million gallons, an increase of more than four-and-a-half million cases over 1962.

Musick commented on the unusual unanimity of financial analysts in forecasting a record-breaking performance on the part of the American economy for the balance of this year and for 1964. He added that this optimism appeared to be fully justified by surveys of the U. S. Department of Commerce.

"Both the gross national product and disposable personal income rose to new highs in the second quarter of this year," he said, "and it appears we can look with confidence for a continuation of this upward trend."

Musick said that Hiram Walker's future marketing plans were based on the belief that general business will continue to be excellent.

He stated that Hiram Walker has scheduled the most extensive gift program in company history for the coming holidays.

Compton-Lynwood Realtors to Install

The 20th annual installation dinner dance of the Compton-Lynwood Board of Realtors will be held Thursday, Dec. 5, at the Long Beach Elks Club.

Officers and directors to be installed include H. H. (Bud) Stratford, president; R. L. (Bob) Dressendorfer, first vice president; Verle W. Van Lissel, second vice president; Wilson Buckner, secretary-treasurer; Vern Stone, W. L. White, new directors; and Gerald L. Petry and Bob Compton, re-elected directors. Other directors are Ella Britten, Ivan E. Lauper, H. K. Schnurpel and Bert Griffin, and associate director is Robert M. MacCormack.

GIANT 5 MILLION DOLLAR, 5 CITY
CLOSEOUT
BIG \$34,950 HOMES

LISTEN IN! KFWB ★ KEZY ★ XTRA ★ KWIZ
FOR NEWS OF THESE WONDERFUL BUYS!

\$29,950



Save \$5,000

DON'T MISS THE BOAT AGAIN THIS WEEK!
THIS OPPORTUNITY CAN'T LAST FOREVER!!!

BEAUTIFULLY DESIGNED, LARGE ENOUGH FOR ANY SIZE FAMILY, SHERWOOD ESTATES are two story, custom quality (no look alikes on any block), Eastern construction, far superior to similar or higher priced homes in these areas. For a few short weeks, they are going on the block at the builder's cut-down price, which is at least \$5000 below their value. WHAT A TIME TO BUY! Make this buy-of-your-lifetime this weekend while selection is still excellent and before prices go up. It has never been easier than with these prices and these terms! It may never be again.

MOVE IN TODAY!
AS LOW AS... \$495 FULL DOWN PAYMENT!!

YOUR CHOICE OF EASY FINANCING!

NO MONTHLY PAYMENT 'TIL NEXT YEAR!

4.5 BEDROOMS 3.4 BATHS

2600 SQ. FT.! THESE ARE BIG HOMES, all with over 2500 sq. ft. of luxury livability. Almost no family is too large for these beauties. And what features! Look! BUILT-IN KITCHENS including dishwashers and disposals . . . HUGE BREAKFAST AREAS . . . magnificently carpeted wall-to-wall . . . FIREPLACES, two in some models . . . enormous WALK-IN CLOSETS . . . FORCE-AIR HEATING for optional addition of air-conditioning. Planned, built and guaranteed by GEORGE D. BUCCOLA CONSTRUCTION COMPANY, known for taste and quality throughout the Southland.



FURNISHED MODELS OPEN DAILY

10 A.M. to 8 P.M.

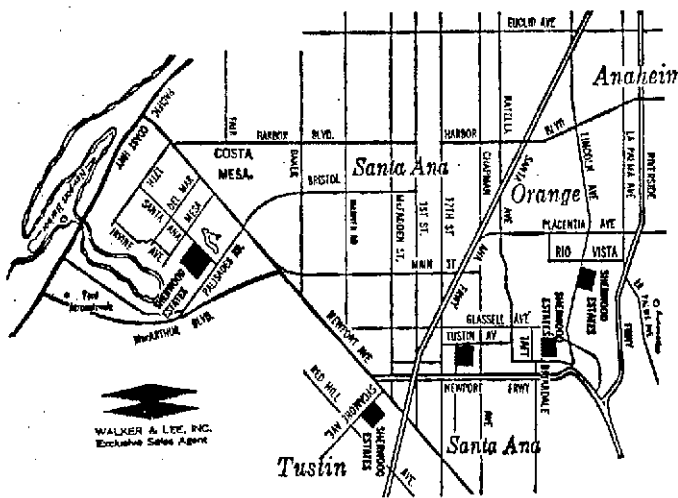
Need further information? JUST CALL PR 6-2400

FREE POOL

A BIG DELUXE TAHITIAN POOL IN THE YARD OF YOUR SHERWOOD ESTATE TO A LUCKY WINNER. ALL YOU NEED TO DO IS INSPECT OUR MODEL HOMES AND REGISTER.

WALKER & LEE, INC.
Exclusive Sales Agent

IT'S EASY TO GET TO SHERWOOD ESTATES!



★ ANAHEIM

From Los Angeles, take the Santa Ana Freeway to Riverside Freeway, turn at College Blvd., turnoff, RIGHT on College Blvd. to Lincoln Blvd., turn left 600 ft. to model homes.

★ ORANGE

Same as above, turn LEFT on Lincoln Blvd. and continue to Newport Blvd. Turn right and continue about a mile to models.

★ COSTA MESA

Take the Santa Ana Freeway, turn off on 17th St. Right on 17th to Tustin Ave., LEFT on Tustin to Santa Clara Ave., then right 600 ft. to model homes.

★ SANTA ANA

From Los Angeles, take Santa Ana Freeway to Newport Blvd., turnoff, continue on Newport Blvd. to Palisades Road. Left on Palisades about one mile to Santa Ana Ave. RIGHT on Santa Ana to models.

★ TUSTIN

From Los Angeles take the Santa Ana Freeway to Newport Beach turnoff. Continue 1 block to McFadden. Turn left on McFadden to Old Newport Blvd. Turn right 300 ft. to Sycamore and models.

GEORGE D. BUCCOLA PRESENTS

SHERWOOD ESTATES

Glamor At The Jubilee

SHIMMERING LIGHTS... reflections in crystal... dazzling gowns. The effect: nothing less than spontaneous combustion. These social leaders reflect the glamorous fireworks currently igniting excitement over two social highlights for Long Beach's forthcoming Diamond Jubilee Celebration — the Premiere Dinner (Oct. 31) and the Celebrity Ball (Nov. 15), both at Long Beach Arena. From left, Mmes. Donald Wallace, president of Junior League and member of Celebrity Ball committee; Lloyd Whaley and James H. Crooker, members of Premiere Dinner committee; and Malcolm Todd, member of Diamond Jubilee board.

—Photo by John Neagle

Independent Press Telegram
Women

LONG BEACH 12, CALIF., SUNDAY, OCT. 27, 1963, SECTION W

--See Story, Page W-8

All Across Town--and Countries, Too

By Iola Masterson
I, P-T Women's Editor

IT NEEDS a little paint and a lot of polish! but Hortense Wyatt's "new" Rolls Royce finally arrived. As picture below indicates, it's her baby and John is letting her have her way with the new toy, which runs, incidentally, in tip top order—although it is a 1934.



Rolls up sleeves to care for her "new" Rolls.

Hortense and John returned late in August from a four-month trip around the world (by ship) during which time they spent five weeks in England (also visiting Denmark, Sweden, France, etc., etc.). In England one night at a dinner party they learned that a Lady Vansitop wanted to sell her Rolls, a vintage piece, and the Wyatts decided it would be fun to start a hobby of old cars. Then the Lady backed out. But, as fortune would have it, they discovered, of all people, a pub owner who had one he also wanted to sell. They bought. It arrived just the other day. Naturally, as a '34, it is in the classic car mold but, honest, to the uninitiated eye (after Hortense completes her polishing) it's darned hard to tell from the last one off the veddy strict version of the English assembly line.

Don't know whether they were trying to recoup the cost or not, but the Wyatts left Thursday, returned yesterday, from a trek to Las Vegas.

INTRODUCTION parties from what (at least, here) can be called summer into autumn affairs were given, with delightful jole de vivre by Clare and Lynn Hossom last weekend with two evenings of cocktail buffets, Friday and Saturday.

Assisting Friday were Dorothy and John Munholand, Helen and Jonah Jones and Norma and George Trammell. Saturday assisting greet guests, satisfy their every party whim, were Helen and Bob Summy, Marge and Roy McCullough and Jo and George Paap.

Wild Waves Say...

Clare looked lovely in long hostess gown with black top, cinnamon skirt, with black design at the bottom.

IT HAPPENS every time department. Caroline and Bill Hardcastle (he's a past commodore of Long Beach Yacht Club) organized a club jet tour to Tahiti, other points on the Polynesian run, primarily because their Europe trip last Spring was such fun and because they'd like to tuck such an experience under their own belts.

Then business reared its ugly head and the Hardcastles had to stay home—the rest, about 25 or 30 in all—blithely wending their way on trails of coral reefs, lazy lagoons.

Leaving offspring, animals and relatives in charge at home, departees bade the Hardcastles (and with nothing but token sympathy) farewell—among these include Marge and Bob Pierce, Mary and George Orr, Gwenna and Bill Lamoreaux, Nel Warfield, the John Bowlds, the Bob Sterns and Aggie and Johnny Miller.

QUOTING FROM quotes and going by a reasonably well developed social imagination, can be near exact in post-predicting that Marilyn and Doug Graham's party at Pacific Coast Club Friday night was one of the most luscious of the new season.

Big surprise of the night came when an anniversary cake—for their 30th—was wheeled in at dessert time—the first time probably 99 per cent of their guests realized the Grahams chose this way to celebrate an anniversary.

Cocktails from 7 to 8:30 p.m. was followed by an 8:30 sit down dinner (8 or 10 at a table and each graced by assisting host and hostess). Joe Moshay's orchestra for dancing—accordion music during the social hour, fresh spider mums and carnations in profusion—sound elegant? Was!

Among those assisting—Marian and Don Locke, Martha and Art Hall, Elinor and Joe Ball, Mildred and Carl Shank, Gladys Baptie, Flo and John Brooks, Elmer Decker, Dr. John Cottrell (he accepted although Emily is in N'York awaiting a grandchild), Nancy Bogdanovich (Joe is in Tokyo) and the Grahams' children, Frances and Doug Jr., and Mardel and Tommy O'Brian, to name a few.

THAT story of Bill Lockett usually forgetting Bev's birthday (it was Saturday and I am assured he is reminded this year) sparked another variety on same theme. Seems Marvin Garvin NEVER forgets Lucille's birthday. He doesn't dare. He's ALWAYS on his annual elk hunt on the date. This year's he's in Colorado. Her birthday was the 20th; he left just

before. But Saturday, and to her total surprise, a portable dishwasher arrived, complete with happy birthday message.

Marv is due home as of today. Only other camp mate from Long Beach was Cliff Brown. In their first glowing report they boasted three elk already had been bagged.

OLEs from South America for the manner in which our International Beauty Congress is run were brought home, personally, by Connie (Mrs. Menard) Steltenkamp, 233 Bayshore, a favorite hostess over the years to the girls from South America.

Primarily she went to Montevideo, Uruguay, to attend the wedding of Monica Moore Davie, here in 1961. Connie stayed with the family and their impressions of the U.S., through the IBC, are wonderful, she reports. Connie is pictured below with some souvenirs she brought home from her travels.

She was in Montevideo two weeks and met Milton Fontaina, who sponsors all the girls from Uruguay. He's very proud of way things are handled here, too.

Mrs. S. was also in Buenos Aires, then on to Lima, Peru, to visit Miss Peru of the year she hostessed her and met her family. All glad there as well. She spent a few days in Mexico City before returning home.

In the meantime, on Connie's recommendation, the honeymooners, Monica and Eduardo Prayones of Buenos Aires, extended their trip up into our city from Mexico to be entertained by Connie's daughter and husband, Kay and David Berg, who, with Carolyn and John Watkins, all of Naples, honored them at a typical barbecue and saw to it that they saw all our "sights." Ted was very impressed with everything; most especially (you guessed it right, dear reader), with our supermarkets. They seem to set most foreign eyes a-glitter.

Incidentally, bride, Monica, won the Miss Friendship trophy when she was here in '61.



Connie has memories, good news, souvenirs, too.

Leaguers Organize Volunteer Bureau

Grand opening of the new Volunteer Bureau South Bay-Harbor, at 1427 So. Pacific Avenue, San Pedro, in the Harbor United Way, Inc., Building, has been set for Monday.

Announcement is made by Mrs. Donald Wallace Jr., president of Junior League of Long Beach, which group is sponsoring the project as another pilot program of the league, and by Vernon Fay, retired manager of the J. C. Penney Co., Long Beach, and president of the board of directors of the new bureau.

Under guidance of the local league, the Volunteer Bureau will be patterned after the Community Volunteer offices in Long Beach, which was established by the Junior League of this city in 1948.

It will serve the area from San Pedro north to Manhattan Beach and will be staffed by league members. Mrs. Robert Cooper has been named executive secretary.

THE NEW bureau grew out of meetings between league members, the Long Beach Community Volunteer Office and the Harbor Area Welfare Planning Council and the 24 welfare agencies from the area at which times a need for such a service was clearly expressed and established.

The bureau there, as here, is designed to bring together people who have free time and a desire to put it to use and for agencies who need volunteer workers to fill a number of interesting and rewarding jobs.

Many people serve their communities through clubs and other group organizations; however, the bureau is primarily aimed at newcomers in the area wishing to make friends and at the same time help others. It welcomes older people who find themselves with too much leisure and anyone else who enjoys doing a good turn for his fellow man.

As an example of what an agency such as this can do, volunteers working at the Community Volunteer Office in Long Beach put in over 100,000 hours serving 83 agencies and organizations.

American Legion Auxiliary Bazaar

A bazaar and turkey dinner is being planned by Arthur L. Peterson American Legion Auxiliary Unit 27 for Nov. 6 at Veterans' Memorial Building.

Dinner will be served from 5:30 to 7 p.m. with the bazaar opening at 3 p.m. Mrs. Lorraine Pittaway is chairman of the event. Mrs. Hazel Parker is sewing chairman.

Reservations may be made with Mrs. Ray E. Withee, 525 Ximeno Ave., or Mrs. Elizabeth Eberhard, 1418 Russell Drive. Mrs. Esther Steen is unity president.

UNIQUE GIFTS AND HOME DECOR

994 REDONDO NEAR 10th ST. LONG BEACH GE 4-9324 OPEN 10 A.M. TO 5:30 P.M.

Methodist Service Joins Two in Boise



Mrs. David Combs

Judith Ann Jones became the bride of David Eldredge Combs, son of Mr. and Mrs. Eldredge E. Combs of Long Beach, at a ceremony in First Methodist Church, Boise, Idaho, on Saturday night.

The bride, daughter of Dr. and Mrs. Ralph R. Jones of Boise, wore a gown of ivory satin styled with lace applique portrait neckline and cathedral train. Her bouquet was of carnations and orchids.

Preceding her to the altar was Mrs. Joseph J. Sands, her sister, as matron of honor, and Margo Metzler and Mmes. Robert Angell, Walter Spriggs and Craig Copper, the bridegroom's sister, as bridesmaids.

DONALD YUNKER served as best man and William Organ, Craig Cooper, Thomas Tucker and Riley Burton were ushers.

The new Mrs. Combs attended Colorado Women's College in Denver and received her BA degree in sociology from USC.

The bridegroom, a Poly

High alumnus, attended the University of Colorado and received a BS and master's degree in business administration from USC. He was affiliated with Kappa Sigma at U. of Colorado.

The newlyweds will make their home in Los Angeles.



Mrs. Elgin Ralston

La Sertoma Prexy Here

South Los Angeles district of La Sertoma, comprised of clubs in Long Beach, Whittier and Santa Ana will entertain the international president of La Sertoma, Mrs. Elgin Ralston, at a luncheon at the Charter House in Anaheim Saturday followed by a visit to Disneyland.

Mrs. Ralston was elected at the June convention of Sertoma and La Sertoma in Minneapolis and will serve through the convention next summer in Mexico City La Sertoma International.

She is a former first vice president of the Ohio Crippled Society of Lima, former treasurer of Lo He Ki Crippled Club of the YWCA, past president of the Retail Credit Managers Association, member of International Consumer Credit Association and former president of the Lima chapter of Toastmistress Club International.

The visitor will depart for Las Vegas Nov. 3 for the next stop on her itinerary which includes California, Arizona and Nevada. She is accompanied by Mrs. John H. Bliss, international director, of Whittier.

Civic Program on Monday to Feature Poly Orchestra

The 70-piece Polytechnic High School Orchestra, directed by Robert Dill, will present an hour of musical selections Monday on the community program sponsored by Long Beach Recreation Department in Exhibit Hall of Municipal Auditorium.

Outstanding numbers will be selections from "Porgy and Bess" and "Exodus" as well as Encosco's "Roumanian Rhapsody No. 1." Soloists are Phil Luna, Ray-Jane Bade and Ken Williams. Carl H. Robertson will

lead community singing to open the program at 7:30 p.m. Regenia Beam accompanies. Tyo Orchestra, with Joe Marshall as caller, will play for old time and square dancing following the stage show.

Need a Tux Tonight OR ANY NIGHT?

CALL

Raymond's

TUX SHOP

3843 Atlantic Ave. GA 7-0115

At Hammond's the Keyword Is Individuality...

Soft Curl Permanents from 10.95

Hammond's

HAIR STYLISTS

4140 Paramount at Carson

Open Daily Tues. thru Fri. 'til 10 P.M.
Mon. & Sat. 'til 5:30 P.M.

MANICURIST AVAILABLE

costumes . . . dresses . . . coats . . . suits



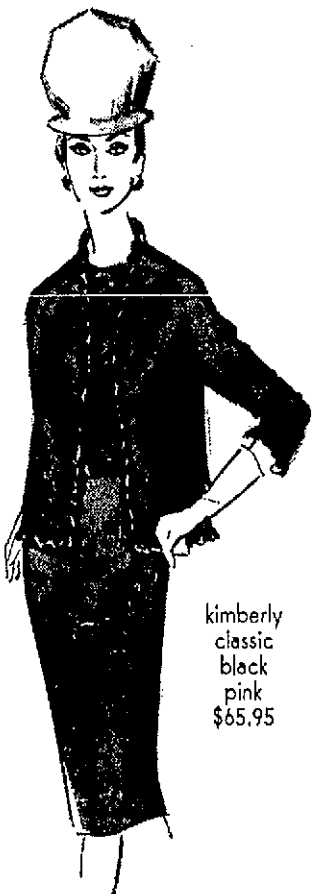
knit dresses

kimberly goldworm nantucket snyder knits

one piece dresses skirt-jacket-blouse dress with jacket

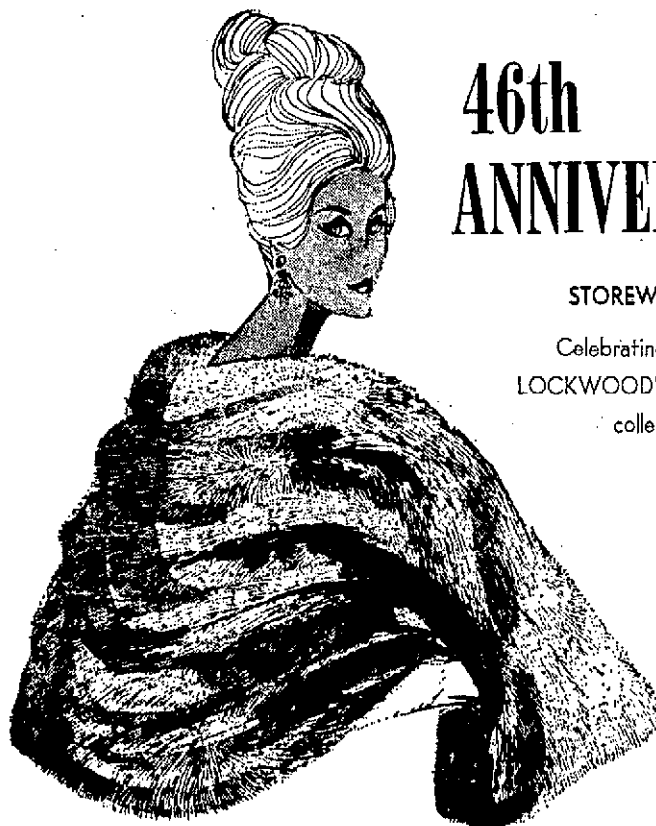
\$39.95 to \$89.95

ATLANTIC AT 45TH



kimberly classic black pink \$65.95

LOCKWOOD Furs



46th ANNIVERSARY SALE

STOREWIDE REDUCTIONS

Celebrating 46 years in Long Beach, LOCKWOOD'S are offering their entire collection of finest quality furs at greatly reduced prices.

Norwegian Blue Fox Shrugs 75

Processed Broadtail Lamb Jackets 250

Natural Mink Stores From 335

LOCKWOOD Furs

SEVEN ELEVEN PINE AVENUE

DOWNTOWN LONG BEACH

RICK RACKER AWARD

Fran Nason Is Woman of Year

Rick Racker's highest award, "Woman of the Year," was presented to Mrs. Leslie J. Nason (Frances Dixon Nason) at an autumn brunch Thursday at the home of Mrs. Kenneth S. Wing, 1407 Bryant Road.

In conferring the honor upon Mrs. Nason, Mrs. Robert Lintz, Rick Racker chairman, reviewed philanthropic endeavors of the outstanding Long Beach woman, particularly in the field of aid to handicapped children.

IN CLOSING, Mrs. Lintz stated "we should be touched by the virtues of these women (award winners) and thus increase our own responsibility toward our youth and civic improvement."

Among the community organizations in which Mrs. Nason has been active are Long Beach Recreation Association, Chi Kappa Rho, Long Beach Boat and Ski Club, Leeway Sailing Club, Long Beach Safety Council, P.T. A., Boy Scouts, Girl Scouts, American Red Cross, Southern California Public Pool Operators' Association, Soroptimist Club and Long Beach Day Nursery.

In 1948 Mrs. Nason made her skill in teaching swimming available to Tichenor Clinic. Since that time she has helped many a handicapped child move under his own power for the first time.

The publication raises funds for the support of

Long Beach Girls' Clubs and a scholarship trust fund. The cover theme this year is "Spotlight on the Youth of Long Beach."

Former recipients of the "Woman of the Year" award in the receiving line at the brunch included Mmes. Everett Pindley, Gail C. Hudson, Burton C. Chace, Walter H. Case, Llewellyn Bixby Jr., Ivah B. Eaton and Earl Burns Miller.

Among special guests attending were Mmes. Melvin L. Campbell, founder of the Assistance League of Long Beach, and Mark Duffell, Assistance League president.

RECOGNIZED as an authority on teaching swimming to the handicapped, Mrs. Nason has appeared on statewide discussion panels. She continues to work as a volunteer.

The event also served to introduce the 1963-64 edition of the Rick Racker Reporter, edited by Mrs. David Tallchett, assisted by Mmes. Richard L. Miller and I. S. Runolfsson.

The publication raises funds for the support of

INDEPENDENT PRESS-TELEGRAM—W.3
Long Beach 12, Calif., Sunday, Oct. 27, 1963



Mrs. Leslie Nason

Audrey's

BRIDALS and FORMALS

- bridesmaids
- mother of the bride
- after 5 dresses
- regular & large sizes

open Monday and Friday evenings 'til 9
bankamericards welcomed
layaways invited
special attention to organizational groups

131 east fourth st.—he 7-5330
park free on lot across from audrey's

PINE AT BROADWAY DOWNTOWN LONG BEACH

Buffums'

BEAUTY STUDIO



The Castilian Look

CUT, SHAMPOO AND SET 7.00*

As spirited as the flamenco... as inviting as the click of castanets... The Spanish Renaissance inspires the new "Castilian Look"

exclusively at Buffums' Beauty Studio. Call for your appointment, use your Charge-Plate.

For the gala season ahead see our collection of beautiful hair pieces. Or don one of our flattering wigs... of finest human hair, from 25.00

*Regular operator 5.00

PINE AT BROADWAY DOWNTOWN LONG BEACH

Buffums'

LINERY

SPECTACULAR

DESIGNER HAT SALE

12.00

reg. 22.95 to 35.95 — A superb collection of designers' sample hats in the season's newest silhouettes and fabrics.

One-of-a-kind models in lush Fall colors... and Black... beautifully detailed in dressy and tailored styles. You can have a whole wardrobe of trend-setting fashion hats at these sought-after savings.

Also included are many from our fine-label millinery.

MONDAY, FRIDAY 9:30 TO 5:30 OTHER DAYS 9:30 TO 5:30 PHONE HE 4-9841

PINE AT BROADWAY DOWNTOWN LONG BEACH



SUNCHARM SPORTSWEAR

QUICKSILVER KNITS

Antron® nylon by DuPont brings a new dimension of ease, and composure to fashions by Tabak of California. Supple, Lustre-knits that move when you do — to return like quicksilver to their perfect shape... warding off wrinkles... keeping their sparkling beauty, marvelous resiliency always! Perma-blue, Castilian coral, chartreuse, 10-16 Cardigan Jacket, 25.95 Slim skirt, 15.95 Shell, 17.95 Matching sleeveless rayon print shell, 13.95 Sheath or sleeveless sheath 35.95 (from our dress shop)

Meet Irene Saltern of Tabak Mon., Oct. 28, in our Long Beach Suncharm Sportswear from 2 p.m. to 4 p.m. See the Tabak collection informally modeled from 2 to 4 p.m.

Also at Our Palos Verdes and Marina Stores

Buffums' Autoport Parking... Also Lincoln Park Garage

MONDAY, FRIDAY 9:30 TO 5:30 OTHER DAYS 9:30 TO 5:30 PHONE HE 4-9841



LIONESSES TO ROAR
Participating in an outdoor planning session for a fashion show luncheon for Lady Lions and their guests Friday at the Petroleum Club are (from left) Mmes. Wesley Belt, C. P. Morgan, Walter Edwards, G. R. Chrisman.

Lady Lions Will Lunch on Friday

Members of the five Long Beach Lady Lions Clubs and their guests will attend a fashion show luncheon at 11:30 a.m. Friday at the Petroleum Club. The event will be the 14th annual all-city meet.

A Braille writer for a deserving young person will be purchased as a joint project of the clubs.

Fashions from GIGI's in the Shore will be shown.

Mrs. C. P. Morgan, president of the Downtown Lady Lions Club, will preside at the luncheon. Assisting with arrangements are other club presidents, Mmes. Wesley Belt, North Long Beach; Eugene Hamilton, West Long Beach; G. R. Chrisman, Belmont Shore; and Walter Edwards, Lakewood.



GENE'S
Pine Ave. of 5th St.
Downtown Long Beach
Phone HE 2-1064 to reserve your size

LOOP MOHAIR 2-PIECE JUMPER DRESS

SENSATIONAL \$16.98 AT

Fully-lined slim skirt and sleeveless top. Smart for casual or dressy occasions. White, Lilac, Aqua, Pink.

SIZES 6 to 16

Window Shopping



SHAGGY DOG sweater topping silk-like stretch pants with cuff and stirrup makes for fun holiday entertaining—or skiing. Sweater (all wool with giant tiered loops) is British import. Comes in shocking pink, bright blue, stark white or soft lilac. Small, medium and large for \$24.98. Matching pants sizes 8 to 16 at \$12.98. Both by Paul Rose. For information call GE 4-7755.

Patriotic, Fraternal Calendar

MONDAY
Bettina Chapter, OES, Christmas tea and bazaar, noon to 4 p.m., Garden Room, Third Street and Alamitos Avenue. Cards will be played and the public is welcome. Mildred Highsmith, chairman.

Nazareth Shrine 8, birthday night for Mamie Speaker, worthy high priestess, and Charles Boone, watchman of shepherds, 7:30 p.m., Palos Verdes Masonic Temple, 5155 E. Pacific

TUESDAY
Satellite Social Club of Palos Verdes Chapter, OES, covered dish luncheon followed by business and cards, noon, Machinists Hall. Eileen Olsen presides; Ver-

lin Hummer, chairman.

FRIDAY
Monte Vista Court, Order of Amaranth, turkey dinner, 6 to 7 p.m., Monte Vista Temple, 1120 E. Market St. Reservations with Mrs. Billie McClintock, 2860 Baltic Ave. Balloting for new members takes place during stated meeting following. Elsie Tipping presides.

Chapter 8, Blue Star Mothers of America, annual dinner and bazaar, 6 p.m., American Legion Hall, 59th Street and Orange Avenue. Public welcome.

Handweavers' Guild to Meet

Southern California Handweavers' Guild will have its next meeting Saturday in Pico Arlington Christian Church, 3405 W. Pico, Los Angeles.

Tea will be served from noon to 2 p.m. A program will follow. Members will provide weaving articles, baked and canned goods, plants and weaving materials for sale.

MODELS
THE VOGUE AGENCY
... has outstanding Adult and Child Models available for Fashion, Photography and Public Relations.

Operated by the
Vogue School of Self-Improvement
4220 Atlantic Avenue GA 7-4277

"VOGUE FASHION SHOWS"

Mon., 12:30 P.M.—Elka Club
8:00 P.M.—Captains Inn
Tues., 12:30 P.M.—Porta o' Call
Thurs., 12 Noon—Cove Bowl
Fri., 12:30 P.M.—Java Lanes
Sat., 1:00 P.M.—Welch's Restaurant

Bridal Vows Exchanged

Stephens-Shehyn

Two hundred and fifty guests witnessed the marriage of Nancy Marilyn Shehyn, daughter of Mr. and Mrs. George G. Shehyn, and Leonard Wesley Stephens, son of Mr. and Mrs. Leonard L. Stephens, all of Lakewood, at Christ Presbyterian Church.

A full length gown of peau de soie with lace overlay accented with beads was chosen by the bride for her wedding. Her maid of honor was Diane Daly. Barry Braman served the bridegroom as best man.

Other bridal attendants included Ronna Ellingson, Rita Williams, Diane Russell, Diana Stephens, Allen



Mrs. Leonard Stephens



Mrs. Lorenzo Gomez

Braman, Lawrence Saiwe, Ralph Kearns and Phillip Johnson.

The couple graduated from Lakewood High School and attended Long Beach City College.

They are honeymooning at Victoria Island, B.C.

train. Her maid of honor was Ann Brennan. The bridegroom chose Jay Davis as his best man.

Other members of the wedding party included Jane Burhenn, Patricia O'Gara, Mr. and Mrs. Joseph Jasinski, Conrad and Claudio Gomez, Patrick Joyce, Nancy, Peggy, Pammy and James Burhenn.

The new Mrs. Gomez is a graduate of St. Anthony's High School and attended Mount St. Mary's College for Women. Her husband was graduated from Pius X High School and attended Long Beach City College.

On their return from a San Francisco honeymoon, the couple will reside in Lakewood.

Oswald Jacoby Tell Partner of Weakness

There is a general rule that when you lead a suit of four or more cards you should lead fourth best unless your suit is headed by certain specific high card combinations.

There is one conspicuous exception to this rule that is well illustrated in today's hand.

South doesn't have much of an opening bid but his partner's hand is very sound and the contract of four hearts is a good one.

South wins the opening spade in his own hand and takes an immediate diamond finesse. Perhaps he should have gone after the trumps first but the actual result would be no different. Both finesses are wrong.

EAST TAKES his king of diamonds and a shift to a club is clearly indicated. Also, he should lead the

NORTH		26	
♠ A 4			
♥ K J 3			
♦ A Q 10 8 6			
♣ 7 6 4			
WEST		EAST	
♠ J 10 9 7 3		♠ Q 8 5 2	
♥ 8 5		♥ Q 10 2	
♦ 8 7 2		♦ K 3	
♣ A J 2		♣ 9 8 5 3	
SOUTH (D)			
♠ K 6			
♥ A 9 8 7 4			
♦ J 5 4			
♣ K Q 10			
Both vulnerable			
South	West	North	East
1♥	Pass	2♦	Pass
2♥	Pass	4♥	Pass
Pass	Pass		
Opening lead—♠ J			

nine of clubs and not his fourth best. It is not important to give his partner a count of the club suit, but it is more important to let his partner know that he doesn't hold a high club.

South will play either the king or the queen. It shouldn't make the slightest difference to West. He will see that the only chance to beat the contract will be to let South hold that trick, so if West is on his toes he will play the deuce of clubs.

Eventually East will get the lead with his queen of trumps and a second club lead will allow West to make his ace and jack.

Altar Society Sets Apron Sale

The annual gift and apron sale of St. Anthony's Altar Society will be held Friday in the high school cafeteria, Sixth Street and Alamitos Avenue, from 4 to 8 p. m. in conjunction with the group's First Friday dinner. Mrs. Peter Bergeron is chairman.



Kitten-Soft..
A pastel soufflé
2 piece of
Cotton Mohair &
Nylon Towear
most anywhere.
By Stanton Jrs.
1998

House of Nine
Sizes 3 thru 9 only

430 PINE AVE.—Open Mon. and Fri. Nights

Buffum's
FOUNDATION SALON

SHOP MONDAY NIGHT 'TIL 9 P.M.

nothing slims like the **SMOOTHIE SLIMLOOK® TOUCH**

So simply done with Smoothie's Slimlook® touch of firm lace-over-satin, adroitly placed on the satin elastic front to flatten and flatter with easy grace!

A. Slimlook® all-in-one Foundation in Lycra® Spandex, to mold the figure beautifully! B, C, D cup, **25.00**

B. Long-leg Panty Girdle with the Slimlook® touch. S, M, L, XL, **13.50**

C. "Always Twenty-one" Girdle in Lycra® Spandex, with the Slimlook® touch, **17.50**

Nylon lace Bra has Lycra® Spandex back for perfect diaphragm control. B, C cup, **8.50**; D cup, **10.00**

MEET MABLE ROBBINS Stouse Adler
Stylist in our Foundation Salon
MONDAY and TUESDAY,
October 28th and 29th

Convenient Autoport Parking . . . also in Lincoln Park Garage

MONDAY, FRIDAY 9:30 TO 9. OTHER DAYS 9:30 TO 5:30. PHONE HE 6-9841

Face Value Judgements Don't Check Out

By MARY NETH

If you've been irate when the cashier at the local grocery store demanded ALL your ID cards before he'd take your check, calm down.

An honest face isn't trusted any more. The population boom has brought a boom in bouncing checks, too.

According to Sgt. George Workman, forgery detail, Long Beach Police Department, super markets, especially, are receiving a super amount of bad checks.

"Clerks get careless," he says. They don't write down a license number—they get in a rush and skip the ID. Sometimes, oddly enough, they'll be very careful about cashing a personal check for \$5, then turn around and accept a phony payroll check for \$125 without question. I guess, it somehow looks more impressive—like a better risk," he adds ruefully.

In this officer's opinion, caution should be the watch word—or everyone.

"Accepting a check without knowing the person or checking identification and credit is asking for trouble. One also should be sure to keep good track of credit cards and promptly report their loss."

AS FAR AS Sgt. Workman is concerned, there is no sure-fire way to eliminate the bad-check passer entirely, not as long as so much business is conducted through checking accounts. But, he does feel a less glib public would help.

The federal government which issues some 350,000,000 checks a year has a

few words of advice along this line:

When you expect a check in the mail, be on hand or have someone else in the home to receive it. If that's not possible invest in a closed mailbox—the type that has to be opened by key.

Don't endorse a check until you are in the presence

of the person who will cash it. (If someone else gets their hands on it—you have no recourse.)

And, if you are accepting a government check, be sure the person can properly identify himself; initial the check and make a note of driver's license and ask yourself: "If this check is forged, can I find the forger

and recover my loss?"

Some stores now are employing Telecredit—an electronic gadget that checks on check passers in a matter of minutes—but its use is not widespread and it will never offer protection to other than large businesses.

COMMON SENSE is the

only answer for the rest of the public.

And, if you take the word of Harold T. Ennes, assistant vice president, operations, main office Long Beach Bank of America, you'll be particularly cautious during December and January.

"That's when the checks really bounce like mad," he says. It's then that the tax collector and Santa get the loot and a lot of the rest of us are left holding the bag.

"Bad checks are bad business—big bad business, all right."

"Here at Fourth and Pine, we have one girl who does nothing all day but send back worthless checks. She keeps busy, too."



CHANGE OF PACE...

PERMANENT BY HELENE CURTIS

...It's the new wave designed for the new look in hair style... smooth, soft, ultra-simple. Gives invisible support so that these smooth styles last from set to set. Our waving experts choose change of pace to take hair care out of your hands, give your hair beauty that lasts! Let us show you the many new styles you can have with this new wave.

PERMANENT, INCLUDING SHAPING AND STYLING

\$12.50

Come in with or without an appointment. Use Your BANKAMERICARD PLATE

Cozart Beauty Salons

DOWNTOWN
137 E. 4th St.
HE 6-2085
FREE PARK & SHOP

BIXBY KNOLLS
3924 Atlantic
GA 4-8377
FREE PARKING



is your outlook
a new look?

Let us help you develop
your hidden talents and you, too,
will know the many rewards
enjoyed by our students
and graduates



Wilma Hastings

Finishing School and Fashion Modeling
430 E. OCEAN BLVD. PH. HE 2-4511

BUT, THERE is a bright note to the bad check picture. The officers usually get their man.

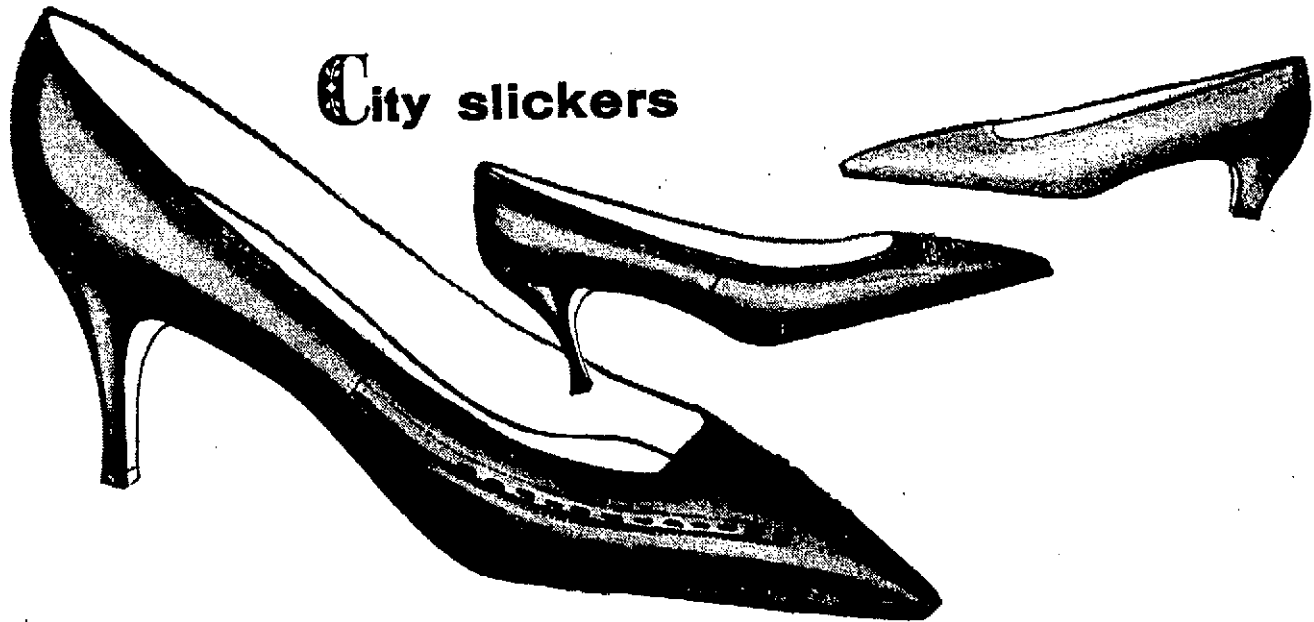
"We solve about 80 percent of all cases that come our way," says Sgt. Workman. "The job of nailing the crooks is made somewhat easier by the fact that so many are repeaters. They're barely out of jail before they are up to the same old tricks. It seems to be a sickness—a compulsive type of behavior—like alcoholism."

That's why, according to Sgt. Workman, California is relaxing its laws—being more lenient in dealing with offenders.

At first, this doesn't seem to make much sense, but as explained, it's a measure taken in the public's interest.

Now, forged checks written for less than \$100 net the offender only a misdemeanor charge.

"Before, anyone who passed such a check for more than \$50 was punishable as a felon," explains Sgt. Workman. "That meant instead of being given probation plus perhaps a term in the county or municipal jail, the guilty party was eligible for a healthy prison term. Result: no one got their money back and the taxpayer had to foot the prison bill for board and room, to boot."



City slickers

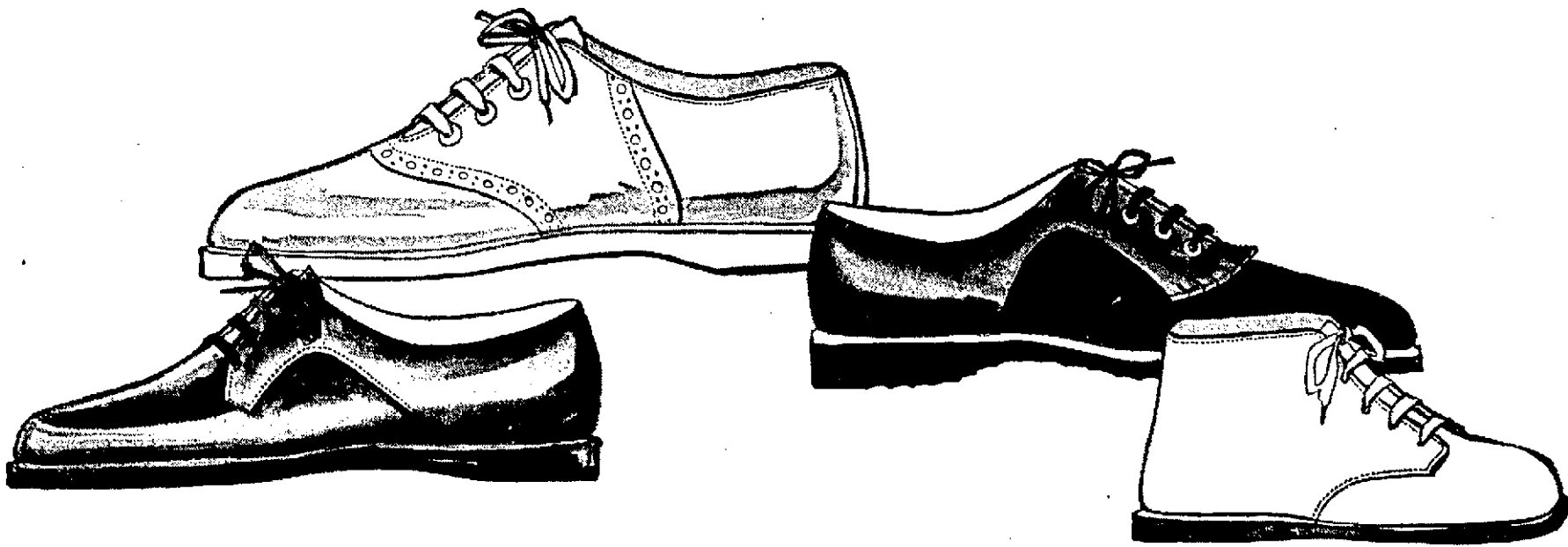
THERE'S NO DENYING IT. RACY CROWD THESE JOYCE SHOES, COMPOSED AS CAN BE IN A BOX, EVEN DEMURE AT TIMES, YET SLIP THEM ON YOUR FOOT AND WHOOSH! DOWNRIGHT EXCITING. IF YOU'D LIKE A DASH OF GET UP AND GO, TRY THE CASHMERE SET IN BLACK CALF 15.99, LUCKY CHARM, CENTER, IN BLACK OR OTTER CALF 14.99 OR LEFT BANK, LOOKING VERY NEW YORKERISH AT THE RIGHT IN BLACK, RED OR OTTER KID 13.99 BUT HOLD ON TO YOUR HAT!

by joyce LAKEWOOD CENTER

5030 Pepperwood Ave.

Innes

Pick on a shoe your own size!



WE'LL MAKE SURE IT'S THE RIGHT SIZE, JUST AS WE'LL TRY TO MAKE SURE YOU CHOOSE NUMBER 26, THE SHOE DESIGNED TO FIT THE FOOT IN MOTION. CARES FOR KIDS FROM TODDLING TO TEEN-TIME. STARTS WITH FIRM SUPPORT AND NO NONSENSE, THEN ADDS TASTEFUL TOUCHES OF STYLE. BOYS AND GIRLS' STYLES ABOVE, PRICED ACCORDING TO SIZE, 6.99 TO 10.99, CHEAP FOR HEALTHY, HAPPY FEET.

number 26 LAKEWOOD CENTER

5030 Pepperwood Ave.

Innes



'Watch Every Motion-- Every Breath'

By ELISE EMERY



AT "SOUTH PACIFIC" REHEARSALS, accompanist Charles A. Ruetschi focuses attention on singers, dancers and constantly changing scenes. In pictures at top of page, left, are James A. Newquist and Lyn Madrigal as Lt. Cable and Lial; next, Keith Houdyshell as Capt. Brackett;

then, Eddie Martinez as the Professor, Belle Ellig as Bloody Mary, and Roy Malmberg as Luther Billis. At far right are stars James J. Boyd playing Emile de Becque, and Mary Metzger Hamm in role of Ens. Nellie Forbush, with children Gail Sekiguchi and Little Eddie Martinez. Show will close Nov. 11.

"Be aware! "Be aware of everything! Every motion, every breath!

"An evening of rehearsal is more mentally fatiguing than reading Aristotle all day."

That is why concert pianist Charles A. Ruetschi (pronounced Richey) finds playing for Long Beach Civic Light Opera rehearsals invigorating.

"Total dedication to what you are doing at the moment—that's the secret."

"I always give my whole attention to what I'm doing, whether I'm the star playing in formal dress on the concert stage or accompanying. When I sag, I do that completely, too. I go out in the patio and SAG."

The cast of Civic Light Opera's "South Pacific," which opens Thursday evening in the Concert Hall of Municipal Auditorium, agrees.

They are giving their whole attention to the show—repeating, polishing, refining. Totally dedicated.

NOBODY HAZARDS a guess as to how many hours go into rehearsals. The cast wants the best possible production for the audience. No one watches a time clock. They work a scene over, over, over again.

Boring?

"Never!" says Ruetschi, a child prodigy who was at home on the concert stage before he reached his teens, then went on to a distinguished career in both piano and voice.

"What makes 'South Pacific' a lasting favorite is the music. I believe 8 out of 10 people go,

again and again, to get lost in that wonderful music."

A favorite?

"All of the feature songs are beautiful, each in its own way."

The score includes such enduring numbers as "Some Enchanted Evening," "Bali Hai," "I'm Gonna Wash That Man Right Outa My Hair," "Younger Than Springtime," "Happy Talk," "Bloody Mary," "This Nearly Was Mine."

HEADING THE CAST which brings the music of Rodgers and Hammerstein to life are James J. Boyd as Emile de Becque and Mary Metzger Hamm as Nellie Forbush.

Other principals are Lyn Madrigal, James A. Newquist, Belle Ellig, Roy Malmberg, James M. Short, Eddie Martinez, Keith Houdyshell, and Sutter Kunkel. Little Eddie Martinez and Gail Sekiguchi play de Becque's children.

As they, the chorus and dancers rehearse under Bill Roberts' direction, Ruetschi rivets his eyes on the stage.

"An accompanist must watch every breath the singer draws, know how long it will last. He must establish empathy with the singer, study the way he is thinking, how he is interpreting the song. He must watch, anticipate, every moment."

Preceding "South Pacific," which begins at 8:30 p.m., an original half-hour musical, "The Long Beach Story," will be presented.

When the curtain rises on opening night, the accompanist's work will be finished; the orchestra will be in the pit, and Ruetschi will be a member of the audience, lost in the music.

San Francisco Film Festival

Dominated by new films giving a view of contemporary life around the world, the seventh annual San Francisco International Film Festival will present 21 features from 17 countries Oct. 30 through Nov. 12 at the Metro Theater.

Eugene Burdick, associate professor of political science at the University of California at Berkeley and author of three best selling novels will join the panel of jurors, according to Festival Director Irving M. Levin.

'Clotfield' Opens Friday in Morgan Hall Playhouse

"Clotfield," a new play about the daughter of a Negro housekeeper who grew up believing she was the daughter of President Thomas Jefferson, opens Friday night in Morgan Hall Playhouse.

Adele George stars as Clotfield in the work by Pearl M. Graham of Sunset Beach. It is based on the novel by Negro writer William Wells Brown, an escaped slave and abolitionist.

ALMA NELSON plays Mrs. Patrick Henry and also serves as "The American Conscience," a narrator. As Mrs. Patrick Henry, she befriends Hester, the Negro housekeeper in the Jefferson household, and the daughter, Clotfield. Miss Nelson, of Redondo Beach, has acted at the University of Michigan, Chapel Theater and Players Ring Gallery.

THE CAST includes Jim Gosa as Thomas Jefferson, Jack Lackman, Ralph Dougherty, Pamela Collins, Leon Brawley, Larry Worch, Richard Moore and Sonya Turner. Hazel Henderson is the chorus of sorrow songs.

Samuel A. Boyea, producer, is co-director with Morris Buchanan; sets are by Jim Eric; Claude Fenner-Lopez and Norris Nyack



Alma Nelson

handle the technical department. The play will run for three weekends.

Extra Matinee for 'Music Man'

In response to the unusually large demand for tickets to "The Music Man," current attraction at Melodyland Theater, Anaheim, the management has scheduled an extra matinee Saturday at 3 p.m. Regular performances run nightly except Monday, and a Sunday matinee.

Bert Parks of "Stop the Music" fame is starred. Featured performers include The Sportsmen quartet, soprano Eileen Christy, Harold (Hal) Peary, who was the original Great Gildersleeve, Renie Riano and Robert Driscoll. The show closes next Sunday night.

On Stage ..

CHAPEL THEATER, 4144 Pacific Coast Hwy., Torrance, "The Great Gildersleeve," 8:30 p.m., Friday, Saturday, Sunday, through Nov. 24. COMMUNITY PLAYHOUSE, 3001 E. Anaheim St., "Love Me Long," 7:45 p.m., Thursday, 8:30 p.m., Friday and Saturday, closing Saturday. MAGNOLIA THEATER, 1400 Magnolia Ave., "Come Blow Your Horn," 8 p.m., Thursday and Sunday, 8:30 p.m., Friday and Saturday, through Nov. 16. OFF-BROADWAY, 3711 Lime Ave., "Orpheus Descending," 8:30 p.m., Friday and Saturday, closing Saturday.

Six Painters Exhibit Fresh, Original Work

By VIRGINIA LADDEY

An arresting collection of fresh, thoughtful paintings is on display in Long Beach City College gallery, Faculty Avenue and Harvey Way, until next Thursday. Viewing hours are 10 a.m. to 4 p.m. and 7 to 10 p.m.

Norma Matlan of the art faculty is responsible for the selection of the works by six men painters in the Long Beach-Seal Beach area. While each has a most individual statement, the 33 works look very well together in the tastefully-conceived exhibit.

Robert Brandts uses thick, expressionistic paint effectively for mysterious figures, some of whom are in the process of "Learning to Fly."

ROD BRIGGS shows several of a "TV Series." The color is very thin, in a close range of sepia. The "evil eye" frames very ephemeral, fulsome ladies caught in intimate moments, or, in one instance, the American family out for a spin with mama

directing from the back seat while junior delightedly catches the airstream with a starfish hand.

DONALD DAME studies the beach scene in rather sophisticated abstracted compositions which are carefully worked out in patterns of tertiary colors.

Jack Kay has developed a most amazing way of conveying the hard, bright California sunshine, though his palette tends to putty tones and blues.

DEAN SPILLE is wonderful with flowers and warm sunlight. "Portrait of Billy" is all in tones of yellow to orange with ravishing pink geraniums in the foreground.

Robert Walker combines hard-edge abstraction with Oriental calligraphy and sparseness. His flat color planes glow with light in the way that Feininger used it. His series is on chess moves.

This is a very painterly group, highly-skilled and sensitive.

Marion Rankin STUDIO OF DANCING

Specializing in Every Phase of the Dance
MODERN • JAZZ • BALLET • TAP • ACROBATICS
STAFF OF HIGHLY QUALIFIED TEACHERS

BILL ROBERTS
Modern & Jazz

HENRI SCANLON
Vocal Coaching

• ENROLL NOW •

For Information Call

Geneva 4-7554

4023 E. Anaheim, Long Beach

Open Mon., Thurs. & Fri. 12:30 to 9:30

There's new fashion excitement at M&B

Mullen
M&B
Bluett



VELVET--THE OPULENT SHIFT

Fashion's favorite silhouette in new elegant guise for the imminent festive season.

Lush rayon velvet with crease and spot resistant Syl-mer finish. Satin collar and deep front placket with self-covered buttons. Black only. Junior sizes 7-15

23.00

Charge it! It's easy!

Mail & phone orders
634-7353

LAKEWOOD CENTER—5028 Pepperwood

EARLY BIRD Special



MON. TUES. WED.

COLD WAVE
AND CUT
NOW ONLY \$6.95

Stylist prices slightly higher
No extra charges on this design wave. Lower price on our less busy days.

HAIR SPRAY

\$2 Can \$1

Phone HE 2-7451

Walker's
the friendly store of Long Beach

Fourth and Pine

Superfluous Hair

Scientifically and Permanently Removed

Laura Scott Fries, R. E. Member of Electrologist Association of California.

HE 6-9841

BEAUTY STUDIO

Consultation without charge

Buffum's

To Present 'Henry IV' at LBCC

Shakespeare's "Henry IV, Part I" will be presented at 8:30 p.m. Friday and Saturday in Long Beach City College auditorium, Harvey Way near Clark Avenue. Tickets will be available at the box office both nights.

Presented by the Theater Arts department of the LBCC Liberal Arts Division, by David Emmes and J. L. White. Principal members of the cast are Steve Arena as Henry, Fred Stokes as Prince Hal, Joe Matarazzo as Falstaff, Jim Carson as Hotspur, Steve Carruth as Worcester and Randi Cohen as Lady Percy.

OF ALL Shakespeare's histories and chronicles, "Henry IV, Part I" was the most successful in his own day and, according to critic Thomas Parrot, "has been an unending source of delight ever since."

In addition to focusing on one of the crucial periods of English history and such strong and complex personalities as King Henry and his rebellious earls, the play introduces "the conceited mirth of Sir John Falstaffe." Falstaff, who appears in two later plays, is the most fully-drawn comic character in theatrical literature.

Student production managers include Buddy Tobie, Helen Jones and Bjo Trimble.

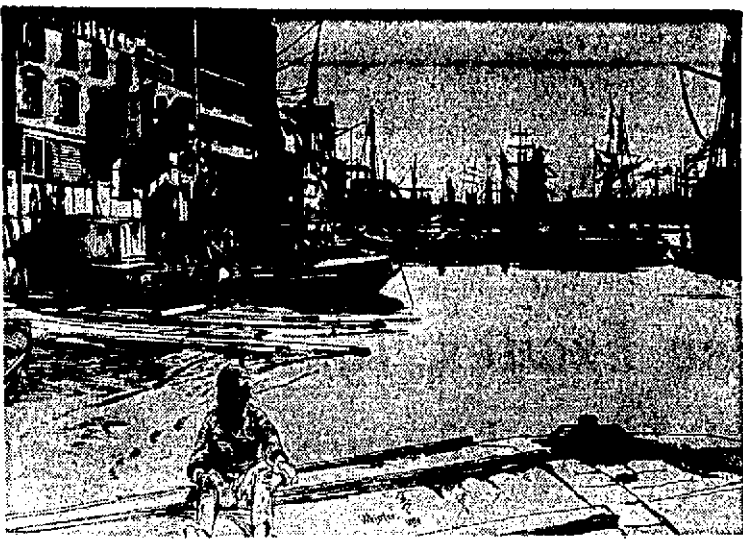
'Capriccio' Previewed

San Francisco Opera, which will give 20 performances of 14 works at Shrine Auditorium from Nov. 1 through 24, is setting what may be a world-wide precedent. It is presenting a printed preview of an opera to all those purchasing tickets for the performance.

The opera is "Capriccio," by Richard Strauss. Premiered in 1942 in Munich, it was his last opera—and, by his own account, his favorite.

Since this is the first time that the company is staging "Capriccio," it decided to acquaint audiences with the opera by distributing a special booklet about it. The booklet, written by Dr. Ernest Roth, an expert on Strauss and his long-time friend, gives the creative background of the opera, its story, and an analysis of the music.

"Capriccio" will be sung at the Shrine Nov. 6, with Elisabeth Schwarzkopf in the main role. Others in the cast include Cesare Valletti, Herman Prey, Glade Peterson, Jolanda Meneguzzi and Howard Fried.



'EAGLE WHARF' is one of 45 prints by James A. McNeill Whistler which go on display today at Long Beach Museum of Art. The work is in the exhibit, "A University Collects: Cornell," which will remain at the museum through Nov. 10.

'My Dear and Great Artist'

By RACHEL MORTON
L. P-T Music Critic

On Sept. 28 there passed from among us a world-famous operatic soprano by the name of Rosa Raisa. She died, at the age of 70, in the home of her son-in-law and daughter, Dr. and Mrs. Joseph Seagla in Pacific Palisades.

I had the honor and privilege of interviewing Madame Raisa in her lovely home, and in Major & Minor Notes of March 23, 30 and April 6, 1958, I told of this wonderful visit.

I had heard Raisa sing with the Chicago Opera Company and also in recital. She was strikingly beautiful at the time and when she came to the door, I exclaimed: "Rosa Raisa!" for she had not changed a bit, except that her hair was white. Her warm cordiality made one settle back as with an old friend.

"I can't remember the time when I did not love music," she said. "As a little child I used to follow every hurdy-gurdy to the great consternation of my family."

MADAME RAISA was born in Poland where she lived until her mother died when she was 6. She then went to live with a favorite married cousin in Naples, Italy, where she entered the conservatory at the age of 14. Her one and only teacher, Marchisio, used to teach the little girl at 8:30 every morning before her classes began.

Call Soloists

Frank Ahrold, choral director for the Recreation Department, invites soloists to audition for "The Messiah" Monday and again on Nov. 4 at 7 p.m. in the Band Room at Millikan High School.

"The Messiah" will be presented with a chorus of 100 on Sunday, Dec. 8 in First Congregational Church.

Major and Minor Notes

At 19 she made her operatic debut singing the lead in Verdi's "Othello," which led shortly to her engagement as Norma in the opera of the same name with the San Carlo Opera in Naples.

WHILE SINGING with this company, Madame Raisa was heard by the famous opera conductor, Campanini, who engaged her to sing with the Chicago Opera Company where she made her debut singing Aida.

Perhaps the highest honor of her life was the creating of the title role in "Turandot" at La Scala under Toscanini. A large photograph of Toscanini stood on her piano — inscribed "To my dear and great artist, with affectionate greetings," Arturo Toscanini.

SHE HAD NO favorite roles, she told me, but loved to sing "Tosca," "Norma," "La Juive," "Jewels of the Madonna," "La Gioconda" and "Cavalleria Rusticana." She showed me an exquisite

Organist to Initiate New Season

Organist W. E. Ladd Thomas will open the 1963-64 season of concerts at First Congregational Church Tuesday at 8:15 p.m.

Presented by the music committee of the church, Thomas will play a varied



W. E. Ladd Thomas

program of master works ranging from Bach to Hindemith.

Thomas is organist of the First Methodist Church in Glendale and is organist for the Pasadena Symphony. He won the 1959 competition of the Far Western Region, sponsored by the American Guild of Organists and is dean of the Pasadena Chapter, AGO.

The musician made numerous recital appearances this summer in the East and was lecturer-recitalist for the Bach Festival in Honolulu in July.

NO MEN! LADIES ONLY
EXCLUSIVE BUT NOT EXPENSIVE
2.00
REX'S Ladies Only
Haircutting Only
No Appt. Necessary
Closed Sun., Mon.
Keep this ad for future reference
539 W. 9th Ph. 437-1026

Whistler Prints at LBMA

By ELISE EMERY
Arts Page Editor

Forty-five prints by the American expatriate James A. McNeill Whistler go on display today at Long Beach Museum of Art, 2300 E. Ocean Blvd. The exhibit will continue through Nov. 10.

In the 33 etchings and 12 lithographs are examples of Whistler's various styles and periods which present a review of the life work of the artist.

Earliest among the etchings are those chosen from the "Twelve Etchings From Nature," done in 1858 and sometimes called the "French Set." The plates were drawn when Whistler was on a tour of Northern France and were printed by August Delatre.

Whistler began experimenting with lithography in 1878; one of his most beautiful lithographs, "La Fruitiere de la Rue Granelle" done in 1894, is included in this exhibit.

The show, "A University Collects: Cornell," was selected from the Cornell collections by A. Hyatt Mayor, curator of prints and drawings at Metropolitan Museum of Art. It is circulating in the United States under auspices of the American Federation of Arts.

LONG BEACH Art Association will receive entries from members only for its 39th annual fall juried exhibit which will be open to the public during November.

Entries will be received Monday from 1 to 7 p.m. at the gallery, 800 E. Ocean Blvd. Elsa Warner will jury the show.

A reception for the artists will be held next Sunday; the public is invited.

MALCOLM Lubliner will

teach a class in "Abstraction Concepts and Creative Design" on Tuesdays from 10 a.m. to 4 p.m. at Seal Beach Art Center, Ocean Boulevard and Main Avenue, Seal Beach.

Lubliner holds a M.A. degree in fine arts from Otis Art Institute and has won awards for his paintings. He is represented in 31 private collections.

SCULPTURE, paintings and drawings by Henry Moore, one of the world's most influential sculptors, will be on view at Los Angeles Municipal Art Gallery, 4800 Hollywood Blvd., from Nov. 8 to Dec. 1.

Gallery hours are 1 to 9 p.m. Mondays through Fridays and 1 to 5 p.m. Saturdays and Sundays.

The exhibition will include 60 pieces in bronze, stone and wood, and 40 paintings and drawings. The works, which range from the 1930s to the 1960s, have been borrowed from museums and private collectors.

Commissions for Moore's work from all over the world have placed his sculptures in important architectural settings. Most important commission to date is the great sculpture for the new Lincoln Center in New York City. It was the impending deadline for this work which kept him from accepting an invitation to attend the opening of his show in Los Angeles.

THE AMERICAN premier of Walter Keane's "Tomorrow Forever," will highlight a showing of original oils by Walter and Margaret Keane at W & J Sloane in Beverly Hills beginning Monday.

The 4 by 8 foot canvas is

being brought from Japan for the exhibit. The result of two years of work and 10 years of planning, it sums up the artist's philosophy of time and the hope he holds out to the hopeless. The painting will be officially unveiled at the New York World's Fair in 1964.

Paintings by the Keanes hang in UNESCO, Moscow's Bolshoi Theater, and in collections of King Baudouin of Belgium, Adlai Stevenson, Nelson Rockefeller, Jerry Lewis, Kim Novak, Natalie Wood and Red Skelton.

"NEW ACQUISITIONS" of period costumes and textiles at Los Angeles County Museum were collected by Stefania Holt, the museum's curator of textiles and costumes, during a two-month tour of this country and Europe.

Among her finds are 17th and 18th century brocades, ancient Oriental silks and velvets, a rare example of Paracas embroidery from Peru dating back 1,400 years, wearing apparel from the periods of Louis XIV, Louis XV, and Louis XVI,

and from the French Empire era.

FIVE ARTISTS representing five art forms are exhibiting at Desert-Southwest Art Gallery in Palm Desert.

The artists and their media are Frances Rich, sculpture; Mogens Abel, wood carvings; Hildred Reents, ceramic figures; Joyce Clark, mosaics; and Lyn Chevli, silver work.

Be modern with MOEN
You just set ONE dial with the new DIALCET
PREFERRED PLUMBING
24-Hour Service
4640 E. 7th St.
Phone: OE 3-7577

COSTUMES FOR RENT
FOR HALLOWEEN
Flappers — Gay 90's — Gamblers — Spanish — Gypsy — Harem — Bum — and miscellaneous Animal Costumes.
MANY NEW COSTUMES THIS YEAR
PRICE — \$5 TO \$15 RENTAL
Open each night until 8:00 p.m. until Nov. 1st. Come in — pick out your costume early.
PLENTY OF FREE PARKING
Old-fashioned Bathing Suits — Southern Belle — Can-Can — Indians — Western — Orientals — Roaring 20's — Blazers —
COSTUME RENTAL SHOP
800 W. Pacific Coast Hwy.
Long Beach, California
Phone 436-5959

Chair Sale!

- tall chairs
- small chairs
- wide chairs
- high chairs

Unheard of low prices at Barker's for these beautifully designed traditional chairs. Many one-of-a-kind, all sales final, all subject to prior sale!

BARKER BROS.

LONG BEACH, Broadway at Locust, HE 6-9251
SHOP Monday and Friday, 9:30 to 9, other days, 9:30 to 5:30
LA MIRADA, La Mirada Shopping Center, 521-8734
SHOP Mon., Thurs., Fri., 9:30 to 9, other days, 9:30 to 5:30

65. value 99.50

88. value 119.50

77. value 109.50

55. value 79.50

66. value 99.50

47. value 69.50

Tufted Traditional Lounge Chair, val. 69.50.....38.
Armless French Cocktail Chair, val. 109.50.....75.

USE BARKER'S OWN CREDIT PLANS...
nothing down, 24 months to pay

EARLY WEEK SAVINGS

MONDAY
TUESDAY
WEDNESDAY

COLD WAVE AND HAIR CUT 7.95 complete

Stop in early in the week when our pace is more leisurely.

the Broadway LONG BEACH
IN THE LOS ALTOS SHOPPING CENTER
Bellflower at Stearns GE 9-6811; GE 8-4392



The Long Gown's Back in Town

...Diamond Jubilee Excites, Ignites A Dazzle of Fashion Fireworks



FASHION BONUS . . .
tunic and skirt in red crepe are long on fashion . . . without skirt, dress solos for less formal nights on the town.



For information on where fashions are available, call 1, P-T Women's Department—HE 5-1161, Ext. 350

By **MARY ELLIS CARLTON**
I, P-T Fashion Editor

Long Beach's lavish Diamond Jubilee parties—the Premiere Dinner next Thursday and the Celebrity Ball on Nov. 15—promise to be long on dazzle.

For the long gown is back in town . . . staging a comeback with more glitter and glamor than we've seen in many a season.

And although short cuts to evening fashions are still very much on the scene (and will be fashionably acceptable for both events), many local ladies believe the two Diamond Jubilee social events will sweep long dresses back into fashion significance here.

DINNER chairman Mrs. George P. Taubman Jr. says the posh premiere dinner, slated for next Thursday night in Long Beach Arena's spectacular crystal foyer, will be pure black tie.

This, of course, expects that gentlemen wear tuxedos and that their ladies wear formal dresses—be they long or short.

One of the most lavish social events to be held here, the evening's festivities will begin with cocktails from 5:30 to 6:30 p.m. in the new French Room of the Lafayette Hotel.

Mrs. Taubman pointed out that limousine service will be provided from the Arena parking area to the hotel, and return. Dinner will be served in the crystal foyer promptly at 7 p.m., she said.

WITH **MRS. TAUBMAN** presiding, the evening's program will begin when

Mayor Edwin W. Wade officially opens Diamond Jubilee month.

Robert Stabler, native of Long Beach and now president of Filmaster Inc. (producers of such TV epics as "Gunsmoke" and "Have Gun Will Travel"), will give "A Salute to My Hometown."

Musical entertainment will include vignettes from "The Long Beach Story" by Civic Light Opera players.

Some 300 invited guests are expected to attend the dinner, first such event to be held in the glittering glass-and-lights setting of the Arena's crystal foyer.

ALL LONG BEACH citizens are invited to help celebrate the city's 75th birthday at the gala Diamond Jubilee Celebrity Ball, calendared for Nov. 15 in the Arena.

Local merchants report that nothing in recent years has stirred up more excitement in evening finery and glitter than the forthcoming ball.

Chairman Wilma Hastings, local fashion authority, notes that, though the ball is formal in theme, dark suits and dark bow ties may be worn (with white shirts, of course) in lieu of tuxedos. Both short and long formal dresses will be fashion-right, she said.

MANY INDIVIDUALS and groups are planning dinner parties to precede the ball, according to Mrs. Hastings, who noted, also, that most of the ball's 20 co-sponsoring organizations will stage pre-ball festivities.

Highlight of the glamor-packed evening will be formal red-carpet presen-

tation of the 75 Long Beach celebrities selected for special recognition during the Diamond Jubilee celebration.

Following, the city's 6-foot-tall, 4-foot-wide birthday cake, decorated to depict the story of Long Beach, will be presented, cut and served to guests.

Nationally-famous Freddy Martin and his group of entertainers will provide music and specialty numbers throughout the evening. A second name band, to be announced later, also is being contracted for the gala evening. Tickets for the ball currently are on sale at the Diamond Jubilee headquarters, 130 Pine Ave.

MORE ABOUT those formal gowns. If you haven't already taken the plunge, this is the year to add a long dress to your wardrobe. Fashion authorities say it's definitely "in."

Slithering to the floor in new, this-year elegance are slim columns of shimmering crepe designed to make milady look like a Greek Goddess . . . elaborately beaded "tennis dresses" that win in any set . . . high-bosomed dresses with an Empire look. . . .

Favored, too, are low-waisted creations with a "rolled-over" bloused effect . . . there are gleaming satins and gold-lit brocades . . . braid and jet combinations with a Spanish flair . . . all designed to ignite, excite and dramatize the evening.

As one Diamond Jubilee promoter put it: "It may be Long Beach's birthday . . . but it's the ladies in all their glitter who will be frosting on the cake."

WAY TO SHINE at night . . . tennis sweater look in overblouse of jeweled chiffon adds sparkle to relaxed white satin sheath.

When She Says No She Really Means No

When I drew up at a stop light a while back I looked across at the car next to me. And what did I see? The most beautiful girl I'd ever spied. A real lulu!

So I got her license number and found out her name—Betty Jean. And I telephoned her, and told her about the circumstances, and asked if I could meet her. She said, "Sure," and we had a couple of drinks and dinner, and I thought, "Boy, this is heaven!"

We repeated this a dozen

times maybe, but she would never let me kiss her or enter her apartment. Finally she did let me come into the apartment for a drink before we went to dinner, and the apartment was so neat and sharply decorated that I knew this was it. So I proposed to her.

She flew into a rage, and ordered me out. She said anyone who picked up a girl like I'd picked her up would do it again, and couldn't make a good husband. And

Dear Molly Mayfield

she didn't want to see me again.

What do you suppose got into her? I didn't do anything. I just wanted to marry her.—**DUMB BENNY**

DEAR DUMB:

It sounds to me you're very lucky to have such a positive turnaround. Surely the girl must be very unsettled emotionally to fly into a rage because you proposed. May I suggest that next time you're tempted to pop the question you know the young lady better and longer than you did Betty Jean?—**M.M.**

DEAR MRS. MAYFIELD:

My husband was never faintly interested in the Parent-Teacher Association until this year.

I finally talked him into going to our first meeting with the promise he would not have to attend any others for at least a month or two. But guess what happens? He meets our little boy's teacher and falls like a ton of bricks!

Oh, I don't mean he's running around with her, but now he never misses a meeting, and he makes up all sorts of excuses to see her at school with the excuse that, as a parent, he has to keep very careful track of how Johnny is coming along in classes.

He's so obvious it's ridiculous, but I do sort of hate to throw cold water on his new interest in Johnny and school. What is the answer?—**ON EDGE**

DEAR ON EDGE:

Maybe by insisting on accompanying him on these visits you can throw cold water on this schoolboy crush he seems to have developed. Just manage to keep him on a leash (figuratively speaking) until Johnny goes up a grade and has himself another teacher.

I find your husband's certain (and obvious) interest rather amusing but I can understand why you wouldn't.—**M.M.**

DEAR MRS. MAYFIELD:

After Joe and I were engaged, he gave me a book on sex and love written by a well-known doctor. He asked me to read it carefully so that we would be fully prepared for marriage. I did so dutifully.

After our marriage, on the night of our honeymoon when we were alone together for the first time, he sat on the edge of the bed and began to quiz me on the

book. He asked me about this chapter and that, what my reactions were to the most intimate subjects discussed by the doctor.

I was so distressed by this cross-examination that when the time came, as my husband said, "to apply the book" I was a nervous wreck and completely unresponsive. This made my husband furious and, though after these three months we have become better adjusted, our love never has seemed complete.

Do you think my reactions on our honeymoon night were strange and abnormal? My husband says they were.—**DISTRESSED BRIDE**

DEAR DISTRESSED:

I believe strongly in the reading by young couples of sound books on sex by competent authorities. But it seems to me that your husband used the most barbaric means in introducing you to such reading.

Imagine on the wedding night a man, with such lack of feeling, quizzing you on this delicate relationship as if he were a mathematics professor! He was the abnormal one; certainly, not you.

However, the worst thing you could do is to brood about something that's past. In many other ways honeymoons are often the worst period in married life. Whenever your husband brings up the matter, laugh about it, tell him to forget about it, and "let's get on with our marriage."—**M.M.**

DEAR MRS. MAYFIELD:

I have six brothers, if you can imagine anything worse than that. They are all older than I am, and treat me like a baby. Even the two older who are married act as though I'm a child—although I am 13.

When I ask if I can babysit for them you ought to hear them laugh. How can I ever grow up with brothers babying me all the time?—**STILL A BABY**

DEAR BABY:

All I can say is how lucky

Great Books Set for Study

Formation of a new Great Books Discussion Group will take place at 8 p.m. Nov. 4, with subsequent meetings scheduled on alternate Monday evenings. All sessions will be at Bay Shore Branch Library.

Discussion leader, Paul Nicas, will open the initial meeting with a study of the Declaration of Independence; the Nov. 18 session will deal with the analects of Confucius. All persons interested are welcome.

The Country Day School

"A Country School for City Children"

Kindergarten through Sixth Grade
Phone: Geneva 1-2025; Viking 7-2655

NEWBERRYS FABRIC SALE

MONDAY & TUESDAY ONLY!

WASH 'N WEAR COTTON PRINTS

Little or no ironing. 100% cotton, 3 to 10-yard lengths.

USE Newberrys CREDIT **39¢** yd

SOLID COLOR CORDUROY PINWALE CORD

40" wide. 1 to 5-yard lengths. Beautiful Fall shades.

USE Newberrys CREDIT **77¢** yd

PRINTED CORDUROY . . . 88¢ yd.

J.J. Newberry Co.

Complete Stock of Simplicity and McCall Patterns
433 Pine Ave., Downtown Long Beach

LONG BEACH CITY COLLEGE
THEATRE ARTS DEPARTMENT presents

"HENRY IV, PART I"

Shakespeare's Famous History-Comedy

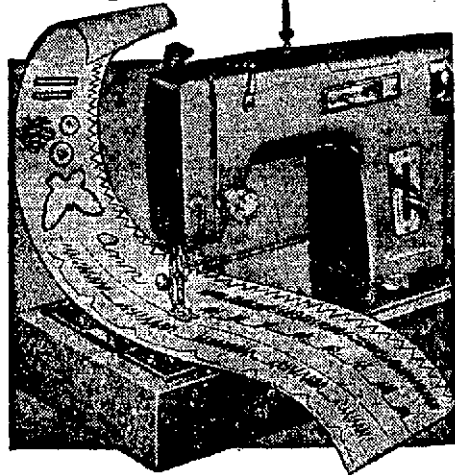
FRI. & SAT., NOV. 1 & 2—8:30 P.M.
L.B.C.C. THEATRE—CARSON AND CLARK
HA 5-1233 AN A.S.B. PRODUCTION

SHOP 5 NIGHTS

Shop Monday, Wednesday, Thursday, Friday, Saturday 9:30 A.M. - 9:15 P.M.
Tuesday hours 9:30 A.M. to 5:30 P.M.



ZIG ZAG Sewing Machines



Kenmore Portable Complete with Case

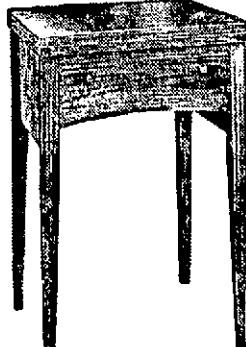
Sears Low Price **\$55**

A wonderful machine to sew buttonholes, or for a variety of decorative stitches. Easy-to-adjust stitch length and width. Does all your home mending tasks.

No Monthly Payment Till Feb. 1, 1964 on Sears Easy Payment Plan

NO MONEY DOWN on Sears Easy Payment Plan

FOR JUST \$15 MORE
You Can Own This Same Machine In A Console



Kenmore ZIG ZAG Console

With Machine Shown Above

Walnut finished all-wood sewing center conceals machine yet opens with plenty of working space.

\$70

• ALL ROADS LEAD TO SEARS SOUTHERN CALIFORNIA STORES... PARK FREE!

LOS ANGELES—Vermont & Slauson
LOS ANGELES—E. Olympic Blvd. & Rose
LOS ANGELES—W. Pico Blvd. & Wilshire
BUENA PARK
COMPTON
EL MONTE
GLINDALE
HOLLYWOOD
INGLWOOD
LONG BEACH
PASADENA
POMONA
SANTA ANA
SANTA MONICA
TOLSON

Shop Monday, Wednesday, Thursday, Friday and Saturday 9:30 A.M. to 9:15 P.M.; Tuesday to 5:30 P.M.



Carolyn Bond Says Lines

Carolyn Sue Bond, daughter of Councilman and Mrs. Bert B. Bond, 333 Hermosa Ave., became the bride of Charles S. Ofstedahl, Monrovia, in a Thursday evening ceremony.

More than 350 guests witnessed the rite in First Baptist Church.

Given in marriage by her father, the bride wore a chapel length gown of imported Chantilly lace. She carried a purple throated white orchid surrounded by white roses.

A deep purple gown was worn by Peggy Cobbs, maid of honor, while dresses of a lavender hue were selected for bridesmaids, Barbara Jordan and Judy Wohlschlagel.

THE BRIDEGROOM, son of Mrs. Edith Ofstedahl of Monrovia, was attended by Lon Breedlove as best man. Terry Ackerman and Mike Bond, brother of the bride, seated guests.

The newlyweds will be at home Nov. 3 in Long Beach, on return from a honeymoon trip to Hawaii.

The new Mrs. Ofstedahl was graduated from Polytechnic High School and attended Woodbury College. Her husband received early schooling in Council Bluffs, Iowa, and attended Pasadena City College.



Mrs. Charles S. Ofstedahl

Set Music, Talks, Films

MONDAY

Richard Floer, Norwegian tenor currently attending UCLA Opera Workshop, will present a program of operatic arias as well as folk songs during Ebells program which follows 1:30 p.m. business session in Ebells Auditorium. Mrs. H. P. Dunlop presides. Noon luncheon will be served by Group U, Mrs. Hugh Garth Maddox, chairman.

Departments: Travel, 10 a.m., "Chilean Lakes," Mrs. John A. Dickerson. Bible, 11 a.m., Mrs. Martin DeVries, speaker; Mrs. Bond Johnson, soloist. Antiques, 1:30 p.m. Thursday, Ebells Lounge, "Attic Treasures" by H. McCumber Jr. of Gallery 934. Mmes. Stephen R. Hemmi and Shirley Ford Robertson, hostesses.

WEDNESDAY

Sisterhood of Temple Beth Zion will stage its first luncheon of the year at noon at the Temple, 6440 Del Amo Blvd. Hostesses will be Charlotte Warshaw, president; Morelyn Singer, Ray

Wolf, Mary Cherniss, Sonia Fried and Betty Goldman.

THURSDAY

Alamitos Bay Garden Club will meet at 11:30 a.m. in the bay front home of Mrs. Samuel C. Cameron, 5517 E. Ocean Blvd. Mrs. Don Gillespie will preside. "Floral Arrangements for Autumn, Thanksgiving and Christmas" will be theme of a demonstration by Pauline Henriques.

Mrs. Gilbert Karste, chairman of the noon dessert hour, will be assisted by Mmes. Edward C. Losch, Tell D. Tuffli, Arthur Vincent, Vernon A. Williams and Vaile G. Young.

FRIDAY

Two color films, one on William Shakespeare and the other a travelogue of

Switzerland, will be program fare for Women's City Club at 1:30 p.m. in the clubhouse auditorium, 1309 E. Third St. Mrs. Katherine Langdon will play the organ prelude. Mrs. James Cox presides.

Noon luncheon will be served by Group 18, Mrs. E. P. Adams, chairman. Reservations should be made by Wednesday with Mrs. Joe Taylor, 4315 Rutgers Ave., or Ruth Carr, 4669 Banner Drive.

Club Women Man Food Booth

Members of North Long Beach Senior and Junior Women's Clubs will man the food booth during the annual Halloween carnival Thursday at Houghton Park, beginning at 6:30 p.m. Mmes. Clifford Robinett and George Andrews are chairmen. The carnival is a traditional event of Long Beach Recreation Department.

Community Day for Church Goers

United Church Women announce that World Community Day will be Friday in First Methodist Church, Fifth Street and Pacific Avenue, to mark the 20th annual observance since its inception in 1943.

The day is dedicated to the purpose of encouraging all church women to work together in their own communities for a more Christian world order. The day has a dual purpose: it provides an opportunity for women to gain a greater understanding of international brotherhood and it helps meet human needs. The offering taken will provide aid to alleviate suffering in critical areas of the world. Clothing and layettes made by the women throughout the year will be distributed to needy refugees.

SESSIONS will take place from 10 a.m. until 2 p.m. Speakers during the morning include Mrs. Martin DeVries and Mrs. Pearl Harp-

er. Brief discussion groups will follow. A nominally priced luncheon will be served at noon followed by the dedication of the projects. Rev. Leroy Doty, minister of the Church of the Brethren, will speak during the afternoon.

Chairman for the local observance is Mrs. Harold Seymour. She is being assisted by Mmes. Neil Locke, Beach Vasey, Martin Stange and C. A. Pringle. General chairman is Mrs. Robert Prentice. Child care will be provided.

Card Party Benefit Set

Florence Gibbs, 263 Novara Drive, will be hostess at a fund-raising card-party Saturday at 8 p.m. in her home.

Money will go to the Florence Chapter, Children's Asthma Research Institute and Hospital, Denver.

Assisting the hostess will be Mmes. Frances Feldman, Rose Ziegler and Bertie Pinkham.

Mrs. Sam Pinsky, president, announces that the group's next meeting will be Nov. 14 at noon in the home of Mrs. M. A. Reisman, 13341 El Dorado Drive, Apt. 200 L, Leisure World. Reservations are being handled by the hostess.

CDA Card Party

Court St. Ann 763, Catholic Daughters of America, will sponsor a public card party at 8 p.m. Tuesday in Holy Innocents Parish Hall, 23rd Street and Pasadena Avenue. Bridge, canasta, 500 and pinochle will be played and refreshments served.

SCHOLARLY PURSUIT

Scholarships for graduate students will be provided with proceeds from a benefit fashion luncheon sponsored by members of Beta Province, Theta Sigma Phi Sorority. Mmes. K. W. Davis and Robert Prasser (from left) visit Long Beach State College campus for a look at the facility prior to the event which will take place Saturday at 11:30 a.m. in the Empire Room of the Edgewater Inn.

Sorority Slates Fashion Luncheon

"Fall Flair of Fashions" has been chosen for the theme of the fashion luncheon sponsored by Beta Province, Theta Sigma Phi Sorority, Saturday at 11:30 a.m. in the Empire Room of the Edgewater Inn.

Proceeds of the event will go to scholarships in Los Angeles County for graduate students in the care and teaching of physically and mentally handicapped children.

Doris Stears is coordinator of the fashion show, which will feature costumes from Towne and Country. Table decorations will include miniature dolls.

Among prizes to be awarded is a weekend at the Riviera Hotel in Palm Springs.

Reservations may be made with Mrs. Willis Head, 6008 Bonfair Ave., Lakewood or Mrs. Jack Bolton, 3330 Gundry Ave.

Good Sports

Good Sports Club of Long Beach bids the public to its noon luncheon and card party Monday in Garden Room, Third Street and Alamitos Avenue.

Dinner Will Benefit Clinic

A spaghetti dinner for the benefit of the Community Epilepsy Clinic will be served from 1 to 6 p.m. next Sunday at Los Altos United Church.

Hourly door awards will be presented during the event in Freedom Hall, 5550 Atherton St.

Community Epilepsy Clinic is a volunteer, non-profit facility which currently ministers to 273 patients, aged 1 to 63, in 33 Southland cities. The clinic is dependent upon private funds and patient fees which are on a sliding scale according to the individual's ability to pay.

Tickets for the dinner may be ordered by mail from the clinic, 1720 Termino Ave., Long Beach 90804, or will be available at the door.

Set Work Party

Alumnae of Alpha Delta Pi will have their annual work party at 8 p.m. Tuesday at Edison Day Nursery, Seventh Avenue at Maine Avenue. Mmes. Eugene T. Connors and Eugene C. Hoffman are co-hostesses.

AUTUMN BEAUTY SPECIAL...

Will you go "Elegant" or "Sportive"? Only trained stylists can artfully shape fashion's latest moods... Topped with a soft natural permanent wave complete with a cream shampoo, cream rinse and custom styled cut.

FROM ... \$10.00

We Are Experts in Styling Wigs, Tinting or Fashion Bleaching!

Los Altos Beauty Salon

2139 BELLFLOWER BLVD. GE 8-1115
LONG BEACH—Joyce White, Owner

Make Your Move!

NOW LEASING Meredith Manor

Fullerton, California

NEW TOWNHOUSE APARTMENTS

Designed to a Queen's Taste
Without Paying a King's Ransom

Air conditioned — Sound-proofed —
Carpeting and Drapes — G.E. Kitchen
— Up to 1630 sq. ft. — Luxuriously
landscaped — 4 heated pools — private
patios — convenient to shopping.
Furnished Model Open Daily

1-2-3 BEDROOMS—\$175 to \$275 MONTHLY
PHONE 871-8890—ADULTS

Orangevale Ave. (Harbor Blvd. Exit-Riverside Fwy.)
For Brochure—Write LBPT—Box 483, Tustin, Calif.

Announcing

DeAnn's has moved to a
124 PINE AVE. NEW LOCATION

THANK YOU
for the wonderful response
to our new new location

Our many friends who have been in
tell us that this is one of Long Beach's
loveliest stores for women.

**NEW LOCATION
NEW STORE
NEW FASHION**

to serve you even better

**DRESSES
COATS
SUITS
SPORTSWEAR**

See Our Fabulous
and large collection
of imported 100%
wool Italian Knits

**VALIDATED PARKING AT REAR OF STORE
OR ANY PARK & SHOP LOT**
Open Friday Nights

DeAnn's
NEW LOCATION
124 PINE AVE.

Order Extra Copies NOW for Friends and Relatives!

DIAMOND JUBILEE

EDITION OF THE

Independent Press-Telegram

PUBLISHED SUNDAY, OCTOBER 27

25¢ per copy
postage paid, wrapped and
mailed anywhere in the U.S.

1888-1963 . . . 75 years of steady growth and progress! . . . That's what the Diamond Jubilee edition of the Independent Press-Telegram tells in fascinating stories and pictures about Long Beach from its very beginning to its exciting future! It's a very special edition; one that will be of great interest to your friends and relatives in other parts of the country. Why not order several today!

Simply fill in coupons and mail to us with 25c for each copy
. . . we'll do the rest!

8 BIG SECTIONS

EXCITING READING FOR ALL!

1. History and growth of Long Beach
2. Oil
3. Religion and Education
4. Transportation—land, sea and air
5. Industry
6. Biggest news stories of the years
7. Recreation and Sports
8. Long Beach tomorrow—development, cultural activities

DIAMOND JUBILEE EDITIONS

25c each, postage paid, wrapped and mailed anywhere in the U.S.A.

FILL IN THESE ORDER BLANKS NOW!

Send them and 25c for each copy to DIAMOND JUBILEE EDITION, Circulation Dept., Independent Press-Telegram, 6th and Pine, Long Beach 12, Calif.

TO: (name) (address) (city) (zone) (state)

TO: (name) (address) (city) (zone) (state)

TO: (name) (address) (city) (zone) (state)

TO: (name) (address) (city) (zone) (state)

ORDER SEVERAL COPIES NOW!

ABIGAIL VAN BUREN

Only Have Eyes for Him

DEAR ABBY: I work for an ophthalmologist. He is middle-aged, extremely handsome (the muscular, gray-at-the-temple type) and is very, very sweet. He is married and I have yet to see him give a woman any encouragement. Twice in the past month women patients have tried to attack him. You know, when an eye doctor does a refraction, he must put his face very close to the patient's. Woman Number One just suddenly threw her arms around his neck and tried desperately to kiss him. Woman Number Two backed him into a corner and started to shout all over the place that she was in love with him and didn't care who knew it. The whole office building is talking about it, and people are hinting that my doctor must have encouraged them. What can I say in his defense to save his reputation? — HIS NURSE.

DEAR NURSE: Don't try too vigorously to defend him, or they might think you are Number Three! A professional man's reputation is seldom affected by obviously disturbed patients, or outlandishly aggressive ones.

DEAR ABBY: I am a widow in my early 60's and I would like to have your opinion on a delicate subject. I have a very kind and intelligent gentleman friend whom I admire. I have been keeping company with him for three years. I see him every day. He never mentions a word about matrimony. I am wondering how to act on the subject. I could use some



ABBY

sound advice.—WHAT TO DO.

DEAR WHAT: If a man does not mention matrimony, it is a good bet that he isn't thinking about it. My advice: keep listening and say nothing.

DEAR ABBY: I am a widow with married children. I married a widower who also had married children. Our problem is, where should we be buried? My first husband and my present husband's first wife are buried in separate cemeteries and each lies alone. Should my husband and I each buy a plot beside our first mates and be buried beside them? My husband thinks we should be buried together as we will no doubt finish our lives together. But I think, out of consideration for our children, we should be buried beside our previous spouses. But how would that look for me, since my name is no longer the same as my first husband's? However, he is the father of my children and that should count for something. Our children want no part of the decision, so we are appealing to you. — SECOND WIFE.

DEAR SECOND WIFE: In death, those who are left behind should be considered first. For the sake of your children, I think you should be buried alongside their father.

CONFIDENTIAL TO BROAD-MINDED: "Out of sight, out of mind." And you are out of yours if you let him go off with your blessings for a little fling.

What's on your mind? For a personal reply, send a self-addressed, stamped envelope to Abby, Box 3365, Beverly Hills, Calif.

ENGAGEMENTS

Aisle Dates Told for Five Couples

Lynch-Steinman

Mr. and Mrs. E. P. Lynch of Corona announce the engagement of their daughter, Nina Jean, to Paul R. Steinman, son of Mr. and Mrs. Francis E. Steinman of Lakewood.

The bride-elect is a graduate of Riverside City College. Her fiancé graduated from Wilson High School, Long Beach State College and now is attending the UCLA School of Law. He is affiliated with Phi Kappa Tau.

The wedding will be an event of Feb. 1.

Waller-Clarke

Mr. and Mrs. George Waller announce engagement of their daughter, Susan Louise, to Jerald Francis Clarke, son of Mr. and Mrs. Richard Clarke.

The couple attends Long Beach City College.

No date has been set for the wedding.

Bennett-Ingram

Mr. and Mrs. Marion L. Bennett of Long Beach announce the engagement of their daughter, Valerie Anne, to Ed Bruce Ingram, son of Mr. and Mrs. Russell Ingram of Bellflower.

The bride-elect was graduated from Polytechnic High School and now attends LBCC. Her fiancé was graduated from Bellflower High School and Compton Junior College. He also attended LBCC.

A spring wedding is planned.

Van Keppel-Turk

Mr. and Mrs. Stanley J. Curtis announce the engagement of their daughter, Wilma Helene Van Keppel, to Joseph J. Turk, son of Mr. and Mrs. Victor Turk of Sheboygan, Mich.

The bride-to-be is a graduate of Polytechnic High School and attended LBCC.

April 11 has been chosen for the marriage.

Joyner-

Willmarth

Mr. and Mrs. Harold W. Joyner of Long Beach and Montreal announce the engagement of their daughter, Eleanor Mary, to Francis Glennon Willmarth, son of Mr. and Mrs. Frank Willmarth of Berkeley and Downieville.

The couple graduated from UC, Berkeley, where the bride-elect now is taking her masters in social welfare. Her fiancé also studied in Brussels, Belgium, as an International Legal Studies Fellow.

The wedding will take place Nov. 29 at St. Luke's Episcopal Church.



PEGGY HUNT OF CALIFORNIA traces a delicate Empire line via binding on the front of this pliant sheath. In back, the line descends slightly below the natural waist. Printed pattern M349 is a superb figure showcase—makes you look slim and streamlined all the way down. Printed pattern M349 is available in misses' sizes 10, 12, 14, 16, 18. Size 16 requires 2 yards 54-inch fabric. Send one dollar for printed pattern M349 to Independent Press-Telegram, Pattern Department, P. O. Box 59, Old Chelsea Station, New York 11, N. Y. (Add 15c for each pattern for first class mailing and special handling.) Please print plainly your name, address with zone, style number and size.

Pfeiffer's
(LONG BEACH'S OLDEST FABRIC & LINEN SHOP)
2135 BELLFLOWER BLVD.
Phone GE 4-0220
Across Street From Los Altos Shopping Center Sign
STORE OPENS 9:30 A.M.
SHOP MONDAY, THURSDAY, FRIDAY 'TIL 9 P.M.

SHOP OUR BIG MONTH-END SALE

In this space we cannot list nearly all of the odd lots of goods offered in this sale, so hurry for these few items for they will not last long. As quantities are limited we must say NO WILL-CALLS—All sales final.

260 YDS. ONLY — IMPORTED
TWEED BACK — 36-INCH
VELVETEEN
We are running this special because our goods were late in arriving and we want our customers to have this. This is our regular \$2.98 quality. **\$2.29** yd.

116 YDS. SUPERB QUALITY
54-In. Knitted Fabrics
Matching sets of stripes and plains that could not be purchased anywhere for less than \$5.95. **\$2.88** yd.

430 YDS. SMART IVY LEAGUE
COTTON PRINTS
Smart, dark Ivy League designs so much in demand now. **57c** yd.

300 YDS. NEW IMPORTED
HAWAIIAN PRINTS
Regularly \$1.59 but arrived late so offered in this clearance. **98c** yd.

FOR THE MONTH-END WE WILL CONTINUE OUR BIG
WOOLEN SALE
1.88 — 2.88 — 3.88 yard
Take advantage of these savings for naturally stocks will go down quickly at these prices — again. NO WILL-CALLS.

1000 YARDS OUR OWN FINE
DRESS FABRICS
Mostly our own \$1.98 fabrics and taken out of our stocks to clear, so need we say more? You simply must see these goods. **98c** yd.

MANUFACTURER'S
SAMPLE SALE
A truly ridiculous price on fine manufacturer's samples of brand new goods. Samples run about four yards each and cannot be cut.
57c yd.
PARK IN REAR OF STORE

What's on the Menu?

The following menus will be served in Long Beach elementary schools in the week of Oct. 28-Nov. 1:

MONDAY: Toasted cheese sandwich, creamy coleslaw, fruit gelatin, homemade peanut butter cookie and milk.

TUESDAY: Italian spaghetti, garden peas, peach-cottage cheese salad, hot buttered French bread and milk.

WEDNESDAY: Meat loaf, mashed potatoes-gravy, fruit cup supreme w/bananas, whole wheat bread and butter and milk.

THURSDAY: Cheese beanburger, buttered spinach, garden salad, Halloween cake and milk.

FRIDAY: Tuna-noodle casserole, green beans, fresh beans, fresh apple slices, peanut butter sandwich and milk.

The above items make up the elementary children's lunch 30c. Soup and salad from the junior-senior high school a la carte menu are sold in the elementary schools, but they may be purchased by the children only after they have purchased the tray lunch.

JUNIOR-SENIOR HIGH
MONDAY: Italian spaghetti, buttered spinach, autumn fruit cup, hot buttered French bread and milk.

TUESDAY: Taco, Rio rice, buttered carrots, fruit gelatin, whole wheat bread and butter and milk.

WEDNESDAY: Chopped steak on mashed potatoes, garden salad, sliced peaches, raisin bread square and milk.

THURSDAY: Creole noodles, buttered peas, pineapple-cottage cheese salad,

whole wheat bread and butter and milk.

FRIDAY: Baked fish with au gratin potatoes or beef-vegetable casserole, whole kernel corn, fresh apple slices, whole wheat bread and butter and milk.



exquisite diamonds
wedding duets
engagement rings
prices starting at \$100
plus tax
convenient credit terms
may be arranged
fine jewelry—
street floor
Fourth and Pine



Upper: The Coupe de Ville; lower: The Fleetwood Sixty Special Sedan

See it at the Los Angeles International Automobile Show
Pan Pacific Auditorium • October 25–November 3

When you and your family see the new 1964 Cadillac at the show you will find it the most tempting motor car ever created!

Side by side with other new car offerings at the show, Cadillac for 1964 is more tempting than ever to look at! There's a cleaner, lower sweep to its lines... greater refinement in all its body contours... and a dramatically new divided grille.

But the big surprise awaits you when you follow your show inspection with a visit to your authorized Cadillac dealer.

*Optional at extra cost

For the 1964 Cadillac is more tempting than ever to drive! It has a new high-performance engine—the most powerful in Cadillac history. And Cadillac's Hydramatic Drive, recognized as the industry standard of excellence, is remarkably smoother and more responsive—while a new version, Turbo Hydramatic, is standard equipment on some models. Both assure amazing agility in traffic, noteworthy economy, and a new standard of performance.

The new 1964 Cadillac is more tempting

to ride in! It's smoother and quieter in operation. The interiors are beautiful and luxurious as never before. And an exclusive new Comfort Control*, combining both heating and air conditioning in a single unit; enables you to pre-set temperature while automatically controlling humidity. So don't be satisfied with just looking. To learn the whole story...

...just wait till you drive it!

VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER

RIDINGS MOTORS

1501 Long Beach Blvd.

Long Beach



75

DIAMOND JUBILEE



LONG BEACH 75TH ANNIVERSARY

A CONSERVATIVE CITY

Gin, Oil Church Basic in Politics

By ROBERT HOUSER, Political Editor

Saloons, powder factories and slaughterhouses were banned in one of the first waves of political action in 1888's new Long Beach.

Nucleus of the city, and well represented in that 118-vote action, was the Methodist congregation which had been holding summer camp meetings here.

Shell's Alamitos No. 1 well popped 33 years later, marking the first year of existence of the Long Beach oil field which "probably brought financial independence to more poor people than any other in the state."

THIS EARLY AMALGAM of gin, oil and church was the durable mortar of civic foundation. And it's the likely fountainhead of ensuing generations of political temperament which, boiled to essence, is conservatism.

Wealth brushed on fundamentalism and temperance set a unique, if inevitable keynote for political thinking. And it would beautifully accommodate the thousands of lowans and other Midwesterners to come.

The High License Party had a couple of high-flying years in our first decade. Their platform clobbered gin with a \$600 liquor license fee and detailed restrictions in the spa against "kids, drunkards and gambling."

Our Liquor Article of 1921 was the most drastic in the nation. You couldn't even get alcohol in a doctor's prescription.

BUT THAT YEAR marked change and progress. The mayor-council form of government (1908-1915) was gone; the commission system that followed was gone. And here was 1921 and the council-manager system. And its oil.

Long Beach's muscle followed its millions. We launched our "million a month" building program.

But even in 1910 we were the fastest growing city in the nation. We were legally dry from 1900 to repeal in 1933. And our fleet foot was noted nicely in a Los Angeles Express editorial on the character of our population increase:

"—a class of people possessing exceptional culture and refinement—alert, prosperous, public-spirited and intelligent." We were about 18,000 strong at the writing.

WE HAD LABORERS in that big building program. In fact we hosted the California Federation of Labor Convention in 1922. One of the interesting actions was a 149-83 vote against a resolution endorsing the Soviet Government.

Now look in 40 years later. They're still talking about communism. Clyde Doyle, long time congressional representative for the Long Beach area, and in 1962 the acting chairman of the House Committee on UnAmerican Activities, said: "Communists are more active in Southern California than ever before."

And Doyle had a poignant footnote in that April 1962 interview. Doyle lived in Long Beach when first elected to Congress but never carried the Long Beach part of his district. When the district was split, Doyle moved north and left Long Beach to Republicans. Said he, in that year, before his death: "As a Democrat I could see no chance of election in the Long Beach area which had always had a Republican majority at the polls."

CONSERVATISM, a wraith in many guises, has shepherded Long Beach voters since the city's beginning.

First it was fundamentalist religion. When the oil gushed, it was wealth which nurtured conservatism. The big migration brought conservatism in terms of sun-seeking older people. As the boom grew, footloose, independent thousands looking for guidelines in a new home were shaped conservatively by this community's newspapers.

In modern-day Long Beach, conservatism moved in with the mortgages. Homeowners may have imported political escutcheons reading "Democrat," in typical 3 to 2 majorities here, but once in the voting booth the suasion of the conservative wraith prevailed.

WHILE THIS MOOD has been a long-playing groove, it hasn't been a rut. Don Foltz, youngest-in-history delegate to a Democratic national convention at 21 in 1952, says, "Long Beach has bounced all over the political spectrum." And there have been some surprises, oddities and big-deals.

Harry Fulton, former columnist, political editor and now city public relations expert, noted one of the fulcrums hinging a political disaster:

GOP presidential candidate Charles Evans Hughes and GOP U. S. Senate candidate Hiram W. Johnson—Governor of California—visited our old Virginia Hotel on the same day in the 1916 campaign. Each waited in his room waiting for the other to pay his respects.

"NOBODY HAD THE BRAINS to bring them together," reported Julien Roussel, stenographer to Hughes. Hughes left town without talking to Johnson and Johnson took it as a personal affront. Johnson backers were miffed at the snub.

As the national presidential vote was counted Hughes looked like the sure winner. But California's vote, reported the next morning, swung the Electoral College in favor of Woodrow Wilson. Some observers thought the Virginia Hotel incident decided the election of a president.

The late Sen. Estes Kefauver reached his decision to run for the Democratic presidential nomination in December, 1951, after conferring with advisors in the Wilton Hotel Rose Room, including Long Beach's L. A. Pipkin.

ODDITIES? During cross-filing when candidates could run on both party ballots for primary nomination, Democrat Lorne Middough won the Republican nomination. That eliminated Middough because a candidate had to win his own party's vote before he could accept the other's. W. S. (Bill) Grant was drafted by Republicans for the November final and won the seat.

Grant suffered the same sling and arrow in 1952. Bill won the Democratic primary vote over Craig Hosmer by 3,600 votes (Democrats ran third in their own primary) but Grant lost the GOP vote to Hosmer by 1,000 votes. In total vote, Grant outpolled Hosmer 38,000 to 35,000 but was out of the race. Democrats drafted Joseph M. Kennick for November and Hosmer won.

Long Beach's current registration is 34-46 per cent in favor of Democrats. It has been over 60 per cent Democratic. But Democratic candidates would be hard pressed to find rougher ground to hoe.

CONGRESSMAN DOYLE was a classic example to answer the question here: "What does a Democrat have to do to be elected in Long Beach?"

Doyle was president of the Board of Freeholders which wrote the charter under which Long Beach operates today. Before running for Congress he had served 15 years on the Recreation Commission, was its president. He was president of the Long Beach Bar Association. First president of the Boy Scout Council. Organizational president of Kiwanis. A juvenile court probation officer. A member of the State Board of Education.

But Doyle couldn't carry Long Beach. Democratic Assemblyman Joe Kennick, now serving

the Long Beach-Lakewood 44th District, had similar trials. He had to prove himself in a quarter century of civic service and several rejections at the polls before he could win an election.

LONG BEACH'S voting pattern parallels that of the Republican-Southern Democrat coalition which often upsets the nominal Democratic majority of Congress. And, as in that coalition, Long Beach sometimes find itself an island of minority on state issues and candidates. There are times too when Long Beach is reflective of state sentiment.

Remember Richard Nixon's 1960 presidential margin of victory in California was 35,623 votes? Nixon took a 14,000-vote edge out of the City of Long Beach. L. B. was an island in Los Angeles County, however; the county went for Kennedy by 21,157.

Gov. Pat Brown beat Nixon in 1962 by 297,000 votes statewide; by 112,000 votes in Los Angeles County. Long Beach? It gave Nixon the nod 69-64,000.

COMPARING 1962 RETURNS in cities of comparable sizes, there is an apparent pattern of conservatism bunching up in the toe of California's sock. Oakland, Sacramento and San Jose gave decisive majorities to Pat Brown. Long Beach and San Diego did the same for Nixon.

This, of course, does not prove the South is conservative except as applied to this type and size of city—cities which have fairly strong self-identity and which lack the huge metropolitan pockets of minority and liberal groups which may overturn any election.

If Long Beach is a sometimes island in its voting, it is a divided island. This is apparent in comparing that 1962 gubernatorial vote between Long Beach's west side 44th Assembly District and the east side 39th.

WEST SIDE WENT BROWN by 7,500 votes; east side went Nixon 7,900 illustrating a disparity in political complexion of more than 15,000 votes when you cut Long Beach into halves down Atlantic Avenue. It's true that traditionally Democratic Lakewood is a part of the 44th, but Lakewood accounted for only 3,800 of the 44th's pro-Brown vote.

How did the ball bounce across the political spectrum here, as Don Foltz put it?

Democrat John Harley Burke rode in as our district congressman in 1932, enjoying the same 7,000-vote majority that this city's voters gave to Franklin D. Roosevelt. Burke's opponent was Capt. Robert Henderson, endorsed by the Drys.

TWO YEARS BEFORE, Depression's Ham-n-Eggers gave Upton Sinclair a 15-12,000 vote majority here over Republican Frank Merriam, a Long Beach product, although James Rolph Jr. won the governorship that year.

Prohibition's repeal in 1933 got this city's sanction 22-13,000.

Wilson High School teacher Byron N. Scott, an FDR liberal, defeated William Brayton for Congress in 1934 and was reelected in 1936. Republican Mayor Thomas M. Eaton defeated Scott in a 1938 squeaker. L. A. Collins Sr., former Independent publisher and now an editorial columnist, managed Eaton's campaign and served with him in Washington.

Attorney Ward Johnson, who died this year, defeated Scott in 1940, served two terms to continue the GOP reign but lost to Clyde Doyle in 1944. Democrat Doyle lost out in the Republican sweep of 1946 and Willis W. Bradley was in.

DOYLE DEPOSED BRADLEY in 1948 in a 104-91,000 vote starting an uninterrupted tenure in the House. He won over Craig Hosmer by 1,800 votes in 1950. But Clyde, never able to carry Long Beach, moved north to the 23rd District in 1952 after state redistricting had cut off that northern segment and left Long Beach in the 18th District.

And it has belonged to Republican Hosmer ever since. Phenomenally. The young Navy veteran and attorney went in office at 37 with a 55 per cent victory over Joe Kennick and repeated it in 1954. Hosmer's victory margins increased regularly with each biennial election, through attorney Raymond C. Simpson, Dr. Harry S. May, Councilman D. Pat Ahern and Joe J. Johovich, until it reached slightly more than 70 per cent.

Hosmer, in cameo, personifies the current political temperament of Long Beach—its favor for a Republican, its reward for tenure in increasing ballot box margins, its reluctance to change from incumbency, its approval for generally conservative positions. And, above other considerations, the district notes Hosmer's quick responsiveness to constituent query regardless of party. Hosmer's success is at the same time demonstrative of the strength of unwavering newspaper support.

DESPITE the glowing word of that year-year editorial on Long Beach people, the city gets only a so-so grade on voter turnout. Local elections typically draw one-third of registered voters; only 12 to 15 per cent in school board elections. It has always been that way here.

Women don't do well for elective office. The late Ruth Bach won a City Council seat in 1954, died in 1956. Voters here gave Mildred Younger an edge over former State Senator Richard Richards in 1954—and that's about it for women politicians.

Extremism's weed has flowered intermittently here, and abruptly withered. The Ku Klux Klan, a quarter century ago, lived long enough to fire a couple of lawn crosses. They were enough to cause wholesale withdrawals of prominent citizens who apparently had joined with other motivations.

LABOR MAY have had a measurable, deliverable vote here when a big labor issue hit the ballot, such as the right-to-work measure of 1958. Without such an issue, labor's vote is negligible as a bloc to be sought by an aspiring candidate.

Labor's announced endorsements may coincide with statewide elective successes, but numerous successful candidates for local and regional office often ignore Labor's invitation for endorsement interviews here.

In spite of our short shrift to the political woman in Long Beach—or perhaps because of it—women here are a part of the burgeoning phenomenon of "take charge."

THE LEAGUE of Women Voters is probably more dedicated than any other group in the city toward the end of examining issues and candidates on regular basis and submitting their nonpartisan findings before elections.

By default, women have largely taken over the pure political cry in local dialogue. Candidates take the torch at election time but off-season argument is left almost exclusively to Republican and Democratic women's clubs.

If there IS anything new in politics, its overt domination by women is it. Women handle the running discourse. They are a candidate's most dependable resource at election time from the mental (envelope licking) to the prime (their fidelity to exercising their vote).

They surpass men in excitement and faith. If they are not now calling the turn, the day may be soon.

A Woman Chose the City's Name

By HORTENSE HOFFMAN

At first, on the long unshadowed beach, there was only a horse-shed used by grain threshers. Bixby sheep nibbled the stubble. Waves lapped at the warm miles of sand as a man with a vision of a city and harbor tried to promote his American Colony.

William Erwin Willmore, between 1882 and 1884, was not able to get buyers and backers to meet his payments on the 4000 acres he wanted to purchase from the Bixby ranch and he had to withdraw his option. He died in 1901, penniless, but his dream became reality.

Capt. Charles T. Healey, first licensed surveyor in California, laid out the town site. An Oct. 25, 1882 map showed many streets of 1963, outlining 122 blocks and a park, now Lincoln Park.

POMROY and Mills Real Estate Co. then bought the town, the American Colony farmland, and a little more ranch land, and organized a new investment company and wanted to change the name of Willmore City.

"One evening in 1884 a body of citizens met for the purpose of selecting a name," wrote D. N. Shreve in the "Arrowhead" magazine, January, 1917.

Col. W. W. Lowe was there. He had recently brought Belle, his wife, and their two daughters, to the

First Major Fire

The first major fire recorded in Long Beach was the destruction of the Long Beach Hotel in November, 1888. The building was a total loss, understandable since the community had no hose or other fire-fighting equipment. The fire started at midnight, burned the building to the ground by 2:30 a. m.

Progress

In 1885 the Long Beach Express, reporting on the progress of what was to be Long Beach, noted proudly that the beach community contained 51 homes, 13 business buildings, three stables, one hotel and one church.

burghers, tired of so much talking, adjourned until the next morning.

"LONG BEACH is the only sensible name for this town!" Mrs. Lowe declared to the colonel when they talked it over in the privacy of their double bed. "We have 12 miles of natural beach from San Pedro to Alamitos Bay, and no other resort can equal that. You vote for 'Long Beach!'"

So the next morning, he presented Belle's opinion so convincingly that the committee voted for "Long

Beach" unanimously on the first ballot.

Farmers used to drive their wagons or surreys filled with picnickers, basket lunches to eat after their well-clothed swims, and hitch their horses along the sand.

Willmore's vision could not have included expanded modern shopping and housing projects unfolding in every direction and sport fishing, water skiing, boating and swimming from Alamitos Bay to the busy harbor, with a population of over 350,000.



happy
Diamond Jubilee
to a
Jewel
of a
City



DAVID SELCER
YOUR LONG BEACH POSTMASTER

LEO SHULTZ FURNITURE COMPANY

DOWNTOWN LONG BEACH

From a small beginning to one of the Leaders in the Furniture Industry

Since 1918 . . . 45 years ago . . . our company has furnished homes . . . apartments . . . hotels and motels for great-grandmothers and grandmothers . . . mothers . . . daughters and their husbands.

We invite your inspection and pricing of our huge

DOWNTOWN "ACRE OF FURNITURE!"
LEO SHULTZ FURNITURE COMPANY
700 LONG BEACH BOULEVARD
DOWNTOWN LONG BEACH
Phone HEmlock 7-1295

The Elegant Eighties

LONG BEACH enjoyed its age of elegance even before it came of age as a city. In 1884, the new Long Beach Hotel, with its impressive facade (below) and spacious verandas overlooking famed San Pedro Bay, attracted new waves of tourists to the tiny seaside community—among them the nattily-attired and dramatically-mustachioed gentlemen at right, who posed with a lady guest and members of the staff for a postcard picture. But elegance was no substitute for fire engines when the huge building burned in 1888. Citizens could only watch it burn—and resolve to do something about a fire department and an adequate water supply.



CATTLE SLAUGHTER FOR HIDES

California Bank Notes

By LORETTO BERNER

Can you imagine a whole state conducting most of its business without using cash money? Although most of our financial affairs are today transacted on a credit basis, our economic system is based on the good round dollar.

But to the rancheros and businessmen of California before the Gold Rush Days, the Spanish-Mexican *pesta* was something he used as a basis on which to evaluate his most plentiful commodity; namely the cattle hide. This unit of exchange and the system of barter which it fostered throughout the province became so well known from Alaska to Peru, that the cattle hide became known as "The California Bank Note."

Trading ships came with a variety of merchandise and returned to their home ports laden with hides and tallow. Many supercargoes (officers in charge of the commercial concerns of a voyage) would accept no other payment for goods.

THERE WERE several reasons why cash money was unavailable. In the early days of Spain's new colony, a throttling trade embargo had been designed to keep foreigners out. All it accomplished was to force the colonists into a surreptitious trading policy with any ship coming to the coast, as they traded hides, tallow and grain for supplies Spain failed to send them.

This embargo also deprived the territory of any cash income from import or export taxation. Spain's failure to keep her colonists supplied was of course due to the changing political conditions of the times, and it left this territory virtually stranded in its earliest years.

THE POLITICAL unrest of the times did not help matters. The confused colonial policy directed towards California by its provisional superior, Mexi-

co City, up until Mexican Independence in 1822 was not conducive to any form of financial stability. The succession of governors sent from Mexico after 1822, then recalled as that country's politics changed hands did not help matters. In 1832 this territory actually had three governors at the same time, as the result of the ousting of Governor Victoria, against whose policies the Californians rebelled.

San Diego, Los Angeles and Monterey, unknown to each other, all elected governors pro-tem, while they awaited Mexico City's selection of Victoria's successor. All this upheaval did nothing to encourage men with money to invest in any type of business. If they had any cash, they either hoarded it or sent it out of the country.

For the cattle hide had become established as the medium of exchange, the basis of all other commodities. Money was not considered necessary for most business dealings.

AFTER MEXICO'S independence, a great variety of merchandise was welcomed to these shores. Trading ships came from several countries, but the Yankee ships were the most numerous, and they brought a variety of good honest men who wished to settle here.

This resulted in the Yankee dollar's popularity as the monetary unit of the province, and it became the basis on which hides and tallow were evaluated. The well-to-do rancheros and the city merchants bought heavily; the trading ships happily refilled their holds with hides and tallow in payment. It was an ideal arrangement and it lasted until the discovery of gold in the north changed values in the whole state.

From the earliest days of the sale of the first hides by the Missions, down through the pastoral age of the great ranchos, the Cali-

fornians enjoyed a deference in their dealings that was almost legendary. If the ranchero had only a few hides ready for shipment at the time of a ship's arrival, the trader merely made note of the goods delivered, secure in the knowledge the debt would be paid in due time.

THE HISTORIAN Bancroft records the story of the ship's merchant, Jose Aguirre and a well-to-do ranchero, Augustus Mercho, who, though he could neither read nor write, was a man of sterling character.

Mercho boarded Aguirre's trading ship at the landing in San Pedro, while the latter was ashore. He selected a large amount of goods and directed that they be delivered in his carts on shore. A new young supercargo, left in charge, knew nothing of the way business was conducted in California, this being his first trip to this coast. When Mercho was ready to return to shore with his purchases, the young man politely asked for a token payment or some note for a guarantee.

Don Mercho just stared at him in astonishment. He just couldn't understand what the supercargo meant. Such a demand had never been made to him or from any other ranchero. Then he began to wonder if he was mistrusted.

FINALLY, he pulled one hair from his beard and solemnly presented it to the supercargo saying, "Here, deliver this to Senor Aguirre and tell him it is from the beard of Augustus Mercho. It will cover your responsibility, it is a sufficient guaranty." When Aguirre learned his supercargo had demanded a document from Mercho, he hastily offered his profound apologies. For the good Don's word was better than the best bond for the entire ship's cargo if he had wanted it. And as a

merchant in good standing, Aguirre did not relish any criticism of his manner of conducting a traditional method of business.

This system of bartering became just as common in domestic transactions ashore as it was with the trading vessels, but with a slight difference. Contracts and promissory notes, payable in hides, tallow or cattle passed from hand to hand like any other negotiable instrument.

A glance at business records of the period shows us a note from John E. Ebbets, dated March 26, 1833, for 227 hides payable to Nathan Spears. A larger note in the Abel Stearns manuscripts, dated Oct. 10, 1840, states that Abel Stearns and A. B. Thompson jointly agree to pay John Domenic the sum of \$5,796.00 in merchandiseable hides at \$2.00 apiece.

LOOKING further we find in the minutes of the Los Angeles Ayuntamiento (town council), a record of the levying of fines and paying of many municipal obligations in the same commodities.

Small amounts of merchandise in the stores, such as a few yards of cloth, a pound of sugar, a box of raisins or a handful of cigars could be purchased with the standard currency of the times, the cattle hide.

It is interesting to note the American trapper's use of the beaver skin as a unit of trade during this same period. While in general use on the frontier, the beaver skin was never used to the extent that the hide was employed in this state.

TODAY in this age of multiple processing, when even the bones are collected from the butcher shops and ground into meal for various products, it is hard for us to realize that up until the time the gold rush triggered a demand for beef, thousands of cattle were slaughtered for their hides and tallow alone.

GEORGE A. RICHARDS & SONS Your Independent Insurance Agent

GEORGE A. RICHARDS

Chairman of the Board of Directors
A resident of Long Beach since 1912, Mr. George A. Richards has been active in civic affairs for many years, having served as President Long Beach Insurance Agents Assn.; President, Reserve Officers Naval Service; Past Master, Service Lodge No. 594 FRAM; Director Long Beach Chamber of Commerce; Past Director, California Assn. of Insurance Agents, Veteran of World War I and II, etc.



Celebrating a
GOLDEN
ANNIVERSARY
at a
DIAMOND
JUBILEE!



GEORGE L. RICHARDS
President and Director



HARRY W. JORDAN
Secretary, Treasurer and Director



PAUL S. JORDAN
Vice-President and Office Manager



R. SCOTT JONES
South Builder and Controller

OVER FIFTY YEARS IN LONG BEACH (with Salt Water in our veins) George A. Richards & Sons, Inc., is one of the oldest Agencies in the area, providing a team of Insurance specialists second to none in their qualifications to serve your particular individual and commercial Insurance needs.

GROWTH has been a natural impulse with us. In contrast to many firms which handle Insurance on a part-time basis, GEORGE A. RICHARDS & SONS, Inc., dedicates its entire resources exclusively to providing superior insurance service.

TODAY'S MARKET REQUIREMENTS make specialization most necessary. Further, there is no product or service for which people spend more money, yet know less about, than Insurance. Obviously, one cannot take time to study the complex terms of his Insurance policies, but you can take time to investigate the reputation, dependability and performance of the insurance firm with whom you deal.

No Agency in Long Beach occupies a higher distinction than GEORGE A. RICHARDS & SONS, Inc. Let us study your current Insurance program without obligation!

George A. Richards & Sons, Inc.

Your Independent Insurance Agent since 1913

617 E. Fourth Street
Long Beach 12, Calif.

HE 7-0411 (L. B.)
JA 7-5545 (Orange County)



DONALD E. RANDALL
Life and Group Sales



G. ROSS MCKELVIE
One Select Associate

SAN GABRIEL MISSION CHANGED A SAVAGE PEOPLE

A Tale of Accomplishment--and Frustration

By JAN HEMINWAY

The bells of San Gabriel rang out for the Indians of Long Beach in 1771. Their liquid tongue was heard for only 60 years. Yet, between dawn and twilight, the Franciscan Missions spanned the gulf from Stone Age to the 19th Century.

The Gabrielinos, with their San Fernando branch, were spread in small villages over most of Los Angeles County, including Catalina and San Clemente Islands. A primitive people, they responded to the Christianizing and civilizing influence of the missions, only to be crushed under the boot of secularization and swept away by the American conquest.

Juan Rodriguez Cabrillo, the first visitor from outer space, had seen San Pedro 230 years earlier and called it the Bay of Smokes. The Indians were flushing out rabbits with brush fires, and the smog hung thick as it does today under such provocation. But there was very little provocation then. Game was seldom necessary for food, and the men preferred spectator sports. Most of the time, Long Beach was a six-mile stretch of crystal surf on sunlit beach and a grassy plain lying behind the cliffs.

FATHER Junipero Serra led the crusade into California. While he remained at San Diego to breathe life into the newborn mission there, Capt. Gaspar de Portola, with most of the able bodied survivors of the trip from La Paz, started for Monterey. Their route corresponded roughly with today's Highway 101, so they missed the beauty of Long Beach. Instead, the Mission was established inland, at a spot chosen on that tour, and embraced the natives all the way to the coast.

Over the council fire, at night, tales had been told of other white men who came by way of great birds that glided over the sea. Occasionally, they had landed. But these palefaces rode mules, and flying saucers could be no more amazing. There were no domestic animals in California, and to ride a four-legged beast was as unbelievable as to orbit the earth in a rocket. More so, since one of their legends featured a flying machine made of reeds which soared to the sky and became a star.

For a somewhat different view of the character of the California coastal Indians, see "The Very Merry Californians" on Page 5.

Graciously, they accepted the gifts of dried fruit, beads and clothing. Everyone knew that blue beads were a girl's best friend, and cloth was a status symbol. They had seen fragments of the Chinese silk Cermenho's hungry crew had exchanged for food at Catalina, and they had never found a tree on which it grew. As for the food, it was secretly buried. To eat it might bleach a man's skin to that sickly pallor and color his eyes blue. It took time to quiet their fears, but the gray-robed Fathers taught brotherhood. The later missions, dealing with a more sophisticated native along a well-traveled El Camino Real, found no such problem.

THE SPANISH king gave each mission two bells at the time of its founding. They were the chief means of communication and the bell ringer had to be skilled in their language. They called the neophytes to prayer, work and sleep. They pealed for a birth and tolled for a death. They warned of attacks by pagan tribes, of fire and flood. They were the town crier.

Besides teaching Christianity, the missions were trade schools. Under their influence, the indolent food gatherers of California learned to develop the land, for some day this was all to be their own. For centuries, agriculture had been no further away than Yuma,

but the Gabrielinos had preferred drifting and dreaming. This did not include the women, for woman's work was never done. The din of pestle on mortar acted as early day radar, warning a traveler that he approached a village. Acorns were the staff of life, but they had to be pounded into powder, leached clear of tannic acid, boiled into a gruel and eaten without delay. Once ready, it was highly perishable, and there were no refrigerators handy.

Today, we argue the merits of porcelain-painted iron or coppercoated steel for cooking ware. The Gabrielinos of the mainland used tightly woven baskets and dropped hot stones into the raw contents. Those on Catalina made fire resistant bowls of steatite, and traded them to the fortunate for the wild plants and animal skins available only on the mainland. But they had a monopoly on steatite. Whether basket or steatite, the acorn meal had to be cooked. Flavored with insects or berries, it was sure to please a man's palate when he returned from the temescal—his clubhouse.

They adopted the corn, wheat and barley grown under the padres' supervision, but for years it was ground by hand. Gradually, the Franciscans were able to fashion mills run by water power, and the women discovered equality of the sexes. No longer were they slaves to their mortar and pestle. Alas! Neither could they burn down the house when it got dirty, as in the good days.

THEY LEARNED to bake bread in great, beehive ovens; to make tortillas on clay griddles over a firepit; to barbecue meat at huge hearths. They no longer wore grass skirts, and neither could they buy clothes ready to wear. Instead, they carded and spun the wool, wove it, and stitched it by hand. But their men had sheared the sheep, and made both spinning wheel and loom!

Under Father Zalvidea, the Mission reached its peak. He could make anything grow, and all the mission vineyards were born of his Vina Madre. He planted citrus, fruit and olive orchards and the Gabrielinos' thumbs turned green. All through the Mission Period, the neophytes raised 90 percent of the farm produce. Few Spanish Californians cared for farming. The irrigation projects engineered by the Fathers were too intricate for them. But the Yankees and Europeans who married into California families carried on, and as their numbers increased, so did the cultivated acres.

In American hands, so much wheat and barley was grown that the state was advertised as the "World's Granary." Viticulture expanded and domestic wines became popular. With the coming of the railroad, oranges were shipped east. Father Crespi's vegetable garden at Carmel has expanded into the Salinas Salad Bowl. Cotton and flax were grown at some missions. Almost every successful crop in this leading agricultural state had its beginning under the Fathers.

BRUSH SHELTERS sufficed for the founding of a mission. As soon as possible, more durable buildings were constructed, although of a temporary nature. The climax would be the great stone or adobe buildings familiar today. When the Moslems held Spain captive, they left their mark upon her, and the Moorish influence is seen in California architecture. Many of our public buildings have its flavor, as adapted by the Fathers with materials at hand. Then, millions of man-hours were needed to accomplish it. Adobe bricks were laboriously made with clay, straw and water, which the Indians mixed with their feet, packed into forms and dried in the sun. Roof tiles were gray until



SAN GABRIEL MISSION

baked in kilns which turned them red.

Gradually, the natives were coaxed out of their basketry huts and moved into small, family-sized apartments. Still, the neophytes increased in number at such a pace that there never were enough adobe homes to go around.

At San Gabriel, two gristmills were erected. The first was soon abandoned because its water wheel was too close to a running stream. The mill's interior was damp and the wheel splashed water over the flour. But its use as a mill had been secondary in the planning. It was built for a shelter, in case of attack by hostile pagans. An immense stone building, it had a water storage chamber and fresh water available. Had it ever been needed, they could have come out into a clean world, though a fire-blackened one. There would have been no fall-out to consider.

LAUNCHES were built at San Gabriel, and the Indians went to Catalina or San Clemente to trade bolts of woven wool for the coveted steatite bowls and the carved flutes and fifes—and so the small boat industry began. The Gabrielinos left at midnight from Redondo or San Pedro, guided by a beacon fire high on an island mountain. In their myth-shrouded former world, Coyote, a minor god, had raced with water and ended exhausted and ashamed. Now, in their sturdy boats, they raced and won.

The Island Indians fared harshly at the hands of the Russians in search of sea otter after 1813. Those left alive were brought to the safety of the missions, with the Catalina and San Clemente people joining the trade school at San Gabriel. The caste system was not possible here, though anyone with a high I.Q. was given a chance to develop it. Some learned to read and write, in an age when most of the wealthy rancheros signed their names with a cross.

The handful of emaciated domestic animals that once trapped to California produced tremendous herds of cattle, sheep and horses. They roamed at large, and a cactus fence protected the hundreds of acres of cultivated land at San Gabriel. As they increased in number, the Indians, whose fathers had never seen a horse, became expert cowboys. They rode the high-spirited stallions with assurance. At rodeo time, San Gabriel's herds were branded with "T" for Temblorosos, meaning Earthquakes—something Long Beach understands. Beef became the new staff of life, and the neophytes ate it three times a day. They had no need of cellophane, for it was packaged in the animal's own skin.

worked for the new owners. The Gold Rush brought hundreds of thousands of strangers into Northern California, yet it barely touched the South. The price of beef went up, but so did taxes. Until the drought of 1862 to 1864, when a great and incessant lowing of thirsty cattle ended with their bones bleaching in the sun, there was little change. Today, this is still cow country, study of the issues would be though dairy production is the aim. Cattle owners will figure heavily with the tax collector.

SECULARIZATION means only that a mission is turned over to a parish priest. It was always done when the pagans had become sufficiently Christianized and civilized. But in California it was both premature and a trick for cheating the Indians out of lands held in trust for them by their mission.

Spain had never granted land outright to individuals. Instead, she granted grazing rights, and this was done with the site of Long Beach. It was one of the first three such "grants"—made in 1784—and one of only twenty made in all of California during the Spanish period. In the Mexican era, that many were cut from San Gabriel alone, and a total of eight hundred from all the missions.

But Spain was lapped of her colonies as she wearily fought for life in Europe, and Mexico City took control of California. The missions were secularized in 1833, although the missionaries were the only men of God in the province, and their farms and factories given over to civil administrators who mismanaged things skillfully.

SAN GABRIEL'S powerless priest died. There was a succession of sticky-fingered administrators there, one of whom set up a saloon on the grounds, selling aguardiente to the Indians and then arresting them for drunkenness. The bells were silent. A blight fell on the famous vineyard. The great orange grove—the only one in California—bore shriveled fruit. And the neophytes were gone with the wind.

Pio Pico contracted for the hide-and-tallow industry at San Gabriel, employing 40 Indians to do the work. Thirty thousand bullocks were killed in one mad orgy of slaughter, their rotting carcasses causing fears of pestilence. According to Alfred Robinson, Pico stole two hides for each one credited to the Mission. The Franciscans were invited back in 1843, but the church had been stripped of its furnishings, the livestock had vanished, and the acres of vines and fruit trees were now under private owners. Soon, the

church was taken for taxes that couldn't be paid. The Indians had lost all they had to the wily white man, and those who stayed were slaves to aguardiente.

The missionaries had always been watchful to see that their charges had no contact with the fruit of the vine after it fermented. They harvested the grapes and started the process of wine-making, but it was used only in the ritual of the Mass or to serve guests. In pagan days, the Gabrielinos had been addicted to the Jimson weed, which produced visions and sometimes death. There was no glue to sniff and they had never discovered morning glory seeds. After secularization, they were easily turned to the strong Mexican brandy in which their miserable existence could be briefly forgotten.

ONCE CALIFORNIA became part of the United States, those who were not killed—the only good Indian being a dead Indian—were paid for their labor in

vineyards and orchards with firewater. On receiving their wages on Saturday evening, they passed the night in debauchery. On Sunday they were put in jail and the next day bailed out by their employers at two or three dollars a head, only to repeat the process the next week.

"Los Angeles has its slave mart, as well as New Orleans and Constantinople," wrote an eye witness in the 1850s. "Only the slaves at Los Angeles are sold 52 times a year."

In the wake of the Civil War, the Indians who yet lived were put on reservations in broiling wastelands where it was impossible to wrest a living from the earth. Palm Springs was one such spot, its potential not foreseen.

BY THE TIME Long Beach was born, there was little concern over Indians. The budding city was described as containing "a large Methodist Episcopal Church, a Congregational (Continued Page 7, Col. 1)

Since 1883

We're Older Than You Are, Long Beach

Five years before Long Beach earned its place in the sun, Mullen & Bluett had already established a reputation for fine quality fashions for ladies and gentlemen.

From a modest beginning in 1883 at First and Spring Streets in Los Angeles, Mullen & Bluett now operates 8 stores (with more to come) throughout Southern California. Our newest and "handsomest" store (one year old this month) is right in your backyard — LAKEWOOD CENTER. Here you'll find America's leading brands such as Timely Clothes, GGG Clothes, Cricketeer, Van Heusen, Excellor, Don Loper, Catalina, Pendleton, Knox Hats and Nunn-Bush Shoes.

Your reception to our Lakewood store has been overwhelming. Thank you, Long Beach. For making our newest store a smashing success — and congratulations on your 75th Anniversary.

Mullen & Bluett
CLARENCE CITY COUNCILMANSHIP TO 4 MONTHS 22 MAY

5028 Pepperwood
LAKEWOOD CENTER

Phone 634-7333

Open Mon., Thurs. and Fri. 12:30 - 9:30

at Lloyd's when you want the BEST of THE BUNCH in fine carpet

Ask for

Karastan
AMERICA'S FINEST POWER-LOOMED RUG

Whatever you desire in carpeting, rugs or area rugs, Karastan lets you make the most of the most important decorating area of your room. See thick, deep-pile wool in an exciting array of single or multi-color patterns. Karastan's Malaren area rugs in shaggy, thick wool pile come in striking sunbursts of color graduated from light to bright shades. Be sure to see Lloyd's extensive selection. Decorator staff at your service.

Call Lloyd's for a Carpet Expert to bring samples to your home.

LLOYD'S

OF LONG BEACH

4141 ATLANTIC AVE. / GA 4-1641 / NE 6-2439 / OPEN MON. & FRI. TILL NINE

THE SOUTHLAND ABORIGINES LIVED WELL

The Very Merry Californians

By MARK CLUTTER

What were the Long Beach Indians like?

Of them and their kind up and down the coast, one modern scholar writes, "Maybe their principal occupation was being very merry."

The California Indians had the misfortune to have their histories written by people who were not their friends. To this day they are thought to have been primitive, ignorant, sullen and worthless.

Modern historians disagree. They have interpreted the truth behind the prejudices of the old writers and have pieced together such facts as are available. The aborigines of California, they agree, were much better human beings than most people believe.

THE COASTAL INDIANS did not fit the cliché of the Noble Red Man. When Americans think of Indians, they envision feathered warriors like Sitting Bull and Crazy Horse, men whose furious spirits were devoted to the arts of manslaughter. To understand the Indians who fished and sunbathed on our long beach, one must forget Crazy Horse.

The California Indians were, above all, Californians. They knew how to live in this land. They had lived here for a long time. Studies of the kitchen middens—areas where people naturally gathered to cook and eat—indicate that men have been living in Long Beach for at least 7,000 years.

Strangely, their way of life paralleled that of modern Californians in many respects. We newcomers naturally take up many of their customs in this land of sun and sea and mountains and moderate climate.

CALIFORNIA ALWAYS HAS been the goal of immigrants. There were at least 22 distinct languages—and most of them were the languages of the eastern United States, Canada and Mexico. Their migrations covered several thousand years, but once on the California coast, they tended to live exactly like their neighbors.

Primitive life was easy in California. Land and sea supplied an abundance of food. Therefore, there was no economic need for war and conquest. Sea and land

For a somewhat different view of the character of the California coastal Indians, see "A Tale of Accomplishment—and Frustration" on Page 4.

provided all the meat and vegetables they needed. They ate everything that was edible except rattlesnake, although they tended to avoid bear and deer meat because they considered those animals sacred.

They were settled people, living in villages in the winter and roving about within their area in the summer.

LOS ANGELES COUNTY is believed to have been the most heavily populated area of its size north of Mexico. There were probably as many towns then as there are now. The people were of many tribes. Some of them spoke Shoshone, the language of an Idaho and Utah tribe.

Early explorers said the Indians who lived along the Los Angeles River were the most beautiful of all. They were described as tall, fair-skinned, and often blond. (They sometimes bleached their hair to get rid of lice.)

The Long Beach Indians wore few clothes. Often the men went entirely naked, an unusual custom even for primitives. The women wore skirts of basketry or skins and little basketry hats to cushion the burdens they carried on their heads.

FEW ARROWHEADS are found in Long Beach because these Indians were peaceable folk. They did have wars, of course, and almost always they arose from insults. But the chiefs always parleyed before war, and usually some sort of compromise or settlement could be arranged.

The Long Beach Indians, like their neighbors up and down the coast, were great ones for fiestas and celebrations of all kinds. A wedding meant a three-day dance. A funeral usually bankrupted the family. Every birth,

every change of season, every war or victory was an occasion for ritual and ceremony.

There was fun, fun, fun all the time. One suspects that their all-inclusive diet was for gourmet reasons. They could have lived on game or fish or nuts and berries, but they liked variety at their banquets.

THEY PLANTED NO CROPS and kept no livestock. They probably didn't want to be tied down. A farmer can't just up and leave his farm to go to the dance in a neighboring town.

They were seamen par excellence. They built great canoes, up to 28 seats, of hand-hewn planks fastened together with rawhide and made waterproof with asphalt. In these they often went on holiday to Catalina to visit their cousins. They also built one-man boats of basketry, and occasionally a man would make the channel crossing alone.

The plank canoes are a mystery. Only here and in South America did Indians make such boats. Did voyagers come from South America to teach the Californians, or did Californians teach the South Americans? Or was the same invention arrived at separately?

THE CALIFORNIA INDIANS were great ones for religion. New cults were invented, flourished and died with great frequency. Since they wrote no books it is hard to say whether their religions were wise or foolish. But it is known that they offered dancing, ritual, pageantry and ecstasy. The Californian could find salvation just as often as he wanted it.

In their family lives they were moral people who did not let morality be a burden. They were monogamists, but divorce by mutual consent was commonplace. An outraged husband had the right to kill his wife and her lover. Usually this did not happen. The two men negotiated. Sometimes they would simply trade wives. Sometimes the lover would have to pay damages.

They had the custom of broiling the orneriness out of teen-age girls. The child was required to lie in sand warmed by the sun and by an underground furnace for several days. When she was "done," an elderly man would come to her and explain exactly how the men of the tribe expected her to behave. Early explorers described the women as "virtuous."

LONG BEACH, THEN AS NOW, was a tourist mecca. This is known because of the wide distribution of their clamshell money. It is treasured by Indians as far east as the New Mexico pueblos. It is quite understandable that some desert Indians, hearing of the ocean, would have to go and see if it existed.

The notion that our Indians were dirty is not true. The men gathered nightly in their sweatshouses to talk, sweat and gamble. (All these Indians were inveterate gamblers.) When finally they had sweated enough, they washed themselves in the nearby river or sea. They were cleaner than most of the people you see walking around.

Their government was sketchy. The chiefs served as head warriors and as judges. But they seemed to serve at the will of the people. Individual freedom within limits seemed to be the rule. People who understand and love each other, who have all the food they need and who have no neurotic itch for power need very little government.

WERE THESE PEOPLE, as is generally believed, the most ignorant of American savages? No, if by ignorance you mean the inability to cope with environment.

They were wise with the wisdom of thousands of years in everything that mattered. They knew where to find food. They knew how to build boats and how to make nets and fishhooks. They were among the best basket weavers on earth, and they used baskets for everything, even for boiling water. Their staple food was the acorn, from which, by a complicated process, they took

out the poisonous tannic acid.

But above all, they knew how to be merry, to love each other, to enjoy living in the magic land of California. Are you, dear civilized reader, doing as well?

THE KING OF SPAIN and the czar of Russia ended their way of life. The Russians came down from their Alaska colony to form a little village in Northern California. When the king of Spain heard of this, he became fearful that the Russians would seize his California. So he sent soldiers and missionaries to civilize the land.

The missions flourished between 1769 and 1823, but they brought doom to the Indians. When one visits San Juan Capistrano he is touched by the charm of the place. He does not suspect the misery of the Indians trapped by a harsh discipline and by a religion they couldn't comprehend. Many died. The survivors became sullen, lazy, untrustworthy.

The padres should not be too harshly blamed. The institutions they set up would have been wonderful in Spain or in almost any agricultural land. The padres cared, but they did not know how to care properly for these merry children of the wilderness.

IT WAS WORSE WHEN the Anglo-Saxons came. Mexico revolted from Spain, the missions closed and the Indians were turned adrift. Generations of dependence made them unfit to survive. Hunger, together with the white man's liquor, tuberculosis and syphilis killed them by the thousands. At least, the Southern Californians, unlike those of the north, seldom slaughtered them outright.

It is strange that any of them survived. However, many of them did and are dwelling among us, some on reservations, other as plain Americans. But none of them know much about the "very merry" people who knew how to live in California until the white men came.



On Long Beach's Diamond Jubilee

PENNEY'S
ALWAYS FIRST QUALITY

CELEBRATE THEIR 61st ANNIVERSARY

Sixty-one years ago—in 1902—J. C. Penney opened his first general merchandise store. Outwardly, there is little similarity between that first store and today's, but, basically, the principles set down by the founder remain unchanged. Families still look to PENNEY'S for honest merchandise, sensibly priced, and a friendly, relaxed atmosphere.

● **Always First Quality**

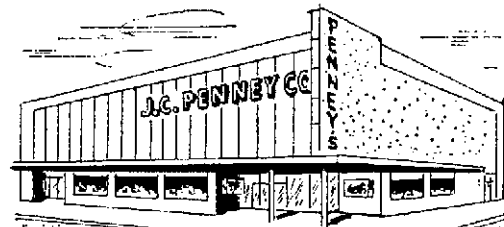
Even more so today — all Penney merchandise is laboratory tested for quality control.

● **Customer Service**

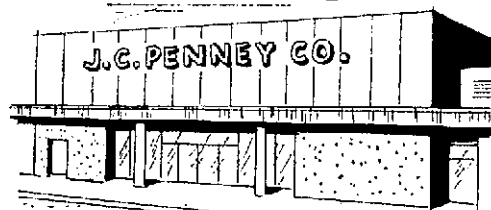
Friendly personalized service makes shopping at Penney's a pleasant experience.

● **Charge Accounts**

Revolving and Time Payment accounts are now enjoyed by Penney's customers



500 Pine Ave., Downtown Long Beach



Los Altos Shopping Center

Eugene H. Wiley Band's 'Granddad'

One of the pleasant things that happens in Long Beach is when Eugene H. Wiley, 84, comes down from Hollywood to direct the Municipal Band as guest conductor.

Wiley considers himself the "great-great granddaddy" of the band because he formed it in 1909 under sponsorship of the Pacific Electric Co. and the beach bathhouse.

After two years of urging, Wiley persuaded the City Council to hold an election to establish the band tax rate and city financial responsibility. The vote was favorable on a basis of 3 to 2. That was the "birth" of Long Beach's widely known and justly famous Municipal Band.

WILEY—his friends call him "Harry"—continued as director for seven years. In 1915 Wiley and his band played for the opening of the World's Fair at San Diego and then went to San Francisco to open the World's Fair at the Panama-Pacific Exposition Grounds. The band made many tours traveling in Pullman cars with a diner.

For years Wiley was in the real estate and publicity business and he served as a radio and television script writer.

Wiley claims the distinction of being the first man to land a marlin swordfish in Catalina waters on rod and reel. What's more, he caught a marlin in Catalina waters every year for 55 years.

The marlin wasn't even called a marlin when he landed his first big fish



E. H. WILEY
He Made Music

back on Aug. 23, 1903. For lack of a better name, it was called a "belaying pin fish." His first marlin weighed 167 pounds; later he landed one that weighed 375 pounds, and in 1929 he recorded the best time for the year—bringing in a 230-pounder in 11 minutes.

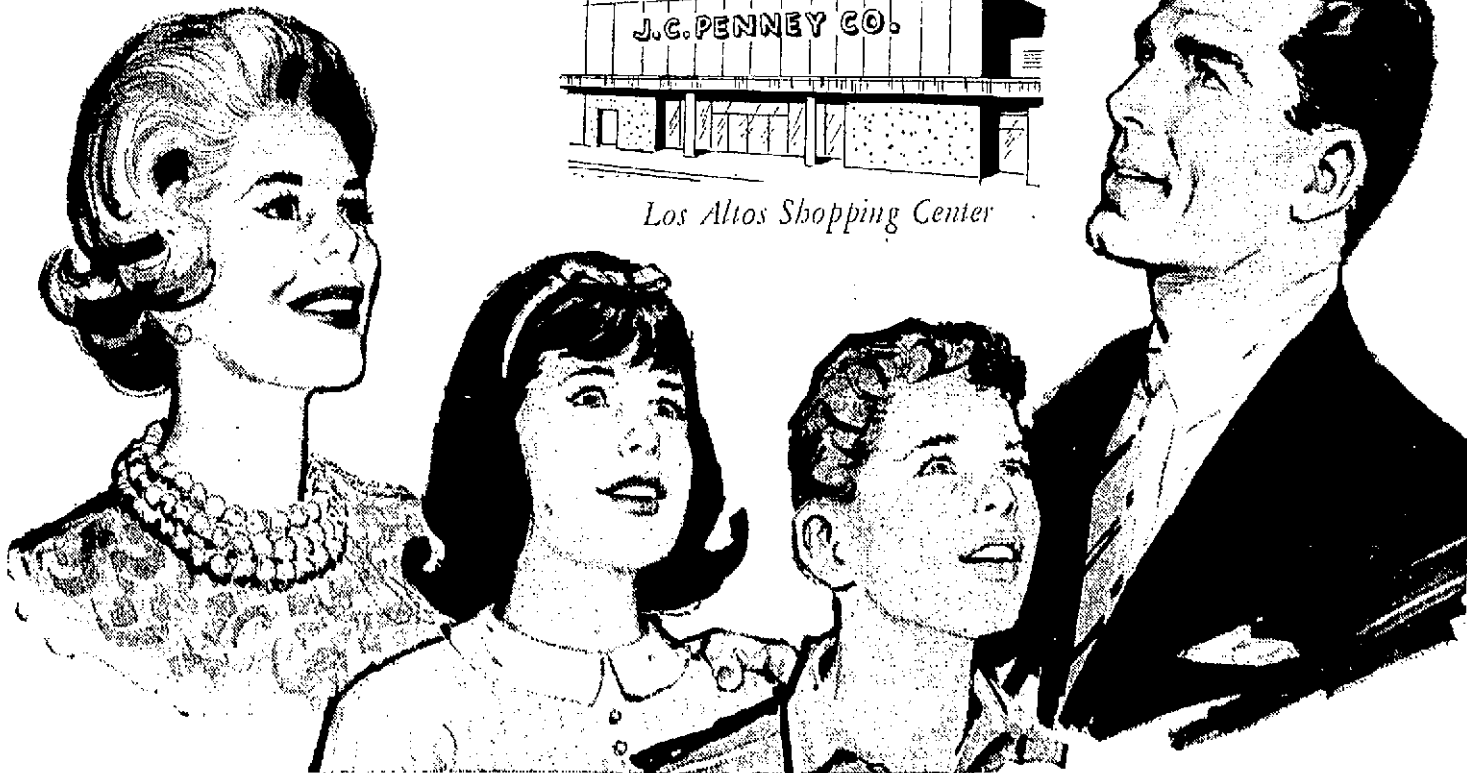
—VERA WILLIAMS

Firemen's Pay

Just after the turn of the century, Long Beach volunteer firemen went on the payroll. They got \$2 apiece for each call answered, and \$1 apiece for attending the monthly meeting.

Fire Chief Killed

J. E. Shrewsbury, fire chief here from 1902, was also one of the city's first traffic fatalities. He was killed in an automobile accident in 1916.



OLD-TIMERS RECALL EARLY DAYS

A City Younger Than Some Citizens

By VERA WILLIAMS

One of the interesting things about living in Long Beach is its proximity to history. On this 75th anniversary of the town, you may visit with persons who lived here when Long Beach was brand new—or even before there was a Long Beach!

Take Frank E. Cook, 92, for instance. He lives alone in a downtown apartment, 51 Atlantic Ave. The son of pioneers who came west in a covered wagon from Ohio to California in the 1860's, fighting Indians and dodging cyclones along the way, he was born in Monterey and came to Long Beach in 1882. Only it was Willmore City, and just a-borning at that.

As a matter of fact, his father, James Rowland Cook, who had come to look at lots advertised in the proposed seaside village of Willmore City didn't realize that one tent and piles of lumber WAS the village and kept on driving his team of horses on Anaheim Road past the townsite. He had to turn around and come back.

THE ONE TENT at First Street and Ocean Boulevard

was occupied by Capt. Charles Healey, first Willmore City licensed surveyor, who still was working on the townsite survey for William Erwin Willmore, founder of the town.

He talked with Willmore and Healey, thought the prospect might be good for a fair-sized town, and acquired two lots for \$25 each on the west side of Pine Avenue between Third and Fourth Streets.

Cook hauled lumber for houses for several prospective residents, but he built his own house before they got theirs finished. His house, the first in Willmore City, stood at 327 Pine Ave., the present location of Manning's Coffee Cafe.

THEN COOK drilled a 30-foot well on his property, and supplied the community with water.

The Cook family occupied the home until 1902 when they sold the two lots and house for \$20,000.

As a youngster, Frank Cook was a livery boy for the Ike Fetterman livery stable on First Street between Pine Avenue and Pacific Avenue. He was a



FRANK E. COOK
Early Settler

blacksmith helper during school vacation and worked for harness makers at Los Alamitos Rancho.

He was a printer's devil and the Long Beach Journal, the first newspaper here, established in 1888. It was a seven column folio, issued on Fridays. Subscription: \$2 a year.

He was a driver on the historic "Get Off and Push" horsecar line which gave the town its first transporta-

tion link with the outside world.

ORIGINALLY, the line ran from Fourth Street and Chestnut Avenue to Thendard Station on the Los Angeles-Willmore line of the Southern Pacific. "Get Off and Push" meant exactly that. The first day of operation pine scantling rails broke under the weight of the two cars, which were crowded. The name clung even after a primitive steam engine succeeded horses. In 1887 the Southern Pacific took over the line, and Long Beach welcomed its first real train service.

One of Cook's early memories is the night of Nov. 8, 1888 when the three-story Long Beach Hotel, on the south side of Ocean Boulevard across from Lincoln Park, burned to the ground.

"I was at a dance at Second (Broadway) and Pine," he recalls. "We saw the smoke and fire, I ran as fast as I could to the Chautauqua Tabernacle (Third Street and Long Beach Boulevard) and rang the bell in the belfry for 15 minutes, then ran to the burning hotel to help save the furniture. We had no fire equipment, just sloshed buckets of water."

He was city clerk from 1893 to 1896, during which time the town's assessed valuation grew from \$652,000 to \$755,000. During the 1890-1900 decade, its population increased from 564 to 2,252.

Another memory: One day William Willmore and I stood where Golden Avenue is now. He looked out over the ocean, toward San Pedro and said "Some day that will be a large harbor and ships from all over the world will come in there. I won't see it, but you will."

woman at Long Beach Gen

A GENTLE, sweet-faced woman at Long Beach General Hospital, recovering from a hip fracture is Katherine Robinson Bushong, 88, of 1026 E. Fifth St., who also came to Willmore City in 1882. And she still has the doll she clutched in her arms during the journey from Forster City in San Diego County to Willmore City. The doll had been given her on her fourth birthday. It has a stuffed body, a China head with dark hair and pink cheeks, and it wears high black kid shoes. She still loves it.

The little girl and her parents, Mr. and Mrs. Richard D. Robinson came here about the time the original townsite map of Willmore City was recorded and two years before the infant seaside village between Magnolia and Alamitos Avenues, bounded on the north by 10th Street, was renamed Long Beach.

"My mother, Laura Bailey Hannah, ran a rooming house across the street, at 435 W. Ocean Blvd.," recalls Hannah. "She was going to give me a birthday party that night. We heard at school that the new hotel had fallen down. I rode home on my bicycle for lunch—and there was the debris of the hotel fallen down the bluff."

"No birthday party for me."

"We had the closest telephone. The telephone was in the front hall. My mother took the door off the hinges to make it easy for people to come and go. For days our place was full of doctors, police, reporters using the phone."

"The Southern Pacific sent down a wrecking train with a crew to dig into the debris for bodies or possible survivors."

When the hotel was rebuilt, it was renamed the Virginia. It was torn down in the 1930's.

"I have a copy of the Los Angeles Examiner with a picture of the laying of the cornerstone of the Bixby Hotel," recalls Hannah. "Jotham Bixby, a heavy stockholder, was handling the trowel and mortar. Beside him stood Col. Charles R. Drake, for many years the 'grand old man' of the Virginia. Many people

thought he owned it, but he represented stockholders. . . . In the background are a couple of kids who sneaked into the picture. It just so happens that one of those kids was me!"

ATTORNEY CARROLL M. COUNTS, 3831 California Ave., takes a slight bow for Poly High School. He drove a Reo owned by his father, J. E. Counts, early-day real estate man here, and took people to the polls to vote for the Poly bond issue.

"The bond issue was for \$240,000," he recalls. "The school district was buying 15 acres for \$55,000. It was a hotly contested election. A lot of people thought it was too much, too big, too far out. All the schools were downtown, below Ninth Street. Atlantic and 16th was a long way out."

However, the bond issue went over. The Poly cornerstone was laid Dec. 16, 1910 and the new school was opened at the beginning of the term in September 1912.

For all his driving, Counts didn't get to attend Poly. He was graduated in 1911 from the Long Beach High School, 9th Street and American Avenue (Long Beach Boulevard).

In 1913 Counts' brother, GERALD A. COUNTS, was appointed to West Point. He was an Army engineer, taught physics and chemistry at West Point for 30 years, served as dean at West Point for three years. He now is a retired general, living at Coronado.

For 25 years Carroll M. Counts has been associated with Attorney EUGENE E. TINCER. They were boys together and attended Long Beach High School together.

LONG BEACH in the early part of the century was a fine place for a boy, says MAX S. LOWE, 2505

E. Second St., who was brought here from Denver in 1899 when he was five months old. His mother died shortly afterwards. The first 10 years of his life he spent in the home of his grandparents, Mr. and Mrs. William Wallace Lowe. Lowe was Long Beach's first appointed postmaster.

"We lived at the northeast corner of Ocean and Pine," says Lowe. "My grandfather owned the property there. The post office and a drug store were downstairs; we lived in the apartment upstairs."

When he was 10, his grandfather died and he went to live with his uncle and aunt, Col. and Mrs. Charles L. Heartwell at Fifth and Cedar. Mrs. Heartwell was his mother's sister. Later the Heartwells moved to Linden and Broadway.

Lowe was a member of the first graduating class from Horace Mann school.

"The town grew from 12,000 to 50,000 while I was growing up," he said. "We had a lot of fun. There was always fishing and swimming; Poly went in for water sports, tennis, football and basketball."

"There were vacant lots on every side. We played ball on the vacant lot at Sixth and Pine, across the street west from where The Independent, Press-Telegram stands."

"And we had cars—my folks had Fords and Oldsmobiles, among the first in town."

Astronomical Clock

There is no lighthouse keeper for the Long Beach Light that stands sentry on the west side of the harbor breakwater entrance. The light is turned on and off by an astronomical clock, geared to the rotation of the earth and the position of the stars.

LONG BEACH

...a good place to live...

JACK HANSTEIN

A good man to know for
INSURANCE



JACK HANSTEIN

28 Years'
of
Insurance
Experience
to
Help Advise
You

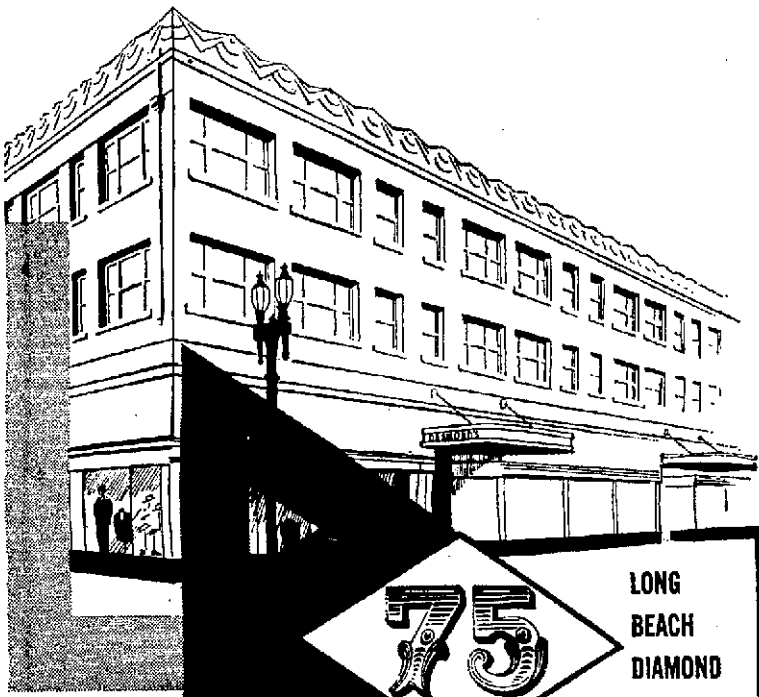
• AUTO • HEALTH
• FIRE • LIFE



As an Independent Insurance agent I deal with many companies and can analyze your needs to select the policies that meet your individual situation best. Come in or call about your particular problem.

J. E. HANSTEIN
INSURANCE AGENCY

616 PINE AVE. • LONG BEACH
432-7969



• Serving Southern California Since 1862
• Serving Long Beach Since 1931

DESMOND'S CONGRATULATES LONG BEACH ON ITS DIAMOND JUBILEE!

Since 1931 fashion conscious Long Beach has depended on Desmond's, its largest quality specialty apparel store, for the newest and best in Men's, Women's and Boys' clothing. Desmond's is proud to have earned this confidence, pleased to have become an integral part of the community. We congratulate Long Beach on 75 years of growth, and look forward to sharing its bright and prosperous future!

YOU CAN DEPEND ON

DESMOND'S

MEN'S, WOMEN'S AND BOYS' QUALITY FASHIONS

BROADWAY AT LOCUST

CONGRATULATIONS LONG BEACH!



• Opportunity Is Forever Fresh to Eyes That Can See Accurately and to Hearts That Are Adventurous. There is much pioneering yet to be done, and we salute the young ranks coming up who will build our community to even greater heights.

BIXBY LAND COMPANY
JOTHAM BIXBY COMPANY

(Continued From Page 4)

Church, schools, stores and livery stables, but no saloons." In the Middle West it became known as the "Seacoast of Iowa." Soon after the discovery of oil at Signal Hill, the population jumped to more than a hundred thousand—about the number of inhabitants there had been in all of California before the white man came.

This new breed of pioneer showed interest in the history of their adopted state, and soon an organized effort was begun to preserve what remained of the ruined mission buildings. Some had been stripped of their roof tiles and the adobes disintegrated in wind and rain. Others only stood forlorn and neglected, and these were soon repaired.

Since the turn of the century, much has been done to restore the broken shells to their past glory. In 1930, San Gabriel began excavations to uncover cobblestone foundations and tiled floors, the irrigation system and huge soap vats. Piles of decomposed adobe were once more moulded into bricks and used in reconstructing crumbled walls. Paintings and early photographs were a valuable guide. The descendants of

many original settlers contributed heirlooms long considered family treasures but identified by yellowed inventories. Mutely, the haunted buildings tell the story of accomplishment and frustration—of the Indians' rise and fall.

ONLY UNDER the love of the Mission Fathers did the Gabrielinos learn racial tolerance. In the beginning, they strangled any infant showing signs of mixed blood. Now, in this day of "emerging nations," they are once more showing pride. They've fought for the country that robbed them, and most have left the reservations. Father Serra's confidence in them has been justified. For some are highly educated professional people—doctors, teachers, lawyers. Now, their suit for confiscated lands, entailing Los Angeles County south of the Sierra Madre and half of Orange County, is up before a conscience-stricken Uncle Sam. The Land of the Sundown Sea may be given back to the Indians.

And through the thunder of traffic on El Camino Real, the bells of San Gabriel are sounding once again.

World Trade Center

The first complete world trade center in the United States will be built in the Port of Long Beach.

To be constructed on a 14-acre site 300 yards southeast of the Port Administration Bldg., the \$15 million world trade center complex will include a 25-story hotel, a 20-story office building and an eight-story trade concourse.

In a recent progress report to the Long Beach Board of Harbor Commissioners, Charles C. Weidlein, president of the International Towers—World Trade Center project, said an economic feasibility study has shown that the complex can be a success

and will provide a vitally needed headquarters for world trade in Southern California and the Southwest.

WEIDLEIN said that financing for the project has been provided by private capital and the entire amount for construction has already been committed.

The hotel, which will be called the "International Trader," will be joined to the office building by the trade concourse which will house offices for brokers, freight forwarders, retail sales, distributors, communications center, world trade club and other international trade offices.

We Salute You ... LONG BEACH on Your Diamond Jubilee!

**We are proud to be
established in such an
aggressive city.**

MORRY'S of NAPLES
Select LIQUORS, FOODS, WINES

Established Since 1938

Here's Our Team—



MORRY RABIN



HARVEY RABIN



DONNA RABIN



JIM MONTAGUE



SOL BERGER



BOB SMITH

5764 E. 2nd St.
NAPLES • LONG BEACH

"In the Heart of the Marina"

PROMPT FREE DELIVERY • GE 9-2255
• DINERS' CLUB • CARTE BLANCHE • BANKAMERICARD



We're in full bloom

YOU ARE INVITED to visit the most complete Home Furnishings store in this entire area. Aaron Schultz offers more departments and services than can be found elsewhere... and we prove this every day. Featuring Quality Furnishings Since 1924, Aaron Schultz believes in Selection; with more display area than any other establishment; Integrity, with an unblemished record for 40 years of fair dealing; Speedy, Efficient, Delivery, with the largest fleet of vehicles; Liberal Terms, planned to suit your individual needs; Courteous, Competent, Employees, we think the best anywhere.

ART GALLERY... fine paintings from Europe and the Americas, to add elegance to your home. This area's largest selection.

DRAPERY DEPARTMENT... dramatic backgrounds to give your home that decorator look. Bedspreads and custom Slip-covers complete this fine department.

CARPET DEPARTMENT... rolls and rolls plus hundreds of samples of the latest textures, weaves, and decorator colors of the nation's leading brands of quality floor coverings.

MODEL HOMES... two complete Model Homes constructed on our mezzanine to help you visualize the way Aaron Schultz can help you with your home decor.

DECORATOR STUDIO... a treasure house of ideas from our finest sources from all over the world, blended by a staff of talented, experienced Decorators.

CONTRACT DIVISION... the largest, oldest, most complete department in the entire area specializing in Office, Apartment, Motel/Hotel, Restaurant, and other Commercial Furnishings.

CLEARANCE CENTER... a separate store, located 8 blocks North of our Main Store, at 52nd and Atlantic, where every day is sale day. Floor Samples, Discontinued Lines, Model Home Returns, Odds & Ends, Trade-Ins at Savings to 50%.

HOSPITALITY ROOM... our new idea for casual, relaxed, conversation... where customer and decorator consultant can sit down and "talk it over". Courtesy coke 'n coffee, of course.

SERVICE-
INTEGRITY
SINCE 1924
Aaron Schultz
4321 Atlantic Ave., Long Beach • GARfield 7-5431
Open Monday and Friday 9-5 • TERMS OF COURSE

The Pioneers Set the City's Pattern

By MAYMIE R. KRYTHE

As we celebrate the 75th anniversary of the incorporation of our City of Long Beach, it's well to look back at those founders who came here during the two closing decades of the last century.

For these pioneers set the pattern for our development, through their civic and moral principles, and their church, school, and cultural activities. And these dedicated founders left a strong impression on this community.

We should actually go back to the year 1870 when William E. Willmore, a man of great vision, was walking from Wilmington to the small settlement of Anaheim. He stopped to rest at a spot about where Anaheim crosses Long Beach Boulevard. There he gazed over the great expanse of grassland to the Pacific beyond. At once he was struck by the beauty of this part of the coast; later, at a meeting, Mr. Willmore declared: "In my thoughts, at that moment, the town really was born."

IN 1880 he talked to the Bixbys of Rancho Los Cer-

ritos, told them of his plan for a colony here, and received an option on 4,000 acres of land. This was laid out in lots and acreages, and "Willmore City" was surveyed. Although the project was widely advertised, and some settlers came to the new resort, William Willmore's dream did not come true.

Perhaps he was ahead of his time. Most who knew him believed he was an idealistic planner, but not a practical businessman. Therefore, he had to turn the land back to the Bixbys. Then another company was formed; the Long Beach Land and Water Company, and the name of the settlement became Long Beach.

With the influx of more residents who wanted to make permanent homes here for themselves and families, it's interesting to note how civic-minded many were and what methods they adopted to attract summer tourists and also all-the-year-round fellow-citizens.

IN ORDER to get their



BIG DAY

It was a gala day in Long Beach when the brand new Pine Avenue pier was opened in 1893, replacing the structure at Magnolia Avenue, which was destroyed by waves. Palm-decorated wagon was one of those which participated in a parade along what is now Ocean Avenue to celebrate the event.

community "going" the leaders decided to incorporate Long Beach in 1888 as a sixth-class city. When this election was held, Jan. 30, 1888, only two of the 102

voting were against incorporation.

On March 2, 1888, the new city government was organized; there were five trustees. They met in the office of one of their members, George H. Bixby, oldest son of Jotham Bixby. This was in the Tower Building at the northeast corner of Pacific and Ocean. Their first official act was to pass an ordinance "prohibiting saloons, gambling houses, and other institutions dangerous to public health and safety."

These five men met twice each month and were very conscientious in attending to the needs of the new town, and in trying to promote its growth and development. Our first mayor, John Roberts, was a gentleman of high principle, and was said to have been "an energetic force in shaping the early history of our community."

WHILE these civic leaders were good boosters, they had assistance along this line in the persons of two editors of the first Long Beach newspaper, the Long Beach Journal, Amos Bixby and H. W. Bessac. They were completely "sold" on "Our Town" and praised it in such words: "Nature has bestowed upon the place a rich heritage, that can never be taken away. Here is found the finest beach on the coast. . . . There is an inexpressible charm in the combination of ocean, valley, and mountain views."

And another writer of the time declared:

"Nature has left little undone to make Long Beach the perfect seaside resort, and pleasant residence place. . . . It will be the fault of the people if any other seaside community gets the start of Long Beach."

TO TAKE CARE of the many summer visitors, some early residents built boarding houses, restaurants, and hotels, notably the Long Beach Hotel. This—the "pride and joy" of the community—was built at a cost of \$50,000. The day it burned to the ground—after four years, in 1888—was the saddest one the town had experienced.

Since many out-of-towners liked to camp during their vacations here, the Council saw to it that they had a special place on the beach. This was east of Locust Avenue and south of Ocean. A small fee was charged for space and the use of city water. A bath house was erected on the beach and a small pier for fishing was built.

By the end of the century Long Beach had several hotels where visitors could stay for 50 cents, 70 cents or \$1.00 per day; and you could get a good meal for "two bits" or one quarter.

DURING the "Gay Nineties" some undesirable characters came into the town; and this did not suit the early, rather strait-laced residents. Some religious leaders asserted:

"Only a short time ago, one could walk out to the

Pavilion, almost any time of the day or night, and see card-playing and a d. crap-shooting, and hear the vilest of language. The Pavilion was a resort for gambling and rowdies. . . ."

Some of the Methodists feared that if Long Beach became "a place of drinking, gambling and other immoral business" that it might lose the annual summer Camp Meetings that brought so many tourists to town.

Since the resort had such a long beautiful stretch of sandy beach, the founders knew what an attraction this would be for summer visitors. However, they had strict ideas about how bathing and swimming should be carried on along their strand, and issued this order:

"No objectionable or inappropriate bathing suits will be allowed under any circumstances, and all attempts to use such shall be promptly punished under the criminal laws of the state."

ALSO NO ONE could wear a bathing suit on the streets of Long Beach, unless it was covered by a long coat. So the women of those decades went wading in high-necked suits, with bloomers and long black stockings. Gradually the ankle-length bloomers were shortened. Soon after the turn of the century one young girl asked the Council for permission to wear a bathing suit "with short sleeves, low neck, bloomers to the knee, covered by a full skirt." Her request was granted, but she was ordered to wear a long robe to the water's edge. So the City officials tried hard to keep up the moral tone in those far-off days!

When the town was started, many built rather modest houses, but they took much pride in their appearance and in making the yards attractive with flowers and "velvety" lawns. In 1888 a reporter on the Long Beach Journal commented on some of these homes. In describing "Rose Cottage," the property of Professor Trowbridge, the high school principal, he wrote:

"The design of Rose Cottage makes a beautiful impression with verandas all around. In due time, these will be trellised by climbing roses. The occupants are building to an ideal. Mrs. Trowbridge regards the rose as the queen of all flowers, and for her the cottage takes its rosy destination. It is only 8 months old, yet has growing or entwined around it 30 varieties of roses. The cottage is on the corner of Second and Maine."

THIS WRITER also praised the Congregational minister for setting out eight evergreen trees, two umbrella trees and six peppers. He developed an attractive lawn, and had climbing vines and flowers, making the parsonage "one of the prettiest homes in Long Beach."

Many of our early pioneers were strictly "temperance"; and this liquor question became quite an issue. When originally founded by William E.

Willmore, the town was not to have any saloons. However, he did void the liquor sale ban on the lot at the northeast corner of Pine and Broadway—then Second Street. All other deeds, with the exception of two hotel sites, had clauses in them that forever prohibited the sale of intoxicants, with the penalty that the land would revert to the former owner.

In June, 1890, the Council voted against the establishment of a saloon; and soon some disgruntled interests forced a special election. On July 27, 1896, the community was reincorporated, and went under County rule. Then Dennis J. McCarthy opened a saloon; and when Long Beach—about a year and a half later—reincorporated, he was allowed to continue in business, but had to pay a yearly license fee of \$600.

FROM ITS very beginning Long Beach was a "church" town with a decidedly religious atmosphere. The Methodists began worshipping in homes, about 1884, and soon were

joined by members of other denominations, including Friends, Presbyterians, Baptists, and others.

In 1888 at the annual California Conference, Bishop Foss appointed the Rev. George W. Elder as minister for the "charge" of Long Beach. Soon afterwards "eleven or twelve persons" organized the First Methodist Church of Long Beach. According to one account:

"Worship was first held in a hotel parlor, then in an empty house lent by Brother M. H. La Feta, then in a tent, south of Dr. Williams' cottage on Cedar Avenue."

WHEN THE BLOCK between Long Beach Boulevard (then American Avenue) and Locust, Third and Fourth Streets, was donated by the Long Beach Land and Water Company, the Methodist Resort Association agreed to build "a wooden tabernacle, costing \$5,000, and to plant eucalyptus trees to shade the campers during religious services."

The Rev. Mr. Elder was in charge of construction,

and on April 12, 1885, he preached the first sermon in the chapel—then not completed as it had no doors, windows or seats. However, by 1886, about half of the main building—the tabernacle—was finished and the annual camp meetings were held there. The two buildings seated about 1,700, after the rest was completed in 1887. The Methodists worshipped there for several years.

The First Congregational Church was started by the Jotham Bixbys, in Cerritos Hall, at the southeast corner of Cedar Avenue and Third Street. They had asked the Rev. Andrew J. Wells to organize it, and on February 6, 1888, 28 persons met and formed this institution. The Long Beach Journal, February 17, 1888, gave this account of the affair:

"Mrs. Bixby, as is well known, built and furnished Cerritos Hall, entirely at her own expense, and though intending it to be used as occasion demanded for secular purposes, designed it

(Continued Page 11, Col. 1)



BELLFLOWER BLVD. AT STEARNS, LONG BEACH

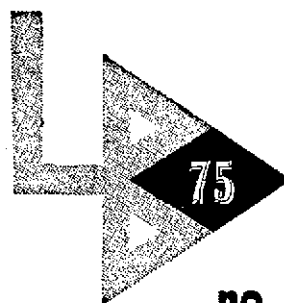
A Milestone in Long Beach's 75 Years of Progress

As a city grows, the needs of its population grows.

In 1956, Los Altos Shopping Center opened to satisfy the needs of Long Beach families who wanted the convenience and selection of merchandise that only a complete suburban shopping center can offer. Today, in seven short years, Los Altos has grown into the largest shopping center in Long Beach. We take this opportunity to thank the families in this area for their patronage and to salute Long Beach on the monumental growth and progress it has made in 75 years.



accelerated progress in the making



... Long Beach, after 75 years, has no ceiling on the future!

UNION DEVELOPMENT CO.
(DEVELOPERS OF THE DUTCH VILLAGE)
OVER 40 LEADING BUSINESSES TO BETTER SERVE THE AREA

Founded in 1895

...looks behind with pride and forward with enthusiasm to the progress of Long Beach and surrounding area.



WOODRUFF & SOUTH ST., LAKEWOOD

OPENED 1955 AND GROWING AND PROSPERING WITH THE AREA!

Business and Professional Space Available

ME 3-5143

THE YANKEE DONS

By HORTENSE HOFFMAN

At 4600 Virginia Road in the quiet, wooded Virginia Country Club district there is an ancient farmhouse. You may enter because it is now a public museum.

In the old house you can get a little feeling for a past so strange, so exciting, so different from anything we know that the imagination falters. It is the Hacienda del Rancho de Los Cerritos—the great house of the Little Hills Ranch.

Unfortunately for us, the gentry who lived in the great house were the kind who made history, rather than those who wrote it. The details about the first inhabitants are inadequate—and yet enough is known to get a picture of aristocracy whose lives were filled with warmth, gaiety, color and a measure of elegance. The house was built by Don Juan Temple, a Yankee Mexican, in 1844.

Temple and Able Stearns, Benjamin D. Wilson, Hugo Reid, Dr. William Keith, and many adventurers, arrived in Southern California before greater migration.

They had to become naturalized Mexican citizens and Roman Catholic in order to own land and to marry pretty native señoritas. They spoke fluent Spanish with a Yankee twang, or Scotch burr, and were called "Don." Mission property was being secularized and the flag of the Spanish lion was lowered and the Mexican eagle flag was raised, in the 1820's.

IN 1784, Pedro Fages, Spanish governor, had granted Los Nietos to his old soldier, Manuel Nieto, "to graze his cattle." The future unknown city of Long Beach was included. "Bounded on the north by the foothills and on the south by the ocean, 50 miles square, lying from the San Gabriel foothills to the Pacific, between the Santa Ana river and the San Gabriel river."

Don Manuel Nieto died in 1804 and part of his land, Rancho Los Alamitos (Little Cottonwoods), 29,000 acres, went to a son, Don Juan Jose, and another part, Rancho Los Cerritos (Little Hills), about the same size, to a married daughter, Dona Manuela Nieto de Cota, with 12 children, who lived in the old Cota adobe in 1833 and another was built in 1835.

ON DECEMBER 16, 1843, Temple paid each of her 12 heirs \$275.75 and \$25 for the ranch branding iron and the earmark. The deed conveyed "the farm of the Cerritos—which contains five leagues for neat cattle, a little more or less."

When California became the 31st state, there was much confusion and land titles had to be confirmed by the United States Board of Land Commissioners. Temple financed the \$3000 Ord Survey on which all titles are based. He received a transcript of confirmation copied in Spencerian longhand, rolled in a red morocco leather cover, tied with blue tape.

He built the Casa in 1844. Restored and remodeled, it is considered the finest restored ranch house in this state. Bricks used as ballast in sailing ships around the Horn laid the foundation and the paving across the 100-foot front. Hand-hewn redwood beams from Monterey forests still are in use. Sun-dried adobe bricks made on the grounds formed the walls, 2-to-4-foot thick, and frequently white-washed.

IN 1930, Llewellyn Bixby replaced the wooden New England roof installed by Jotham Bixby, who had hated the original tar that covered the flat wooden roofs. Sarah Bixby Smith in her "Adobe Days" told of picking up soft asphaltum in the summer and in the winter the 90-foot wings' tar roofs leaked like sieves.

John Temple reached Los Angeles in 1827 from Massachusetts after sailing around the Horn to the Sandwich Islands (Hawaii). He opened the first general store in the pueblo, with George Rice. They stored the cattle hides, each one



DON JUAN TEMPLE



RAFAELA TEMPLE

doubled lengthwise down the middle and dried stiff, worth \$2, and the 1000-lb. rawhide bags of tallow, which were brought in creaky carretas by mission Indians, from San Gabriel, to exchange for household commodities, farming tools, personal ornaments, and then traded the hides and tallow for ships' cargoes. Money was seldom used, horses and cattle being the medium of exchange for large sums, and hides or produce for small. The plaza was the center of one-story adobe, dark, mud-colored, with flat roofs which dripped tar, from the La Brea pits.

BY 1830, Temple had built his own adobe store, later of brick. In 1830, he married Raphael Cota in Santa Barbara, and was called "Don Juan." According to Thomas W. Temple II, in the His. Soc. of So. Calif., June, 1961, p. 222, "she was a second cousin of the husband of Dona Manuela Nieto de Cota." In 1859, he gave a \$40,000 courthouse with a town clock, and Temple Street, to the city of Los Angeles.

John Temple leased the Mint in Mexico City for 10 years, making government money on a commission basis. He is said to have refused a million dollars for this concession.

THE GREAT Drought of the 1860's caused ranch ruin and a man could walk miles on the backs of dead cattle. In 1866, he sold Rancho Los Cerritos for \$20,000 to Flint, Bixby and Company. "320,000," he sighed, "I spent much more on the garden."

He died soon after, May 30, 1866, in San Francisco, aged 70. His wife survived but a few years, living in Paris, where their only child married a Frenchman.

Nieto sold the Los Alamitos Rancho to Governor Jose Figueroa in 1834 for only \$500. The governor died in 1835 leaving many debts and his brother negotiated with Abel Stearns.

"I BOUGHT my Rancho Los Alamitos in 1842 for \$6,000, including 900 cattle, nearly 1000 sheep and 240 horses—6 square leagues of land, a small house, and a few other trifling articles worth some \$200."

In 1854, the United States Land Commission confirmed Stearns' title. In the '50s, inquisitive San Francisco lawyers questioned the validity of the sale, claiming Governor Figueroa had left legal heirs, three legitimate sons in Mexico. In 1856, Stearns commissioned Don Juan Temple in Mexico City to pay them \$10,000 for a clear title.

ABEL STEARNS was born in Lunenburg, Mass., Feb. 9, 1798. At 12, a penniless orphan, he went to sea. He advanced in the China and South American trade and worked in Mexico, becoming a naturalized citizen. In 1829, he established a store in Los Angeles and a warehouse in San Pedro, furnishing cargo for Yankee traders and serving as a mail depository for American vessels. On several occasions he was accused of smuggling.

Stearns' partner and intimate friend, Don Juan Bandini, was granted the large Rancho Jurupa, 7 square leagues, in San Bernardino County, after hostile Indians had left his ranch near San Diego a smoking ruin. Don Abel, a bachelor, was provided with rooms in the Bandini

brief and left the first history of the Gabriellano Indians.

Don Abel built their home, famous as a fabulous "El Palacio" in pueblo society, with Dona Arcadia the queenly hostess. Her name was given a street, a building block, a ship and a town. Although she was childless, Dona Maria Francisca Paula Arcadia Bandini de Stearns de Baker left many nieces and nephews. Great-granddaughters of her sister, Josepha Bandini de Carrillo live now in Long Beach, Carmelito Rodd and Stella Sabot. Dona Arcadia lived in Santa Monica for the last 17 years of her life, which ended Sept. 16, 1912.

Los Alamitos was the beginning of Abel Stearns' empire that reached over 200,000 acres. He mortgaged the Alamitos to Michael Reese of San Francisco for \$20,000 at 1½% interest in order to complete his two-story Arcadia brick building on Arcadia and Los Angeles streets.

DURING the Great Drought he lost at least 50,000 head of cattle and



LIVING HISTORY

Shaded by graceful trees and beautifully landscaped, Rancho Los Cerritos is today a living tribute paid by the city to the bygone days of the ranchos.

the rest of his property was attached by creditors. Delinquent taxes added to his debts and in 1865 Los Alamitos was foreclosed.

Alfred Robinson, an old friend, rescued him from ruin by organizing the Robinson Trust to sell Don Abel's fertile acres. He was given an eighth interest in

the Trust, \$1.50 per acre as fast as they were sold, and an advance of \$50,000 to pay his debts. But Don Abel constantly ignored the authority of the Trust although he was making one of the largest fortunes in California when he died.

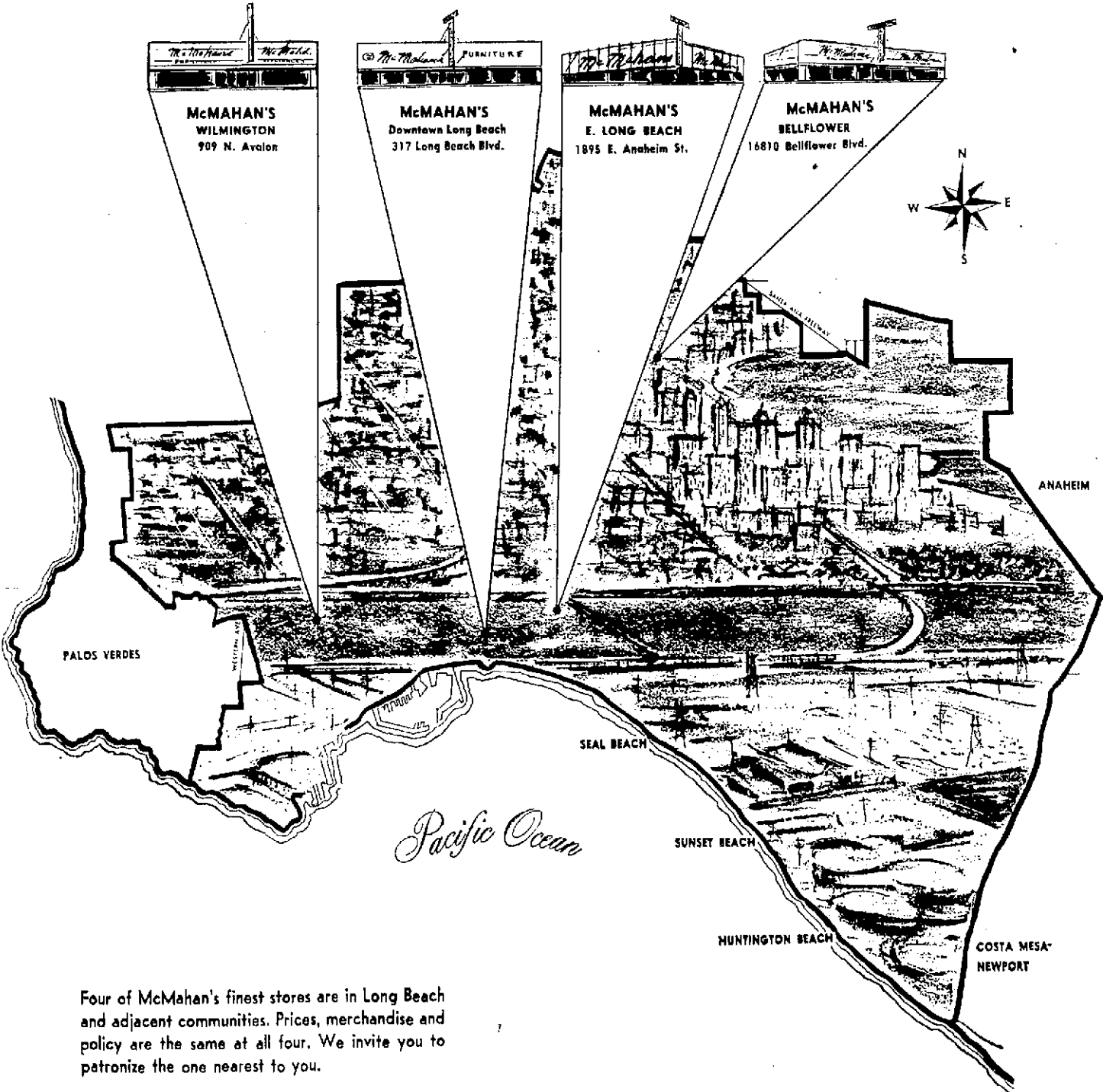
ON A RARE absence from El Palacio, at the

Grand Hotel in San Francisco, Aug. 23, 1871, aged 73, he suddenly died. He was brought to Los Angeles in October for burial. Few mourners could forget Dona Arcadia's shriek of horror when the ropes snapped on his 800-pound coffin, pitching it into the open grave.

Don Abel Stearns and Don Juan Temple were but two of many Yankees from the East who made fortunes on the rim of the Mexican frontier and lived to see the beginning of new development in California, which has become the largest state in all fifty.

McMahan's FURNITURE STORES SERVING CALIFORNIA FOR OVER 44 YEARS

Since 1919 McMahan's have been serving the people of California. From a small store started over 44 years ago, McMahan's have grown to be the largest group of independently owned furniture stores in the world. Over 120 stores now display nationally advertised, name brand furniture, carpet and appliances at budget prices. From the early beginning, McMahan's have carried their own accounts . . . No bank or finance company is ever involved and customers deal only with McMahan's from start to finish. The huge carload buying power means quality merchandise, at lower prices, and terms to fit any budget. McMahan's have merchandise buyers who are constantly searching the markets at New York, Chicago, Los Angeles, Seattle, San Francisco, High Point and Dallas for new items that will measure up to the rigid specifications required to guarantee satisfaction, quality and service . . . At McMahan's, a satisfied customer is our most important asset.



Four of McMahan's finest stores are in Long Beach and adjacent communities. Prices, merchandise and policy are the same at all four. We invite you to patronize the one nearest to you.

Hometown of Many Talented Authors

By ALICE FRANCES WRIGHT

Long Beach can boast no world famous author-residents at the moment unless, as James Hilton did for ten years, they live in seclusion, hidden away from the general public. Over the years, however, the city has developed a reputation as a writing community. It has a higher proportion of free lancers (non-staff writers) than any other section in the area, Hollywood, of course, excepted.

Some of them are real pros like Dolores Hitchens, who is ranked as one of the nation's top mystery writers with more than thirty psychological crime novels to her credit. *Sleep with Strangers* is the only one with a Long Beach setting. She writes under several pen names (D. B. Olsen, Doland Berkley, and Noel Burke) as well as her own.

The card catalogue at the Public Library has 120 listings under "Long Beach Authors" but there are hundreds of part-time enthusiasts who may never get a book published but who pursue writing as an avocation. They appear in magazines far and wide, a few hitting the big slicks but the majority happy to appear in the smaller publications.

THEY GATHER hundreds strong every spring at the three day Long Beach City College in co-operation with many other community groups. A total of approximately 1,660 interested readers as well as scribes, flocked to the fifth annual conference at the Hotel Lafayette May 11-13, and listened to and questioned such well-known personalities as Adela Rogers St. Johns and Carl Reiner. Big name writers Rod Serling, Ray Bradbury, Stirling Silliphant, Jesse Lasky, Jr., and Norman Corwin were among the

the more than 200 speakers, many of them editors, literary agents, illustrators, etc., who participated in the four preceding conferences with local representatives. The audiences always come away refreshed and with inspiration and dedication.

Creative writing classes in the General Adult Division continue each year crowded with eager amateurs as they have over the past 20 years, with registration averaging each semester approximately 250 to 300 adults. This interest in writing, both as craft and art, can easily be traced much farther back. The pen was always mighty in Long Beach history. No battles are recorded but there have been many campaigns with words as weapons.

Scattered in publications throughout the country, the propaganda of the very earliest of the city's promoters, forerunners of IBC, brought trainloads of immigrants to our beautiful beach land. The first such advertisement was Mr. Willmore's placed in over 100 newspapers and 35 magazines in 1881. The L.B. Breaker, local newspaper in 1891 continued the campaign. It attracted on one Sunday alone nine streetcar loads of visitors from Los Angeles. In *Adobe Days* Sarah Bixby Smith speaks of the "chorus of rapturous praise singers." They have poured out millions of words since, lauding the climate, natural resources and beautiful landscape. At the turn of the century, this was the favored beach in the area where surf bathing was said to be "superb."

IN THOSE early years Long Beach was often referred to as a cultural watering place and beach resort. Even as late as 1938, an item in *The Press-Telegram* written by Vera Kackley, now Vera Williams,

Southland's book review editor, referred to the city as "Literary Long Beach." The war years, population explosion, and industrial expansion following tended to obscure this atmosphere but the cultural boom now sweeping the nation was helped to restore the emphasis if not the title.

Outstanding among local authors for whom writing is vocation is former teacher Mayme Krythe, an expert on Long Beach history, who wrote *The Port Admiral: Phineas Banning, All About Christmas, and All About American Holidays*. She has a new book soon to appear. James Phelan, whose recent article on Los Angeles in the *Saturday Evening Post* stirred some interesting controversy, is a hard-working, universally respected freelance journalist, who has written hundreds of pieces for top mags. Tedd Thomey, Independent Press Telegram columnist, has published numerous paperback novels while pursuing a gourmet career in restaurant sampling and reporting.

A number of "hometown boys who have made good" as writers have moved away. Scott O'Dell, a Poly High grad, author of the award winning *The Blue Dolphin* and many other books with California historical backgrounds, now lives in Julian. The late Clifford Knight was a Long Beach resident in 1937 when he wrote *The Affair of the Heavenly Voice*, the first of a long series of popular mystery stories. Skip Fickling, member of a well known Long Beach family now in Laguna, has produced several successful paperbacks, one centered on "Miss Universe," and has also cracked the TV barrier. World authority on meteors, Dr. Fred Lawrence Whipple, whose

parents still live here, co-authored *Conquest of the Moon* with Willie Ley and Werhner von Braun. Ruth Forbes Sherry, local poet who has won a large number of national and international awards, is now a San Juan Capistrano resident. Cynthia Pearl Moss, who wrote *The World's Great Madonnas and Christ in the Fine Arts*, now lives in Los Angeles.

SEVERAL FAMOUS authors lived here for brief periods, the longest being the ten years spent here by the creator of Mr. Chips, James Hilton. His presence here was for the most part unknown until his death in 1954. Discovered at the beginning of his several weeks final illness in Seaside Hospital, he explained, "I can't get the feel of America in Hollywood. That's why I like to work here." Upton Sinclair wrote *Boston*, his Sacco-Venzetti story here. Louis Adamic began *Laughing in the Jungle* while working as a stevedore at the harbor docks. John Fantini (*Bandini* and *Dago Red*) went to school here in the 30s and Capt. John Bulkley (*They Were Expendable*) put in a tour of duty on Terminal Island as Chief of Staff to the Commander of Cruiser Destroyer Div. 5. John D. Craig wrote his Literary Guild selection *Danger Is My Business* here and Bill Bowers, well known movie scripter, worked for a time as a reporter on the local paper while writing *Where Do We Go from Here?*

Most newspaper men seem to dream about fiction writing and perhaps the great American novel is kicking about in one of our city room desks. Even a staff artist, Clyde Winslow, has found time to write a number of short stories for juveniles, while many of his co-workers

dash off a non-fiction magazine piece now and then. Some, like Ted Krec, have moved from, reporting through free lancing to the Public Relations field.

A NUMBER of local teachers have put themselves through the grind of after-school writing. Marguerite Kennedy, now an instructor at Southwestern Military Academy, wrote the popular *My Home on the Range* while teaching a class of Los Angeles sixth graders. John Gartner wrote the teen-age best seller *Rock Taylor, Football Coach* followed by *Songs of Mercury* and *Cager's Challenge*, while teaching journalism at Wilson High prior to his stint as faculty adviser to Long Beach City College's

Viking. Since his retirement he has been presiding over a column in *Westways*. The late Gerald Lagard (*The Scarlet Cockerell* and *Leaps the Live Thunder*) was a tough but inspiring taskmaster for hundreds of would-be scribes in classes in writing techniques in adult centers.

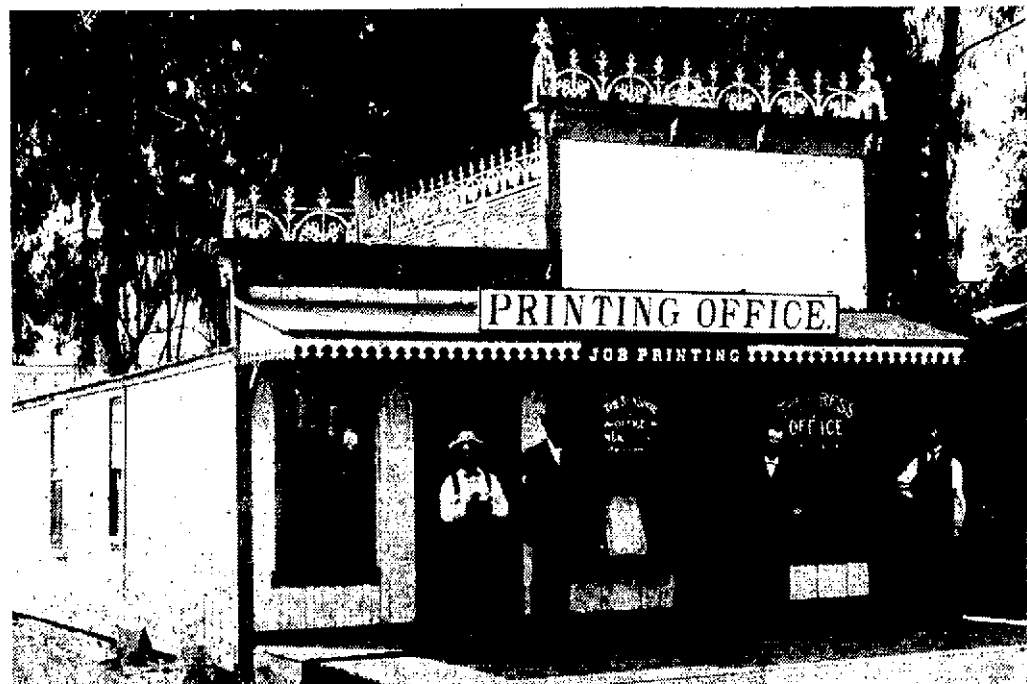
Housewives, like Lillian Dean who wrote *This Is Our Land*, an account of her travels, make up the bulk of local part-time authors. Some of them belong to The California Writers Guild and/or the National League of American penwomen. Many are members of the Long Beach Writers' Club (president, Betty Hardesty, whose by-line appears often in *Southland*). The local chapter of

the Chaparral poets is presided over by Lyra Lu-Vaile, whose name has recently been proposed to the legislature for Poet Laureate and Jean Cross Hanson guides another group dedicated to versification. Ebell Club of Long Beach has an active Creative Writing section under chairman Ruth Clute.

THE MOST popular types of writing both now and over the 75 years of the city's history seems to be in non-fiction: how-to and religious or philosophical articles. Lorena Fleissig has garnered more than \$500 during the past year through how-to sales on craft projects to such top magazines as *McCall's* and *Better Homes and Gardens*.

Books of personal recollections have been popular over the years. One of the most charming is *Adobe Days* by Sarah Bixby Smith, published first in 1925 and in several succeeding editions. Daughter of Llewellyn Bixby, she spent much of her glorious, carefree childhood at Rancho Los Cerritos (Little Hills) and Rancho Los Alamitos (Little Cottonwoods) which comprised most of present day Long Beach. She tells of her little girl sadness when her "own private, wonderful beach" was sold and renamed, *The History of Long Beach*, compiled by Walter H. Case, published in 1935, and *Long Beach from Sand to City* by Hortense Hoff-

(Continued Page 14, Col. 1)

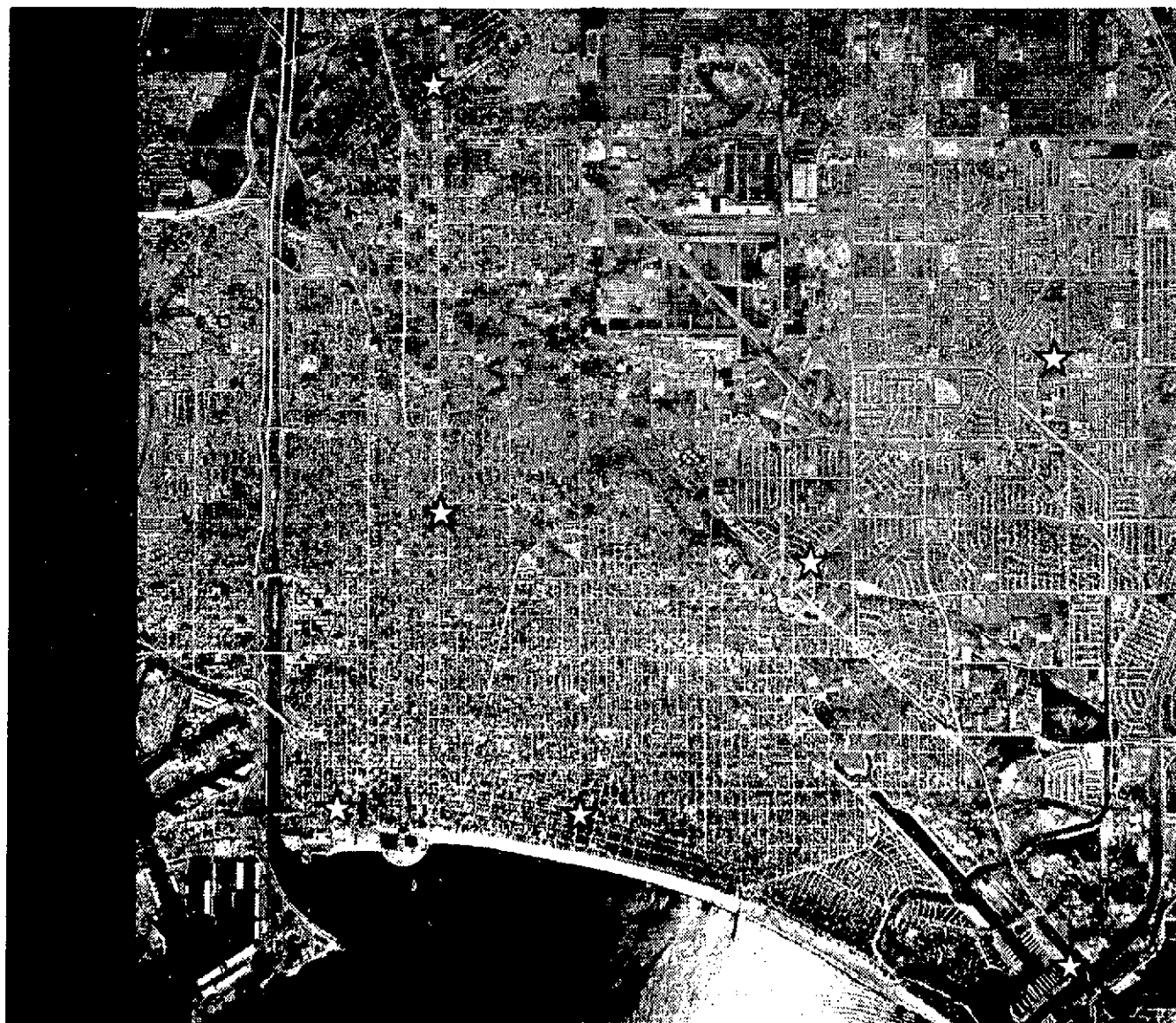


SMALL BEGINNINGS

The entire staff of the Long Beach Press posed outside the office at 116 E. First St. shortly after the first issue was published on Sept. 17, 1897. The Press wasn't the first paper in Long Beach, but its name survives today.

so much is possible with Security Bank as your financial partner

We were the first bank here in 1896 and are now serving the growing Long Beach area through seven convenient branches



Long Beach Office
102 Pine Avenue

Bixby Knolls Branch
4436 Atlantic Avenue

Fourth & Cherry Branch
2017 E. Fourth Street

Hill & Atlantic Branch
2128 Atlantic Avenue

East Long Beach Branch
4616 Los Coyotes Blvd.

Lakewood Plaza Branch
6351 E. Spring Street

Long Beach Marina Branch
5850 E. Naples Plaza

SECURITY FIRST
NATIONAL BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

The Pioneers Set the City's Pattern

(Continued from Page 8)

chiefly to supply another place of worship. . . . Seldom has a church been established under more favorable auspices. At no time has it received aid from any missionary society. The Hall has been filled every Sunday. The church, thus organized, although feeble in numbers, will now live, and blending with the history of the growing town, help to shape its character."

THE JOURNAL of April 27, 1888, carried this announcement:

"The Rev. R. M. Webster, the incoming pastor of the Congregational Church, will lecture at the Tabernacle next Sunday evening, under the auspices of the W.C.T.U. We hope the Tabernacle will be filled to hear a fine lecture in a good cause. The musical program will be rendered by the combined Methodist and Congregational Choirs, and will doubtless be a great attraction."

During the summer of 1888 the Congregationalists built a parsonage, south of Cerritos Hall, on Cedar Avenue, and for some time the two structures were the sole ones in the entire block.

By 1888 the Presbyterians were holding services in our community; they met in the north room of the schoolhouse at the corner of Pine and Sixth, with the Rev. Mr. Colmery, as pastor. This same year the Friends, or Quakers, were meeting, as reported by the Long Beach Journal:

"The Quaker meeting at Cerritos Hall was well attended last Sunday. Mrs. Brown preaches there again next Sunday afternoon, at half past three."

SINCE DANCING was frowned upon by most of the God-fearing pioneers of "Our Town," the churches put on varied kinds of entertainment. One was given by V. E. Bennett, a retired missionary who had spent years in India; he showed "clear and distinct" pic-

tures of that far-off land; also "The hymn, 'Rock of Ages,' illustrated by changing views was very effective."

Once the Congregational Church had "a progressive conversation" party at the new parsonage. Taffy pulls often furnished fun for the younger generation, while some older groups met and studied certain recommended books. "Basket Socials," were popular; at these each lady brought food for herself and an unknown partner. At such gatherings the men would bid for the decorated baskets.

AFTER THE completion of the Presbyterian Church at 125 E. First St., in 1888, members held a "shingle" party, with games and varied "youthful gailies," and "the refreshments were served on nice new shingles."

As nowadays, church bazaars were a customary way of making money for church activities. In December, 1888, for instance, the Methodist ladies held a bazaar at which they cleared the sum of \$85. There were Christmas gifts for sale, along with foods. Everyone had a good time together; also there was instrumental music; and Nina Cuthbert entertained with her popular readings.

Therefore, these early church-going people of Long Beach set a pattern for later generations. And they not only went to church services in the winter months; but during the summer, the Long Beach camp meetings were well attended by local citizens and many outside visitors. Some camped on the beach or in tents under the eucalypti at the Tabernacle.

LAFAYETTE Saunders, who owned a ranch out on Atlantic, thought it was too far for his children to walk to Central School; so he donated land at Burnett and Atlantic for the first Burnett School. So these were the beginnings of our local system, long recognized as

one of the best in the entire nation.

Besides their interest in educational matters, early Long Beach women helped set other cultural patterns. Mrs. Charles T. Healey was especially interested in beautifying the town with trees. (Her husband, Captain Healey, laid out Willmore City; Mrs. Healey was the first woman to "keep house" here, under primitive conditions—with lack of water, sand storms, scorpions, etc. They lived in a tent, on the bluff where the Heartwell Building stands.)

Later, in front of their home on Ocean—between Long Beach and Locust—Mrs. Healey planted three palms—the first in town. Also on their lot they grew several eucalypti, and various other plants.

MRS. W. W. LOWE of "Tent School" fame helped promote several women's organizations, including the Ebells, founded in 1896 (Mrs. Dillon was the second president), the Lady Maccabees, the Women's City Club, and the Order of Eastern Star. At the Lowe home on the corner of Ocean and Pine (they paid only \$400 for that lot!) Mrs. Lowe grew many flowers. In 1888 when Long Beach women had a

booth at the Los Angeles Flower Festival, she supplied 1,000 calla lilies, and 400 carnations, all raised within a few hundred feet of the breakers."

A GUIDE BOOK (1888) stated of Long Beach:

"The social life is of a kind that delights most people of refined tastes. There is nothing loud; much of it is esthetic . . ."

The people here enjoyed surf bathing, walking or riding along the beach, or sitting in Pacific Park, now Lincoln. An old resident, Frank Cook, says his father plowed the five acres; then he and other boys under supervision planted trees, shrubs, and flowers.

Tennis was popular with young people, and one of the Williams boys had 50 guests at his birthday party at their tennis court on Cedar. After varied games, "collation of ice cream and cake was served at 10 p.m."

OFTEN there were horseback rides to Rancho Los Cerritos, or boat trips on San Pedro Bay on moonlight nights. In 1888 a tallyho reached town and this was used to convey people on various excursions and picnics. At times there were trips to Catalina. These pio-

neers used their ingenuity, made their own entertainment as the commercial type was lacking.

Now, at our 75th anniversary, it's fitting to note the qualities of the pioneers who set the pattern for our unprecedented growth. Back in 1928, Mrs. Charles T. Healey summed up the characteristics of her contemporaries, as she paid them this distinctive tribute:

"Often as I look back on the first struggling days of hardships here, the time seems almost like a dream. Tents, cabins, and other rude dwellings here have given way to towering structures of steel and concrete; a forest of oil shafts rises from the old grazing lands; wandering roads are now busy thoroughfares, and where sheep meadows stretched are crowded city streets, apartment houses, churches of all creeds, and costly hotels.

"With a heart full of gratitude and treasured personal recollections, I am ever minded of the traits of fearlessness, cheerful optimism, in the face of reverses, and determined perseverance which characterized the pioneers, who blazed the path for this great city of Long Beach."

no
tipping

Taking a tip is fine—for a waiter. For an investor, it can be dangerous.

To investors who make decisions based on tips or rumors or hunches, we extend our wishes for the best of luck. They are apt to need it.

But to investors who believe, as we do, that sound investing is an orderly and reasoned process, based not on wishful thinking, but on judgment and purpose and facts—we extend something infinitely more practical. Our services.

Those services include everything you need, from information to implementation, to formulate an intelligent investment program and carry it through. We'd be glad to put them to work for you.

DEAN WITTER & Co.

Members
New York Stock Exchange • Pacific Coast Stock Exchange

201 East Broadway, Long Beach

Telephone HE 7-0911

50 OFFICES SERVING INVESTORS

LONG BEACH'S OUTSTANDING FURNITURE STORE

Davis

**SERVING LONG BEACH
FOR NEARLY
HALF A CENTURY**

49

CONSECUTIVE YEARS OF
QUALITY, INTEGRITY
AND SERVICE

Many historical moments have taken place since Davis opened their store in Long Beach 49 years ago. Mankind has seen depressions, floods, earthquakes, wars, good times, hard times and other unusual events, yet Davis has survived them all and have grown progressively with the most exciting city in the Southland.

Davis has always carried quality merchandise, because we feel that in quality lies the consumers' best value. Poor merchandise is no bargain at any price. Davis features the great names in home furnishings . . . names like Henredon, Drexel, Marge Carson, Heritage, Tomlinson, Baker, Weiman, and Simmons to mention only a few. If you're planning to redecorate your home, or just want to browse thru our store, we welcome you at Davis.

ESTABLISHED IN
1914

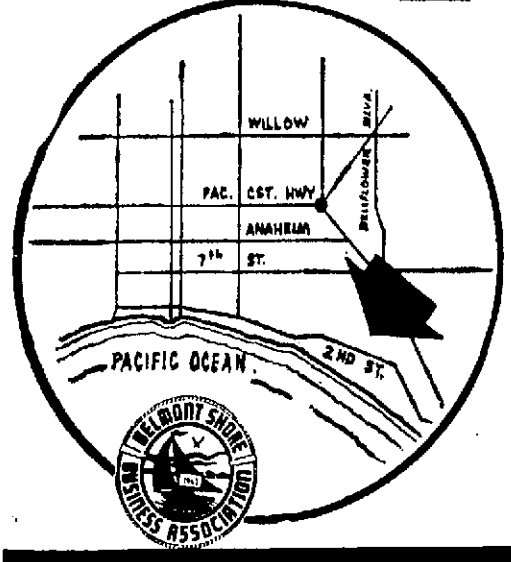
Davis

FURNITURE

1975 LONG BEACH BLVD., LONG BEACH

TERMS • PARKING • DECORATING

**BELMONT
SHORE**



YES . . .

We're proud to be part of this
grand 75-Year-Old City.

but we're

**STILL
YOUNG
AT HEART**

in the most
exciting place to
shop in Long Beach

Journey's End

"Enjoy! Enjoy! Enjoy!" cried the breakers of the blue Pacific to the Puritans standing on the strand.

The hearts of the Puritans were troubled. Never in their long journey from Plymouth Rock had land and sea and weather commanded them to enjoy themselves. Across the centuries and across the savage continent they had known nothing but struggle. Life was hard, and only in the next world could one hope for peace and happiness. Pleasure was an enemy that could soften and corrupt body and soul.

But here on the long beach pleasure was inevitable, a part of the air they breathed.

★ ★ ★
THE PURITANS had made many adjustments to their environments in their long westerling journey. In early Long Beach they faced the final adjustment of maintaining their principles in a land of pleasure.

They founded a pleasure resort ruled by the rigid customs and strict morals of Midwestern Protestantism. A seeming contradiction in terms—but it worked.

Few young people today have any understanding of the kind of Christians who conquered the wilderness in such states as Kansas and Iowa.

★ ★ ★
THEY WERE A GRIM LOT. Every action was a moral issue, and right conduct could be determined only by the strictest interpretation of Holy Writ. In general — there were exceptions — the churches ruled that drinking, dancing and card playing were evil. Smoking was frowned upon. All frivolities of dress were condemned. Any degree of nudity was an outrage, and the Puritans frolicked in the surf fully clothed and wearing hats and shoes.

The allowable pleasures included church attendance, "sociables," picnics, sports events and celebrations. Such days as the Glorious Fourth were stressed. And they enjoyed dinners. Most of the people then tended to be portly.

Above all, the Puritans believed in work. Just to survive on the plains of Kansas meant incessant struggle. To achieve required heroic effort.

★ ★ ★
THESE FRONTIERSMEN believed in progress. Starting always with nothing but the land, they envisioned beautiful towns and immediately set to work to build them. Their first public buildings were always the church and the school.

From the beginning, the Puritans have been earnest believers in education. Protestantism is based upon the individual's right to interpret the Bible. To understand the Bible requires more than literacy. It requires learning.

And so they built churches and schools — the best within their power. Their town was devoted to pleasure — it had no other reason for being — but pleasure was required to accept the disciplines of Midwestern Protestantism.

★ ★ ★
LONG BEACH has changed beyond their wildest dreams. It is industrial, urban, international — and a part of an enormous metropolitan complex. But churches and schools are the very heart of the Long Beach way of life. The principles of the founders, softened and modified by history, still prevail in their essentials.

Long Beach remains, as it began, a fun town. The sea still calls us to enjoyment. But pleasure is still disciplined by the Puritan virtues of good conduct, achievement and learning.

The founders built better than they knew.

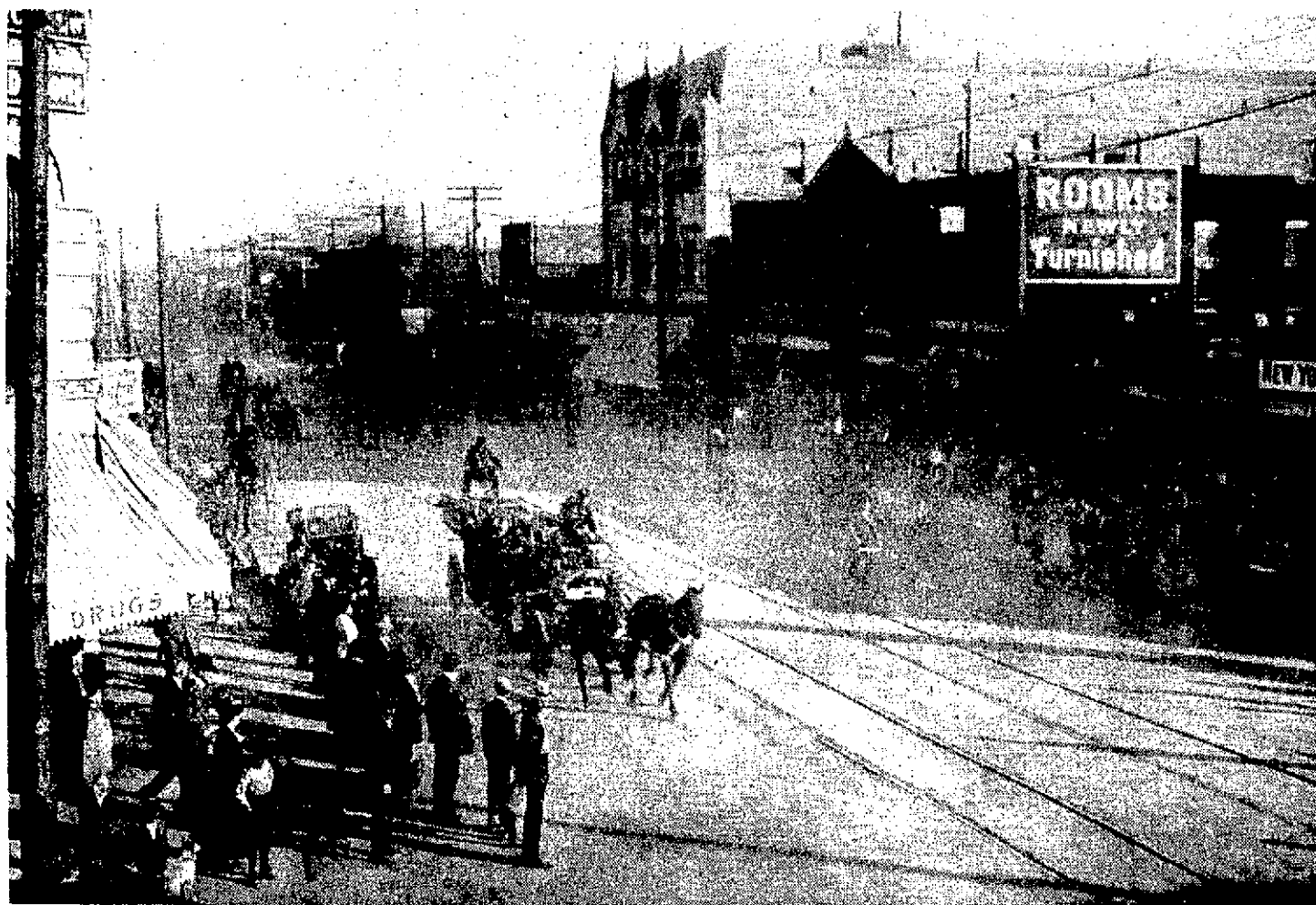
—MARK CLUTTER



BASKING in the sunshine, Long Beach residents could survey the town's main drag with a certain amount of pride in 1886 (top), and brag about the broad cement walk that graced one side of the street. In 1900, the buildings were taller, and there were more of them, but the street's atmosphere was still placid. By 1910, though, Pine Avenue was well on its way to becoming a metropolitan thoroughfare, with occasional metropolitan thrills like that of the racing horse-drawn fire truck below to excite the crowds of shoppers. Tall building in background is the Masonic Temple, which is still standing today between Third and Broadway.



Courtesy of Long Beach Public Library



Courtesy of Long Beach Fire Dept.

Happiness Game Cheered Prairie-Schooner Kids

By HELEN GILLUM

As covered wagons creaked their weary way westward, all was not Indian attacks, buffalo stampedes, and scorching desert heat! True, these dangers did exist, and many more which all too frequently were part of the long hazardous journey, as lonely graves and abandoned wagons testified. But there were other moments that lightened the tired travelers' hearts, when they paused at day's end to refresh themselves and tend their animals.

Around the nightly campfires (if a cloudburst or sandstorm were not raging at the time), they tried to recapture with music, dancing and reminiscing the happiness and peace of their earlier lives. For, although these folks were indeed seeking new opportunities in a new land, the old home ties were still poignantly alive.

Precious books and games, carefully stashed away amid rolls of bedding and sacks of flour, were other forms of amusement among the younger folks. "The Mansion of Happiness," an old "board" game, was one answer to this need for entertainment among teen-agers en route to California. An 1890 reprint of the original 1843 edition of this game is now on exhibit at Rancho Los Cerritos, Long Beach's Historical Museum at 4600 Virginia Road. It is believed to be one of only two copies in existence in this country. How it came to the Rancho and other pertinent facts about the game comprise

an interesting story.

HARRIET Sherrill Ward, the great, great aunt of Dr. Ward DeWitt of Long Beach, is remembered for her faithful day-by-day account of the Ward family's trek across the plains from Wisconsin to Indian Valley, California, in 1853. It was while editing this journal and preparing "Prairie Schooner Lady" for publication several years ago that Dr. and Mrs. DeWitt became intrigued with mention of what seemed to have been a very popular pastime.

For instance, one sentence in Mrs. Ward's journal stated, in part, that "... the girls ... on the bank of the river ... while away the hours with 'The Mansion of Happiness.'" Another excerpt, "... (they) with Frank (Frances Ward) amused themselves with 'The Mansion of Happiness' ... and still another, "... from their merry laugh ... were enjoying it very much ...", added to the mystery for the DeWitts. Just what was "The Mansion of Happiness?"

The DeWitts wondered if Parker Brothers, Inc., game manufacturers of Salem, Mass., could help solve the puzzle. Upon their writing to this organization, they were pleased to receive not only a friendly, informative letter from this firm—but an offer to lend one of their two copies for exhibit at Rancho Los Cerritos.

IN THIS LETTER, the game company declared

that "We prefer to have 'The Mansion' on exhibit for people to see and enjoy, rather than collecting dust on our archive shelves."

According to information supplied by the Parker game company, "The Mansion of Happiness" was issued by W. & S. B. Ives Company in 1843. It is often referred to as the "grandfather of all board games" because it was the first such game issued in America. It is also historically significant because it is one of the first examples of assembly line or "beltline" production in the United States.

The old-fashioned game resembles the "India" and parchesi games of more recent vintage, except that it has a strong moralistic overtone. (The sub-title states that it is "An Instructive and Moral Entertaining Amusement.") An interesting sidelight here is that it was considered "too sanctimonious" by some folks, even in those days.

THE MOVES of the players are determined by the spinning of a small pasteboard top or "trotum." Virtues and vices of all kinds are vividly portrayed on many of the 67 spaces on the 18-by-14 inch board. The players must achieve or conquer these stations on their travels to the "Mansion of Happiness" in the center, which is appropriately portrayed with garlands of flowers, angelic-looking maidens, a classic pavilion and other aesthetic objects. Whoever arrives there first, of course, wins the game.

Quaintly illustrated on the board are such virtues

as Truth, Temperance, Justice, Honesty, Generosity, Sincerity, Chastity and Piety. Other stations not so virtuous are Immodesty, Idleness, Passion, Cruelty,

Sabbath Breaker, Road to Folly, and Ruin. Fittingly gruesome pictures illustrate what can happen to the transgressor in this world. A pillory, a whipping post,

a stone prison, a one-legged man representing poverty, and a drunk draped about a lamppost are sharp warnings to young and old to be good!

CITY OF LONG BEACH

Incorporated March 2, 1888

started with

Three Paid City Employees:

City Marshall & Ex-Officio Tax Collector

City Clerk

City Attorney

On August 31, 1963 the City

Had grown to

4172 PAID EMPLOYEES

As long as there has been a City, there have been City Employees. We grow with the City and form its backbone. Without City Employees, the City would have failed to prosper.

Long Beach City Employees are also proud to celebrate their 75th Anniversary.

Effectively representing the interests and views of most of the City Employees, the Long Beach City Employees' Association will continue to be a partner in the prosperity and growth of the City of tomorrow.

Harry A. Loun
Harry A. Loun
President

Henry Schuttz
Henry Schuttz
General Manager

Hody's

Southern California's Leading Restaurants



- DINING ROOM
- COFFEE SHOP
- COCKTAIL LOUNGE
- TAKE-HOME FOODS
- SELF-SERVICE



HODY'S LA BREA
3551 South La Brea Avenue
Los Angeles

HODY'S SEPULVEDA
15265 Ventura Boulevard
Sherman Oaks

HODY'S HOLLYWOOD-VINE
6301 Hollywood Boulevard
Hollywood

HODY'S PANORAMA
8300 Van Nuys Boulevard
Panorama City

HODY'S LANKERSHIM
4006 Lankershim Boulevard
North Hollywood

HODY'S LAKEWOOD
5742 Lakewood Boulevard
Lakewood

HODY'S LOS ALTOS
5190 Pacific Coast Highway
Long Beach

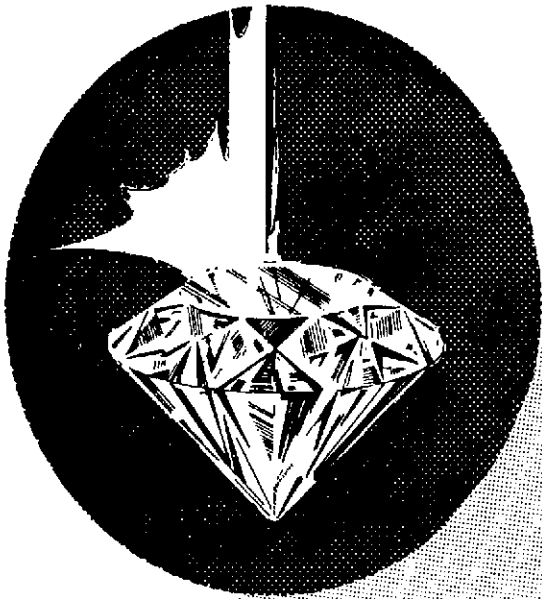
SELF-SERVICE RESTAURANTS
TAKE HOME FOOD
1601 So. La Brea Ave.
1st Redao Road
Los Angeles
Panorama City
Roscoe & Van Nuys Blvds.
Panorama Shopping Center

A Famous Name

IN FINE JEWELRY

FOR SEVENTY-FOUR YEARS

With pardonable pride we suggest that there are very few retail establishments in America today, still under one-family ownership, who can make this statement. The precepts of integrity and quality upon which this institution was founded by C. C. Lewis in 1889 are still guiding principles in the conduct of our business. That is the reason so many of our customers comment, "if it came from C. C. Lewis' we know it is good."



HAROLD J. (HAL) LEWIS, President

C. C. Lewis

LONG BEACH'S OLDEST JEWELERS

333 PINE AVE.

HE 5-6335

DIAMONDS

Traub "Orange Blossom" engagement and wedding rings.
Lazare Kaplan "Oval Elegance" engagement and wedding rings.
C. C. Lewis' select quality diamond rings renowned for fine color, brilliance, and clarity combined with America's finest ring mountings.

WATCHES

*Patek Philippe, "World's Foremost Watch"
*Rolex Oyster Perpetual
*Omega
*Movado
Accutron
Bulova
Caravelle
Vulcain Cricket
*Exclusively at C. C. Lewis' in Long Beach

C. C. Lewis' original custom designs in platinum, gold or silver
Oscar Heyman exclusive platinum diamond and gem stone jewelry
Artcarved wedding rings
Eisenberg Ice

OUR JEWELRY HALL OF FAME

JEWELRY

Jabel ring mountings and diamond jewelry
"Add-a-pearl"
Oriental pearl necklaces
Oriental cultured pearls
Majorica simulated pearls
Krementz 14K gold
Krementz gold overlay
Forstner jewelry
Suberi 14K antique reproductions
Speidel watch bands
Forstner Komfit watch bands
Howard Farley men's jewelry
Jones and Woodland gem stone rings
Dolan and Bullock men's jewelry

STERLING SILVER

Georg Jensen
Kirk
Towle
Stieff
Tuttle
Wallace
Angelus
Cyma
Elgin
Junghans
Gorham
Reed & Barton
Lunt
International
Heirloom
Whiting
Lawson
Mauthe
Seth Thomas
Westclox

CLOCKS

CHINA

Lenox
Oxford bone china

CRYSTAL

Waterford Irish crystal
Hawkes
Corcoran

LEATHER GOODS

Meeker
Swank

GIFTWARE

Parker pens and desk sets
Cross pens and pencils
Kreiser-Colibri lighters
Zippo lighters
Ronson "Vavafame" lighters
Evans lighter sets
Lenox China giftware
Waterford crystal
Mele jewel boxes
Airguide barometers
Bausch & Lomb binoculars

Long Beach's Own 'First Family'

YANKEE WAYS and California opportunity formed the dynamic combination which made Bixby a name to conjure with in the late 19th Century. At right, Llewellyn Bixby, who bought the 27,000-acre Rancho Los Cerritos for \$20,000 in partnership with Thomas Flint in 1866, is shown standing in front of the Alamitos Land Co. office on Pine Avenue the day before his death in December, 1896. It was on Bixby land that the new city of Long Beach was begun in 1882 and incorporated in 1888.



JOTHAM Bixby, brother of Llewellyn, and his wife, Margaret, bought a half interest in the rancho in 1869. They and members of their family and staff posed for the picture below when they occupied the old adobe ranch house, built by Don Juan Temple, which is today a city historical museum.



Courtesy of Long Beach Public Library

Authors

(Continued From Page 10)
man, both shed valuable light on the scenes of yesteryears.

Writing on religious subjects was a natural for this city which even in the early Willmore plan set aside a site for a camp meeting. In *Adobe Days* there's a description of the Santa Fe "dummie" train, known as G.O.P. (Get Out and Push) which the author says "ran from the main junction near Wilmington to the little camp-meeting settlement on the bluff, Long Beach." In 1919 The Rev. Henry Kendall Booth was responsible for one of the first books actually printed in the city, "Congregational Church Sermons and Outline Study, Published by the Men's Bible Class. A prolific writer, he produced many pamphlets and four books during the early 20s.

Today the local free-lancers are following in his footsteps, though not so didactically, writing philosophical and devotional articles for the many national church and juvenile markets. The pay is small, sometimes non-existent, but the satisfaction great.

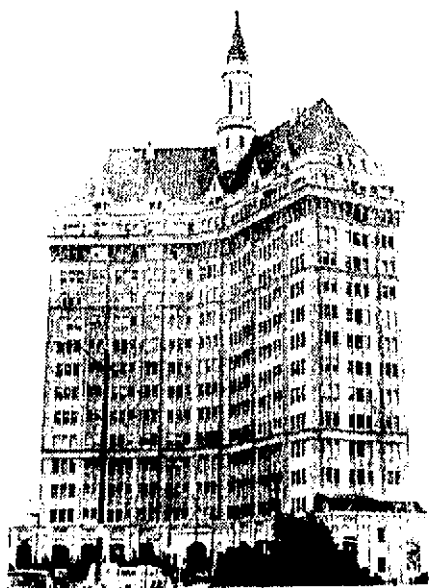
First Masons

The city's first Masonic group, Long Beach Lodge 27 F. & A. M., was organized in 1896.

OUR 75 YEARS OF PROGRESS

Is small compared with what lies ahead

Visit Our Offices
For a Glimpse of
the Immediate
Future



CLIVE GRAHAM COMPANY

Realtors
800 East Ocean Boulevard
Long Beach, California
"The International City"



WE TOO ARE PROUD!

IT TOOK 42 YEARS of Honest Dealings and Quality Workmanship to EARN the slogan "THE BRAND NAME IN APARTMENT DWELLINGS"

BEN F. MARRON CO.



BEN F. MARRON CO. 1525 E. WARDLOW LONG BEACH

TWO OF THE FINEST COMMUNITIES ANYWHERE . . . AND BOTH RIGHT IN THE LONG BEACH AREA

*We are proud
to be part of the progress that is
LONG BEACH*



on Spring Street east of Studebaker



*Dramatically Different . . .
Something to See*

An Exclusive Walled City—within the City of Long Beach

ONE-STORY, SPLIT-LEVEL, TRI-LEVEL

and

TWO-STORY LUXURY RESIDENCES

3, 4 and 5 Bedrooms • Family Room • 2 and 3 Baths

— Custom-effect homes in a moderate price range
Excellent Conventional Financing
Near major play areas of Southern California —
next door to Long Beach's new El Dorado Park

ALL UTILITIES UNDERGROUND

- No unsightly poles • Genuine Lath and Plaster walls and ceilings •
- Frigidaire built-in range and double oven •
- Modern-Aire hood and exhaust fan • Automatic dishwasher •
- Marble topped pullman lavatories •
- Fireplaces of dramatic brick or exotic stone •

Architects—DAVID FREEDMAN, A.I.A.

JAMES R. WILDE, A.I.A.

Color coordinated by C. TONY PEREIRA

*. . . and
proudly we salute the city of
LONG BEACH*



in Beautiful Garden Grove



Just 3 miles from Long Beach

—near Long Beach State College and close to the marinas

Spacious 1-STORY HOMES

3 and 4 Bedrooms • Dining Room • Family Room • 2 Baths

Stately 2-STORY HOMES

5 Bedrooms—huge master bedroom has its own Fireplace!

Genuine LATH & PLASTER walls and ceilings • Natural ash cabinets with ceramic tile top and splash • Pioneer gas forced air heating with summer cooling switch • Italian mosaic tile in showers and over tubs • Decorative stone or used brick fireplaces, gas log lighters • O'Keefe & Merritt built-in gas oven and range • Modern-Aire hood, light and fan.

VETERANS NOTHING DOWN

(except costs and impounds)

NON-VETERANS

Lowest FHA Down

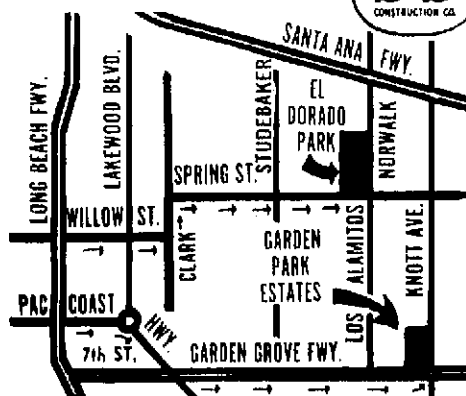
30 and 35-Year FHA financing available

Excellent Conventional Financing Terms . . . Cal-Vet Approved

PRICES FROM \$18,975 to \$25,950

Come see the beauty of these QUALITY BUILT

HOMES by



1888-1963

a diamond jubilee
salute to Long Beach
a jewel on the shores
of the Pacific . . .
the place to live, to work,
to play, to prosper!

Summi
SINCE 1904

proud to be a working part, in this ever forward-thinking community

The Long Beach Press

Founded in 1888—Oldest Established Newspaper in City
LONG BEACH, CALIFORNIA, THURSDAY, JUNE 21, 1921.

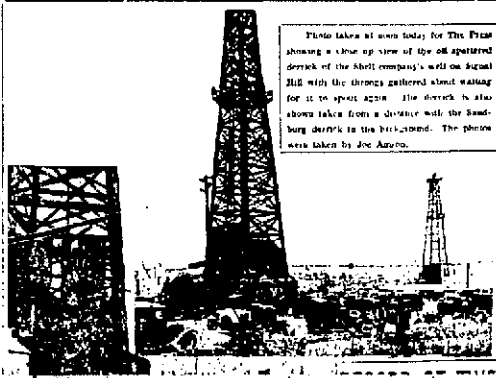
OIL SPOUTS BIG OIL SPATTERED DERRICK AND CROWDS ON SIGNAL HILL

Gas Pressure Shoots Black Fluid High Four Times at Shell Well.

SAND BRIDGE IS FORMED; STOPS FLOW.

Hundreds of Excited Visitors Flock to Scene and View Oil Spattered Landscape.

Between a 200-foot derrick and a 100-foot derrick, a black fluid spattered high four times at the Shell well. The crowd of excited visitors, who had gathered from a distance to see the derrick, to the excitement of the scene. The photo was taken by Joe Adams.



ON THE PINNACLE of the 10 MILLION DOLLAR DOME

E L-B-O

In the Pathway to Fortune

The unlimited possibilities for the future of the E L-B-O stock are now being realized. The company is now being organized, and the stock is being sold at a low price. The company is now being organized, and the stock is being sold at a low price.

Buy E L-B-O Stock Now!

Places are limited at \$1.00 per share. The company is now being organized, and the stock is being sold at a low price. The company is now being organized, and the stock is being sold at a low price.

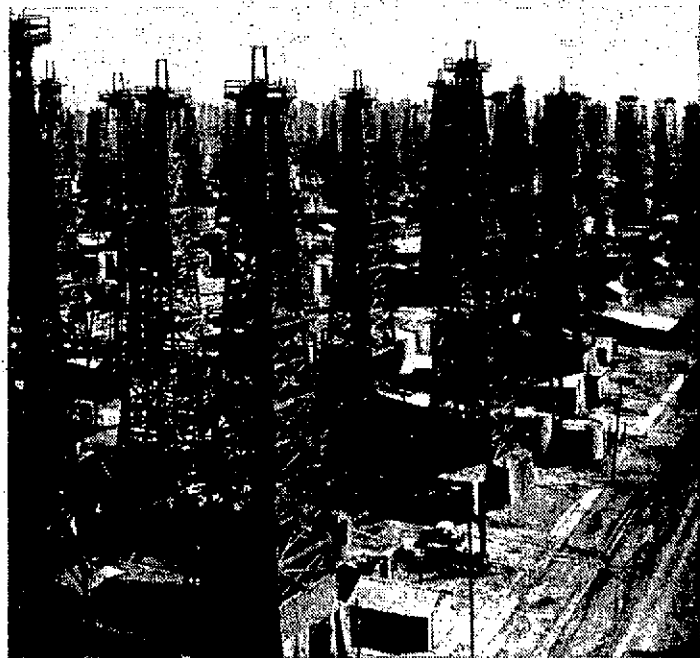
First National Bank Corporation
Trust Agents
525 First National Bank Bldg.
Phone 5-1111, Long Beach
4-1111
611 215 Hollywood
Bldg., Room 1180
Los Angeles

75 ACRES

The Cream of Signal Hill and Huntington Beach

—5—

East Long Beach Oil Co.



In 1921, the city by the sea looked landward for its wealth and its future as the discovery of oil made the name Signal Hill synonymous with riches. News stories, ecstatic promoters' ads and the series of gushers like Shell's Andrews No. 3 (right) told the story of the oil boom, and the quiet land sprouted a grimy, dense and infinitely profitable forest of derricks.

Independent-Press-Telegram

LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 27, 1963 •

DIAMOND JUBILEE

1888-1963

BOOM TOWN



When Oil Made Long Beach Rich---and Crazy

By IRENE FIELDING JOHNSON

Long Beach was synonymous with winter tourists from Iowa—mostly. Slow traffic moved on tree-lined streets and quiet enterprise occupied the regular residents.

Immediately behind the small city, Signal Hill rose in stately prominence with approximately 365 feet elevation. Back in Indian days, our grandfathers told us the red men signalled their brothers on Catalina Island some 35 miles out at sea. All of the hill and much of the surrounding area belonged to two big Spanish ranchos, Los Cerritos and Los Alamitos, both cattle ranches. This, of course, was all before Long Beach came to nestle at the hill's feet, so to speak.

Truck farming came into its own and most of the hillside was tilled, planted and produce disposed of by Japanese truck gardeners. One season there was a soft carpet of green over the sloping sides and top of the hill.

THE PUBLIC was invited to come and pick the shy, velvety violets hidden away. It was a lesson in sharing all Long Beach people could still profit by—here was too much beauty to destroy, yet it was time to till the soil for other crops. Sharing took on real meaning under the warmth of the flower's fragrance, coupled with the musky odor of ripening cantaloupe on other slopes nearby. The public came . . . but stopped to gaze far off to the ocean's meeting with the skyline, then up to the lazily moving white clouds. If you were young, with a vivid imagination, you could see all sorts of wonderful things in those clouds.

Then came World War I with its fears, the waiting to hear from loved ones. The flu epidemic swept Long Beach and nearby areas, too. Then came peace. Some industrious, far-seeing real estate people laid out a great many small lots on the scenic side of Signal Hill and they were sold for residential property.

ALONG ABOUT 1917 Union Oil Company drilled a well right on the corner of Wardlow Street and American Avenue—Long Beach Boulevard to the late comers.

Only trouble was, it was a "no-good duster." About 1921 Shell Oil Co. leased a big parcel of land on Signal Hill and went right back of the hill top where all the folks had been picking violets. They set up business at the edge of the Alamitos Land Co. Tract. This must have been along about March and Shell drilled with rotary tools (the kind that go round and round),

until in May they found themselves down around 2,700 feet. Taking a core they found sure-enough findings of real oil sand. Next they ran casing to shut off any water that might come through. Always thorough, the casing was cemented at the bottom of the hole.

Rotary crews were fine in their way then, but the cable tool men were needed to finish a well. They made a test for water shut-off and the crew found about 70 feet of the blackest oil waiting around in that hole with a lot of gas right behind it.

NEWS TRAVELED just as fast in those days as it does now, even though the Indians were no longer standing by with smoke signals and the TV hadn't yet been invented. Crowds came to see and marvel and it took a lot of doing to keep them off the derrick itself so the men could work.

All of a sudden, oil blew out over the crown block . . . that's the tip-top of the derrick about 14 to 15 feet in the air. Then the crowds did come. Excitement . . . you could feel the pulse way down in the city of Long Beach. I'll tell you. The well choked up and stopped flowing. Then the work began and just like spring housecleaning, everything was dug out of that well and cleaned. Production rose to 1,200 barrels a day. No wonder folks said they wouldn't mind havin' one of them oil wells in their own back yard." Literally this is what happened.

ALL THESE men worked hard and when they played—that play was often rough and hard, too. One evening, for instance, one of the bowevils was sleeping on the "lazy bench" (a bench extending alongside the engine used for drilling). He was sleeping on the end of the bench with his feet hanging over. It wasn't long until one of the crew hit upon the idea of looping rope around both ankles of the sleeping man. The "cat-line" which runs over the crown of the derrick and back down along side the driller, was hooked into the rope loops, then he was swung up into the derrick about five or six feet off the floor, head-down. He awakened quickly in a bit of shock and certainly uncomfortable. If he got a bit agitated well that was too bad, wasn't it? Then the crew decided he was getting "too hot" and a cold water shower was in order, so they turned the hose on him. The angrier he became the more they showered until finally even he

saw the funny side of things.

Soon there were so many lease hounds and promoters running around like crazy, one couldn't tell which were buzzards of prey and which were legitimate oil men (not that some of them weren't buzzards, too) trying to lease land. All those small lots on the hill made many wells, some of them with their derrick legs almost interlocked. Even yet the smallest lease in the world is probably to be found on top of Signal Hill where there is a producing well and storage tank within a very small space.

THERE WERE bonuses paid for signing; royalties paid from 1/6 to 50 percent. There were cash sums paid for landowners' royalty interests. The promoters were busy, busy, busy—they were only remotely interested in drilling. Usually they bought up the land owners' royalty interests and capitalized it into a company; selling thousands of shares of stock to a glib public. There were free bus trips, lunches, lectures by seasoned so-called, professional men, who knew all about that sticky black muck that spelled yachts, luxuries, silks, furs and jewels to many. Some of the folks got to enjoy what they wanted most, but like in the gold rush days . . . some of them grew wiser painfully.

You can imagine the rush and fuss. There were derricks to be built, people to see about prices on lumber, pipe, nails, trucks; pipe lines to lay, roads to construct, trucks, drivers and men, men, men needed. They came . . . back of them came wives, sweethearts, mothers, children. Some of these men were trained in other oil fields, but many of them were bowevils. That's oil field jargon for a worker without experience.

Days never had enough hours, 24 didn't mean a thing. During the bonus payments on contracts, wells were put down in haste and many careless chances were taken. Accidents were common; most of them involved fires. Compensation pay for injured timed paid \$20.83 a week plus hospital expenses.

LONG BEACH folks learned many things from the Signal Hill activity. They learned to turn night into day; to cook meals at any and all hours; to keep children quieted down while men slept and to look forward to the change of tours from midnight to afternoon and from afternoon to daylight. Eating houses flourished in many strange spots. Oil field cafes blossomed. It's been years, but there are still a few around over the hill.

Men made good and fast money. Some of them spent it wisely, some of them frittered it away and were still in debt over their heads. Merchants extended credit to most oil workers.

Women lived in remarkable houses, some in the midst of the field. One young woman lived in a small oil field house on the side of the hill, with a wonderful view. Her yard was adobe dirt, packed with the beat of truck wheels, many feet and the California sun. She had two small bulldogs, a well trained two-some—trained that is to play with their ball close to sumps

and stacked pipe. They had rolled, climbed and romped from one end of the davenport to the other and up and down off the chairs, leaving a trail of oil and dirt behind. Did she have the furniture cleaned, recovered or slip-covered? No indeed, she did not. The pups received small steaks for their dinners and the furniture was junked. The new was ordered immediately and when it came, you wouldn't believe it—it was white and soft velvet. All this within one week with a bonus for speed of completion at the special upholsterer's shop.

THEIR MISTRESS bought lavishly—clothes, cars, furs . . . tiring of these things, she decided to redecorate her oil field home. She did in a delicate blue. She purchased a lovely living room suite of damask and hung drapes of the lovely blue at the small windows. Two hours after the furniture was delivered "Bum and Bounce" came in to look the situation over. When she turned around they had

initiated the furniture. They had rolled, climbed and romped from one end of the davenport to the other and up and down off the chairs, leaving a trail of oil and dirt behind. Did she have the furniture cleaned, recovered or slip-covered? No indeed, she did not. The pups received small steaks for their dinners and the furniture was junked. The new was ordered immediately and when it came, you wouldn't believe it—it was white and soft velvet. All this within one week with a bonus for speed of completion at the special upholsterer's shop.

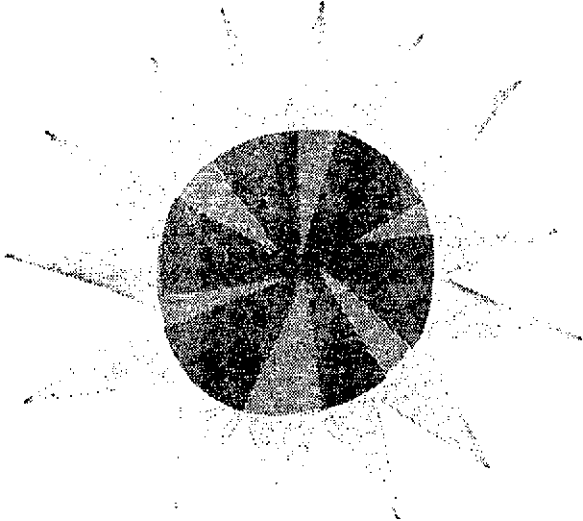
One roughneck owned five cars, big ones too, within that many months.

The field spread from the hill site both ways. production increased, but being so close to a shipping port, even though the price of oil went down, there was access to ready markets. Many byproducts were discovered and the refineries loomed into sight.

THEN GRADUALLY production on Signal Hill slowed to a fraction of its former beehive activity. The city decided that the

oil field, the great dollar-maker—the cause of many growths in the vicinity, must be cleaned up. Today many of the blackened, tall wooden structures have been torn down.

Now the old grandeur of Signal Hill is coming back into its own. Some day soon, another realtor will base a lovely, exclusive, residential site on the slopes of the mighty hill. Once again it will come back to a thing of majestic beauty, sharing not only its wealth, but its warm beauty of strength with all of Long Beach.



HAPPY
ANNIVERSARY
TO
BOTH
OF
US!

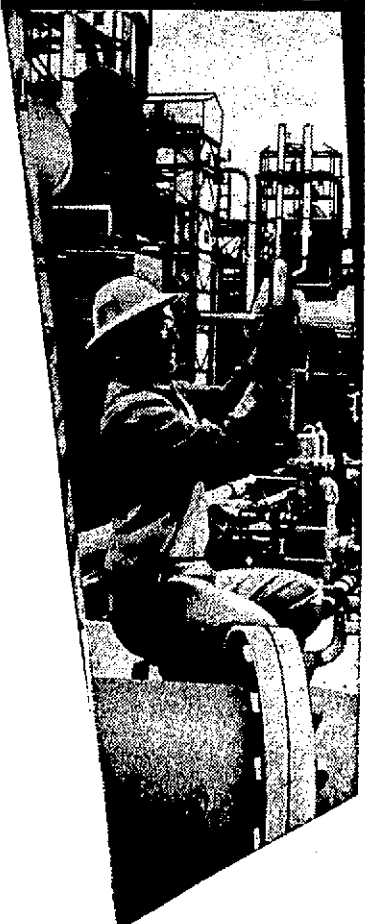
United States National Bank this year celebrates its 50th year under the Southern California sun. That's one reason we are particularly pleased to share in the observance of the 75th anniversary of this city. ■ In 1913, United States National Bank opened with one office—a modest building in downtown San Diego. Today we provide full "hometown" banking services to 32 communities in five Southern California counties. ■ The growth of this city has been equally spectacular. For both of us, this year of Diamond and Golden Jubilees is a time to look back with pride—and forward with confidence.



friendliest bank under the sun

UNITED
STATES
NATIONAL
BANK

Congratulations
to the city of
LONG BEACH
on its
DIAMOND
JUBILEE



EDGINGTON OIL REFINERIES, INC.
2400 E. ARTESIA BLVD. LONG BEACH

Long Beach Harbor:



The Mudflat That Made Good

Fortune has written both bleak and bright pages in the history of Long Beach Harbor, cinderella port of the American waterfront.

Newest of the Pacific Coast's major seaports and second fastest growing commercial harbor in the U. S., the \$250 million man-made maritime facility has had a checkered rags-to-riches and almost back to rags again career.

Begun in 1911 with a single rickety wooden landing, the Port of Long Beach became in little more than 50 years a 52-berth booming showplace cargo center, a marvel of automation and advanced maritime technology.

Twice, however, it teetered on the edge of disaster — once in the raging river floods of 1912-14 and again in the crisis ridden days of the Subsidence Era, 1950-58.

Both times dogged tenacity and daring enterprises saved the port from almost certain extinction.

"The unexpected and implausible have played a big role in the history of Long Beach Harbor since the beginning," explains a leading marine authority.

"There was no earthly reason for a harbor here other than it was wanted. It certainly arrived on the scene too late to hope to succeed."

RIGHT, but, uh, so

wrong!

The development of Long Beach Harbor from a mud flat into sprawling, 10-square-mile complex of modern docks and terminals which handles 2,000 ships and 12 million tons of cargo each year is an improbable story — a race against time, nature and awesome competition.

History and nature spotted big head starts to Long Beach's chief maritime competitors, San Francisco, Los Angeles, San Diego, Portland and Seattle. All but Los Angeles were great natural harbors. And all were booming commerce centers and historic ports-of-call when Long Beach was still only a drowsy little beach town, two hours by carriage from storied San Pedro Bay.

AT THE outset the Port of Long Beach was an undisguised effort to grab the coat tails of the rising fortunes of Los Angeles Harbor, lying in the lee of the towering Palos Verdes bluffs.

San Pedro-Wilmington Bay had arrived on the scene 3½ centuries before when the Spanish explorer Cabrillo landed there in 1542 and promptly named the hazy locale, Bahia de los Fumos, the Bay of Smokes.

The area remained a forgotten backwater, except for a brief moment of

prominence as a hide and tallow port in the mid-19th Century, until 1902.

THAT YEAR, a western-minded federal government dredged out the inner Wilmington basin, providing a sheltered and shore-railroad accessible anchorage to ocean-going merchantmen.

Business lights in nearby Long Beach quickly laid plans to tap this tantalizingly close gateway to world commerce. Two schemes, the annexation of Terminal Island and the digging of a steamship channel to Wilmington, were considered and promptly discarded in favor of a bigger, more audacious undertaking.

The 23-year-old city would build its own port in the sandbar clogged mouth of the San Gabriel River, a changeable stream to the west that was noted for its promiscuous meanderings and raging winter floods.

UNDETERRED by the sound advice of many experts that the plan was worthless, a development company was formed and, in 1907, engineer John Craig, soon to found the port's first major industrial concern, Craig Shipbuilding Co., was given the job of punching a navigable hole through the barrier beach to the open sea.

Even the most cynical

head shakers were impressed by Craig's efforts and within 24 months the citizens of Long Beach voted a then staggering \$245,000 bond issue to finance construction of an inner harbor, docks and cargo shed.

On June 2, 1911 the Port of Long Beach became a reality when the SS Jaqua, a lumber ship, threaded her way through the narrow opening to Pier One with a full cargo of redwood.

BUT HARDLY had the bunting been taken down and the shouting subsided than the first of the harbor's monumental misfortunes struck. Flood waters roared down the San Gabriel, plugging the newly created entrance and channel with tens of thousands of tons of silt and sand.

The Port of Long Beach, the western seaboard's leading dry cargo center, handles a wild variety of merchandise on its docks.

The 2,000 ships each year which load and unload up to 12 million tons of cargo carry everything from camel saddles to nuclear materials.

The bills of lading, depending upon point of origin or destination, may include bird's nests, human hair, Chinese junks, Indonesian idols, French dueling swords, seaweed, candied ants, jellied octopi, saki, Bavarian ale — bo

constrictors, lions, elephants, giraffes, rhinoceroses—iron ore, salt or brazil nuts.

THE LIST runs to more than 10,000 different items.

The "big" cargoes include more than 80,000 tons of copra, dried coconut meat, that Proctor & Gamble Co. imports each year from the Philippines for use in the production of soap, detergents and other products at the Long Beach Harbor plant.

Long Beach Harbor is also the West's leading cotton port, shipping last year alone 680,000 bales valued at more than \$100 million.

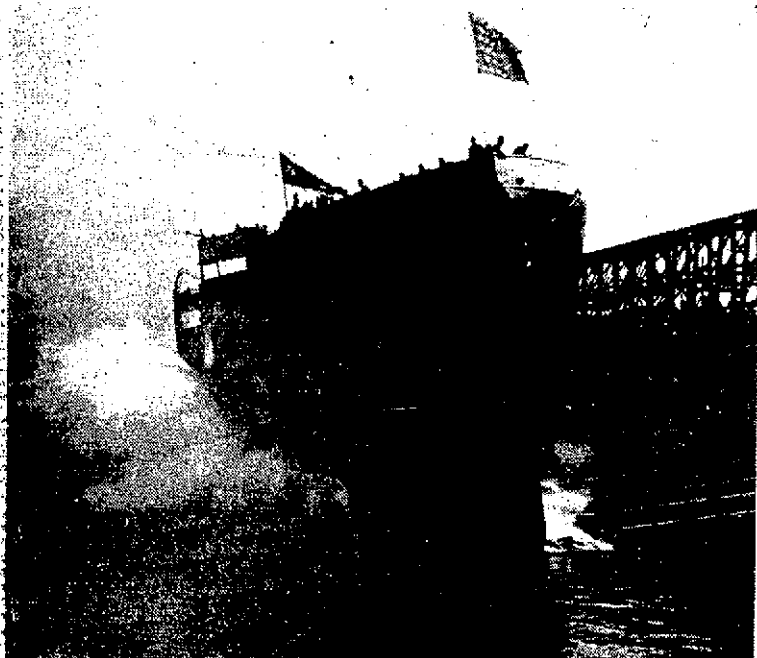
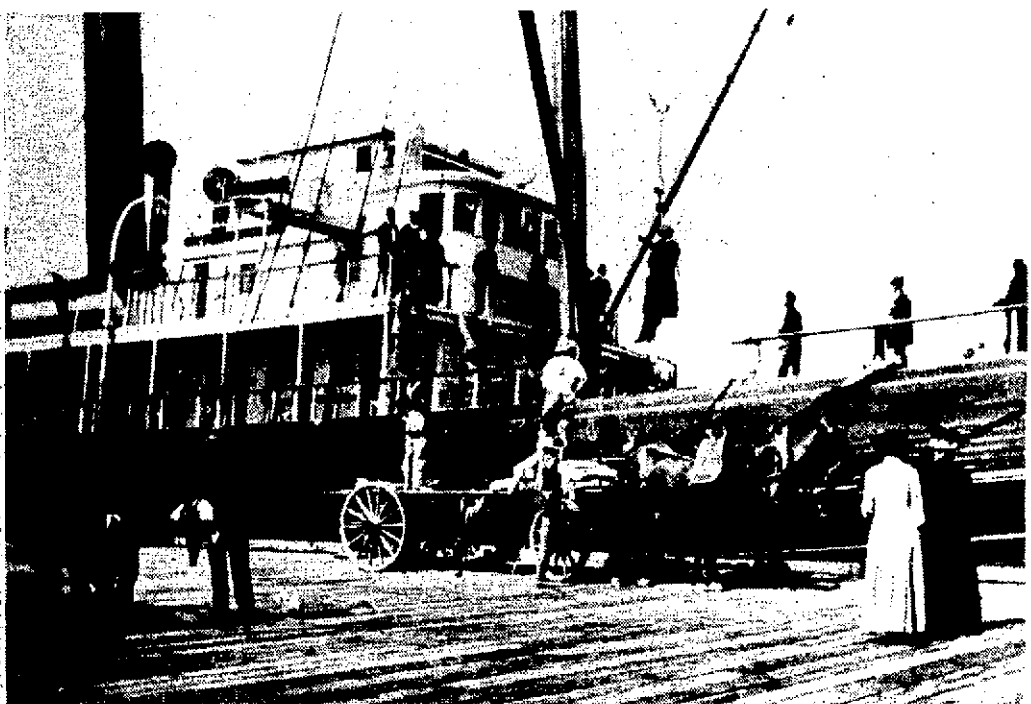
Approximately 190,000 tons of military equipment—ranging from foodstuffs to giant tanks—each year cross the docks of the U. S. Army Transportation Center on Pier One.

THE PORT annually handles 47,000 tons of fresh citrus, 26,000 automobiles, 500,000 tons of potash and 360,000 tons of containerized cargo at a single facility.

The harbor also handles between 300,000 and 700,000 tons of iron ore and 400,000 tons scrap metal each year.

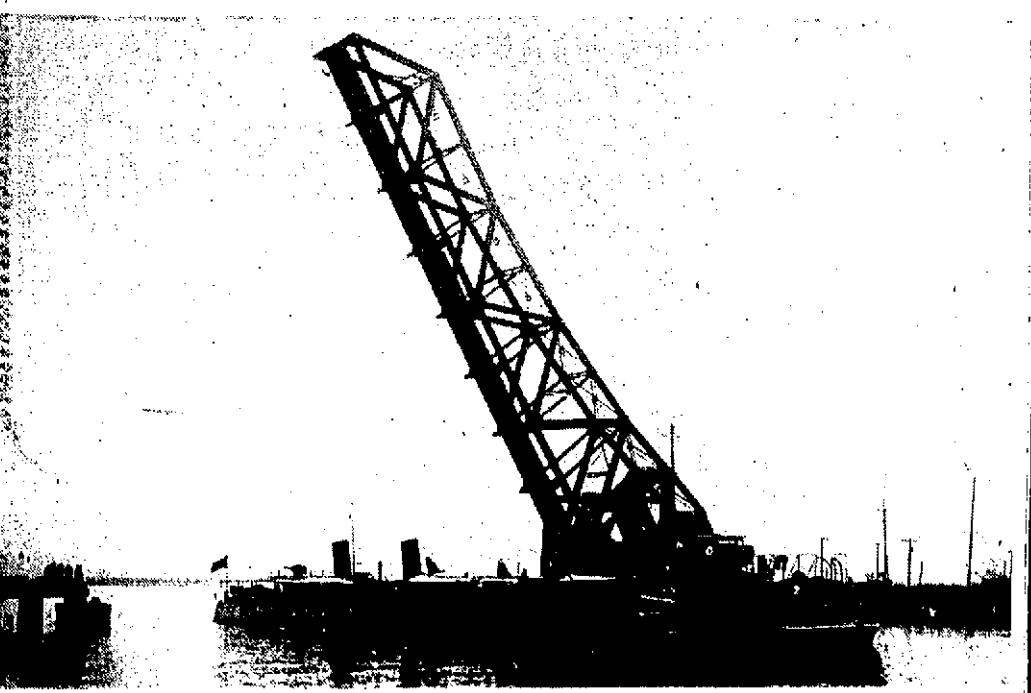
The port has three bulk vegetable oil tallow terminals, one of which has a storage capacity of 15.

(Continued Page 20, Col. 1)



Courtesy Long Beach Public Library

FROM A mudflat in 1906 (top of page), the harbor expanded quickly, as these three early scenes show. Above, Mayor Ira Hatch is swung aboard the SS Santa Clara as it ties up at the new municipal wharf on March 1, 1912, following city's offer of free dockage in exchange for paying regular calls. At left, the SS General Hubbard splashes into the water at Craig Shipyard on Dec. 3, 1910, the first steel steamship built in Southern California. Below, the torpedo boat Stewart, first Navy ship to call at Long Beach, glides under bascule bridge after being repaired at the Craig yards, January, 1911.



Courtesy Long Beach Public Library

The Chamber Recognizes . . .

Seventy-Five Years of a City's Progress

THE CHAMBER HELPS
YOUR CITY GROW THROUGH . . .

Business Services to assist individuals and firms in handling business problems, utilizing economic research and statistical studies.

Industrial Development to aid the growth of industries located here and to promote the establishment of new industries in the area.

Information Bureau to serve the general public and visitors with answers to a multitude of questions unanswered through other sources.

Transportation Improvements in all modes by providing leadership in a program to upgrade highway, sea, rail, and air transportation facilities.

Civic Development through a planned program to keep Long Beach a modern and progressive community in which to live, work and play.

Public Relations and promotional activities which make friends for the city of Long Beach and for the business and citizens within it.

Long Beach
Chamber of Commerce
121 Linden Avenue Hemlock 6-1251



Service Is Our Business!

Long Beach Harbor: Mudflat That Made Good

(Continued From Page 19)

000 tons and an outloading rate of 200 tons per hour.

More than 4.3 million tons of petroleum are loaded and unloaded annually at the port's three bulk petroleum terminals.

SINGLE cargo shipments which have made news during the past year include a shipment of 12,200 tons of South African white corn, enough grain to make 600 million tortillas; 4,000 tons of construction equipment to build an airfield in Korea, and 15,000 feet of pipe for a government aqueduct in Ecuador.

Cargoes at the Port of Long Beach increased more than 133 per cent during a four-year period between fiscal 1957-58 and fiscal 1962-63.

Based on conservative estimates the annual port tonnage will pass the 20-million ton mark within the next two decades.

The situation quickly went from bad to impossible and, by 1914, all but the most intrepid harbor dreamers was ready to write Long Beach off as a port city.

"Give her back to the sea," said one disillusioned wag.

Then a solution, the construction of diversion channel to dump the waters of the San Gabriel into the sea east of the dying port, was found.

THE CHANNEL, which too four touch-and-go years to complete, was put into operation in 1923. It was to pay an unexpected dividend by providing the city's famous bathing beaches with a yearly replenishment of sand and as a source of raw material for future land-filled piers.

That hurdle cleared the port, provided \$7.7 million in voter approved bonds, soared during the roaring twenties and by fiscal 1928-29 was handling an astounding two million tons of cargo a year.

The Thirties, bleak and desperate times across most of the nation, were golden days for the Port of Long Beach.

THE DECADE saw the U.S. Navy establish a giant fleet headquarters and landing here, the construction of \$30 million in new harbor situated industries and long strides made toward the completion of the monumental Long Beach-San Pedro breakwater, an eight-mile long artificial reef which is the largest in the world.

The biggest windfall of all, the discovery of oil in the harbor, was made in 1936.

This discovery was to have far reaching effects. The field was to become

the second largest in the entire United States and was the lead to the development of revolutionary new oil recovery techniques and the greatest water flood project in human history.

BUT THAT is getting ahead of our story.

The first Harbor Department well was brought in in 1938 and within 5 years the Long Beach Oil Development Co., the city organized and operated petroleum company, had 126 producing wells in operation, pouring \$20 million a year into municipal coffers.

Spurred on the introduction of the diesel-powered "grasshopper pumps," production soared to 17,000 barrels-a-day and the new wealth was earmarked for more piers and new terminals.

Public wealth on such a grandiose scale was a new experience, demanding a new set of values for use. The solution would have to wait until after World War II.

While Long Beach pondered this "happy" problem the storm clouds which had gathered over Europe sent shafts of lightning into that American sea, the Pacific.

THE WAR was to galvanize Long Beach Harbor and to permanently fuse its interests with Los Angeles Harbor.

The War Years saw the two port area become a veritable military arsenal.

The 10,000 employee Long Beach Naval Shipyard was built, the Terminal Island Navy Base and the Reeves Air Field was put into operation.

Two bridges were built to the island across the Long Beach Entrance and Cerritos channels. A Victory Pier was constructed, additions were made to Piers 2, A and D and 100 acres of new land was created in the bay.

AND WHILE commercial cargo activities, especially the budding and promising trade with industrial Japan was stopped dead in its tracks, the frantic demands of military commerce and shipbuilding shot the harbor into maritime orbit.

And while a postwar let-down was expected, two factors headed it off at Long Beach, the existence of growing oil money reserves and the discovery of Southern California by millions of ex-servicemen and their families.

Without a discernible pause Long Beach Harbor—emulated at Los Angeles—plowed into the post-war era. Piers B and C were finished, the Commodore Heim Bridge was raised over the Cerritos Channel and the Terminal Island Freeway was opened.

ANNUAL tonnage climbed far above the five-million-ton mark and numerous new direct trade services with the Orient, Latin America and Europe were inaugurated.

Revolutionary clear span (with impeding center supports) cargo centers were built on Pier A and the first shore-based commercial harbor radar installation in the western hemisphere was put into operation on Pier A in 1949.

The continuing search for new maritime technology was launched with experimental programs on the use of steel bulkheads, electrical control of corrosion and manpower reducing devices.

THEN DISASTER struck from two fronts, almost simultaneously.

A series of legal attacks aimed at stripping the city of its oil wealth and quarter billion dollar in fiscal reserves was launched.

No sooner had these first salvos been fired, seriously impending development of the man-made harbor, than the port reached the darkest hour in its 40-year history.

The chilling discovery was made that Long Beach Harbor and substantial areas of the city were sinking back into the sea.

SUBSIDENCE, as this gradual settling of land into the Pacific was to be called, had been noted even before 1940. The sinking, at that time measured in less than an inch, was considered insignificant, a curiosity which would certainly correct itself.

It didn't and by the advent of the Korean War an extensive system of emergency dikes were necessary to keep Terminal Island and large sections of the inner harbor above water.

Experts found the earth slippage was caused by the removal of vast subterranean deposits of oil and gas from the underground. They proposed a daring, but simple solution, water flood.

WATER injection, the flooding of the underground strata with sea water, would not only halt subsidence, the experts said, but would increase petroleum production in the field by recovering 440 million barrels of oil not retrievable under standard production methods.

The first water injection plant, a pilot experimental station, was built on Pier B in 1953.

By 1957 subsidence had reached a critical stage. More than 16 miles of the city and harbor, with an epicenter on Terminal Island, had sunk from two to 24 feet and the Navy threatened to close its shipyard, a facility then employing 6,500 persons and providing

the Long Beach area with a \$30 million-a-year payroll.

ALL STOPS were pulled and the water injection program was put on a crash basis in what has become known as the "battle to save the shipyard." By 1960 an astronomical 260 million barrels of water had been pumped into the underground and the subsidence rate—2.4 feet per year at its peak—had been reduced to .5 foot per year. Sinkage had been stopped within 60 per cent of the subsidence bowl where the bottom had been hit at 27 feet. Victory was assured although the stage was set for a whopping \$54 million damage claim by the federal government against the city, state of California and independent oil operators.

But before this suit, the largest claim against the city in history, was to reach the courts the attack on Long Beach's oil wealth was to reach a conclusion.

Two major points were to be determined: (1) the federal government had no share in the tidelands and (2) the state of California which had deeded the local tidelands to the city in 1911 was to be a shareholder in the mineral wealth found there.

CONTINUING attempts by the federal government

to claim title to tidal oil lands were smashed by the so-called Tidelands Law of 1953 which upheld state ownership of the tidelands.

Then through a series of court decisions within California, climaxed in 1956, a compromise agreement was hammered out. The state and city of Long Beach were to share, on a 50-50 basis, the oil wealth produced in the tidelands and the city was to develop the field under a trust granted by the state.

The new arrangement was sealed when the city transferred to the state \$120 million in tideland oil reserves. The tidelands agreement cleared the way for use of tideland oil money on city developments directly related to "commerce, navigation and fishing."

RESULTING non-port projects using tideland oil money have included the \$8 million Long Beach Arena and the new Navy Landing at the foot of Magnolia Avenue.

The agreement also provided funds to correct subsidence damage in the port district.

More recently the last major court action—the federal government subsidence suit—has been settled out of court with the city-harbor paying \$1½ million, the state an equal sum and independent operators \$4½ million.

"SOLUTION of these two historic problems are the real milestone in the development of the Port of Long Beach as one of the world's most important maritime centers," explains Charles L. Vickers, general manager of the Harbor Department.

"While we find the port's past admirable and interesting, the present compelling, it is to meet the challenge of tomorrow that we work today."

Another service from the 45 Shell dealers of Long Beach

What every woman who ever drives alone should know about her car



HERE ARE some motoring tips and hints for our lady customers only. The information isn't technical. Cars are made so well these days that you don't have to be a mechanic to drive with confidence. But there are some things you should know that can save you time and trouble. Here are seven of them.

1. What to do if your car won't start. First, check the obvious. Do you have fuel? (If you have run out, don't feel too bad—over 5,000 motorists do it every day.)

If you have an automatic transmission, is the gear selector lever at exactly the right spot? Check—and make sure.

It's also a good idea to push the accelerator pedal all the way down—and release it quickly—just before you attempt to start.

Now, try the starter again in bursts of 2 or 3 seconds. Still no go? Let your engine rest for three or four minutes. Try once more—this time with slightly longer bursts. If your engine still balks, give your Shell dealer a call.

2. How to recognize carburetor icing stalls—plus a tip that may help you prevent them. This ever happened to you on a damp, chilly day? Your car starts promptly. You drive a short distance to the first stop sign—and you stall. You have no trouble restarting. But, at the next intersection, you stop—and stall again. Then, the stalls disappear—just as mysteriously as they came on. That's a typical case of carburetor icing. If your car has this trouble, try Super Shell gasoline. One of its 9 working ingredients is an anti-icer. Its job is to fight carburetor icing stalls.

3. In a lightning storm, your car is actually one of the safest places you can be. So don't be terrified if there's lightning all around you. When the rain starts to fall, slow down and proceed with care. If the rain pours down so hard that you can't see well, pull all the way off the road and wait until the storm lets up. Note: if you must stop, don't park under a tree or on a surface that could bog you down.

4. An important warning that your brakes can give you—and what to do about it. When your car is standing still, push down on your brake pedal. Does the pedal feel "mushy" or sink slowly to the floorboard? If so, there's trouble in your car's hydraulic braking system. See your Shell dealer right away.

5. How to avoid being locked out. Tape an extra car key on some secret place outside your car. It must be reachable—even if all your doors are locked.

Another tip to save you fuss and bother: carry some dimes in a sealed envelope in your glove compartment. They could come in handy—for use in a roadside pay telephone—should your car decide to act up.

6. What to do in case of an emergency on a highway. If you have a flat tire, or if something mysterious goes wrong with your car, pull all the way off the road. Raise the hood and leave it up.

Tie a handkerchief—or something white—on the door-handle nearest the road. These are distress signals on virtually all roadways. Stay near your car but back from the road. You should have help shortly.

7. How to cut the chances of a breakdown almost in half. The American Automobile Association reports that flat tires, weak batteries, and faulty electrical systems account for 45 percent of all car breakdowns. Your Shell dealer can help you keep these things from causing trouble. Let him check your car regularly. After all, service is his business.

LONG BEACH SHELL DEALERS DE-BUNK A MYTH ABOUT CAR CARE

It's a myth that you must break in a new car at low speeds

Used to be that new cars had to be "broken in" very gently. You weren't supposed to go over 45 mph for the first 1500 miles or so. Now the automotive experts recommend that you take your car out on a highway every so often and drive at the legal speed limit for a while. That's the real low-down. You can count on your Shell dealer for straight facts and honest work. See him regularly.



Now . . . PICTURE THIS!

Business People and Private Citizens of Long Beach Since 1927 Have Said That to

Jasper Nutter
Portrait and Commercial
Photographer

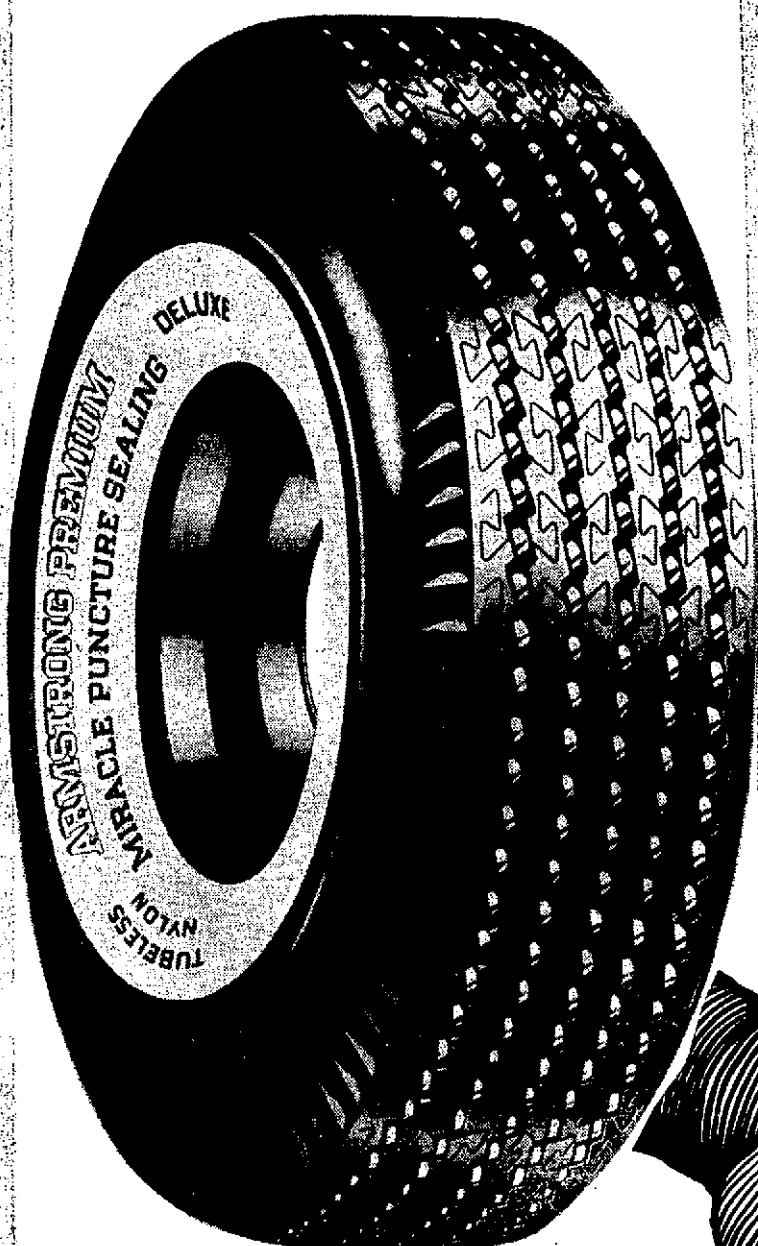
10th and Pine HEmlock 2-5052

"The Finest Equipped Studio in the Entire Harbor Area"

ARMSTRONG TIRES

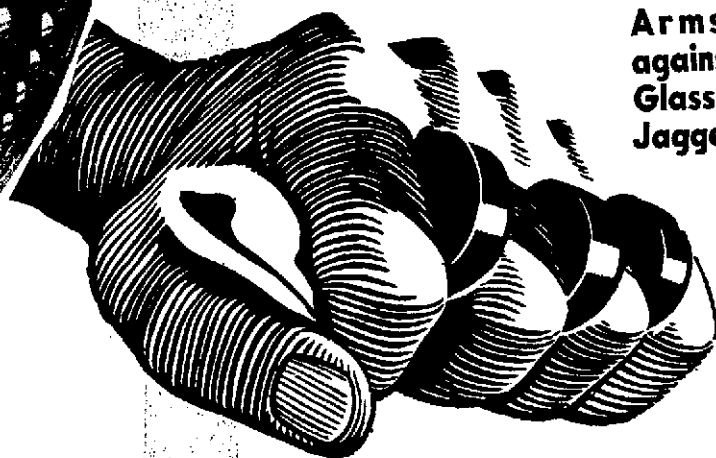
**First in the
Industry and Still
THE STRONGEST**

*** ARMSTRONG'S ROAD HAZARD GUARANTEE
ON TIRES HAS BEEN COMPANY POLICY
FOR OVER 30 YEARS**



Now . . . other tire manufacturers offer road hazard guarantees, but these guarantees often have limitations of 12 to 36 months depending upon the grade of the tire. Armstrong Tires have no time limitations and they are guaranteed for as long as you own the tire.

Armstrong Tires are guaranteed against all road hazards . . . Broken Glass . . . Stone Bruises . . . Spikes . . . Jagged Metal.



**THIS GRIP
CAN SAVE
YOUR LIFE!**

**WE SALUTE
THE CITY OF
LONG BEACH**



**ON ITS
75th
ANNIVERSARY**

**... NOT FOR 12 MONTHS ... NOT
FOR 24 MONTHS ... NOT FOR 36 MONTHS ...**



**BUT FOR AS LONG AS
YOU OWN THE TIRE!**

TWO OF THE LONG BEACH AREA'S FINEST TIRE DISTRIBUTORS



KINGSBURY TIRE CO.

3340 E. ANAHEIM
at Redondo—Open 8 a.m. to 6 p.m.
Closed Sunday. 439-5400

All Credit Cards Honored—Budget Terms

OFFERING THESE FINE SERVICES
BRAKE RELINING WHEEL ALIGNMENT
WHEEL BALANCING BATTERIES
MONROE SHOCK ABSORBERS

210 MAGNOLIA
at Broadway—Long Beach
WE NEVER CLOSE—HE 2-2554



SUDDUTH TIRE CO.

ATLANTIC at 27th St., LONG BEACH

GA 6-5544—Open 8 A.M. to 6 P.M. Closed Sunday—Buy on Easy Budget Terms
SANTA FE at OLYMPIC, L.A. MA 3-9103

Fabulous Pier J

You could bury all of Long Beach under Pier J, the massive 311-acre manmade peninsula now rising in the harbor.

More than three million tons of rock and 33 million cubic yards of sand are being used to construct the \$20 million project due for completion within 18 months.

The fill if spread evenly across the 46 square miles of municipal Long Beach would cover the city with a layer eight inches thick.

PIER J, BEGUN in March, 1962, is one of the largest manmade piers in the world and will nearly double the present berthing capacity of the Port of Long Beach.

It is to be the site of the 1967-68 California World's Fair, an international exposition expected to attract 40 million visitors.

Pier J is also to be the location of International Towers, a \$15 million World Trade Center which will be Southern California's first complete international trade complex.

THE TOWERS, which will be completed before the opening of the fair, will include a 25-story hotel, a 20-story international office building and an 8-story trade concourse.

The 23,000-foot long perimeter rock dike of Pier J, substantially completed, was raised in three stages in water varying in depth to 60 feet.

More than 100 men, three derricks, 24 barges and assorted heavy construction equipment were used to haul the rock from Catalina Island quarries and put it into place off the southern shore of Pier A.

THE LARGEST dredge of its type on earth, the 2,000-ton "Sensibar Brothers," was built to dredge the outer harbor for the 33 million cubic yards of fill needed to bring Pier J out of the water.

Powered by a 14,000 horsepower engine and operated by a crew of 65, the big dredge is filling Pier J at the rate of 1.5 million cubic yards per month.

Prosperous Port

Long Beach Harbor means jobs and business for the city and Southern California.

More than 8,000 workers are employed in harbor district industries, drawing an annual total payroll of \$45 million, according to a recent economic survey.

The survey placed the total value of all cargo handled at the port in a year at more than \$1 billion.

OF THE TOTAL port work force 60 per cent—with annual wages in the neighborhood of \$26 million—live in the city of Long Beach. The remainder live in nearby communities.

Ships and seamen spend a lot of cash in the area. The American Merchant Marine Institute says that a single vessel calling regularly at a port for one year will spend up to \$1.5 million.

More than 2,000 vessels called at the port last year.

PORT SPENDING records show that a single vessel spent an average of \$16,000 for fuel, \$8,800 for food and \$5,200 for miscellaneous marine hardware and supplies.

An individual American sailor can be expected to spend, during a two-day visit, \$20 for taxi fare and meals, \$40 on entertainment, \$2.50 for medical services, \$21.50 for clothing and \$10 for gifts and miscellaneous items.

Long Beach Is Now a Major World Port

By CHARLES L. VICKERS
General Manager, Port of Long Beach

The Port of Long Beach—a relative newcomer to the ranks of the major world ports—has grown in a brief half century from a small one-berth operation handling a few thousand tons of cargo per year into a giant that handles one million tons of cargo per month.

Long Beach is now the number one dry cargo port on the West Coast and within this decade it is expected that we will be the number port in total tonnage on this coast.

As the pacesetter for design and construction of port facilities, Long Beach has recently completed and is building many new facilities in an overall \$150 million expansion program which will assure Southern California and the Southwest its share in the rapidly expanding area of world trade.

Our current facilities have enabled the port to handle over \$1 billion worth of cargo during the past fiscal year and have helped to make the Los Angeles Customs District the second largest in the country. (Nearly 50 per cent of all collections in the District are made in the Port of Long Beach.)

SOME OF the new facilities which have gone into operation recently include the Richfield Oil Terminal on Pier E. It is the only oil terminal in the United States and one of three in the world which can handle at a shoreside facility a fully loaded supertanker drawing 50 feet of water and carrying a 102,000-ton load of oil.

Now in its second year of operation, the port's new grain terminal is the only such marine facility in Southern California. It has a storage capacity of 1 million bushels and is the fastest loader on the Coast with a rate of 43,000 bushels per hour.

The new bulkloader on Pier G has been in operation for a year and is the largest and fastest on the

Coast with a loading-rate of 3,000 tons per hour.

THE SOUTHERN California base for the revolutionary new Sea-Land containerization operation is in our port. In this operation general cargo is moved between the East and West Coasts in truck vans which are put on and off the ships by deck cranes.

Ocean Salt Co. recently completed a salt unloader next to the grain terminal and will soon build a refinery and packaging plant nearby to process an estimated 60,000 tons of salt each year from Black Warrior Lagoon, Baja, Calif.

Largest project underway right now is Pier J. Scheduled for completion in the summer of 1965, this pier will cost \$20 million and will contain 33 million cubic yards of fill and 3 million tons of rocks. This pier has been selected as the site of the 1967-68 World's Fair. At the end of the Fair, the pier will revert to commercial shipping operations—as has been planned for the past 20 years.

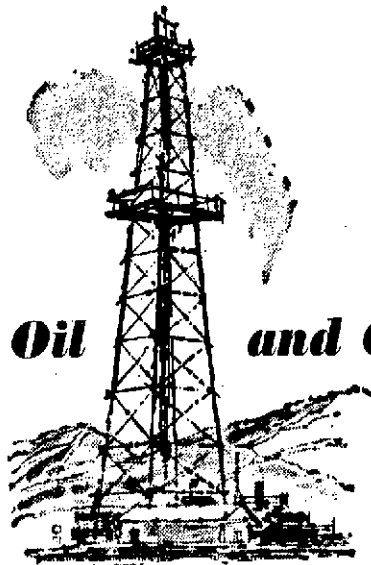
First Major Navy Visit a Surprise

First major visit by the Navy to Long Beach took place in 1893, when a five-ship squadron anchored off the beach. It was a surprise visit, and happened 13 years before the first inner harbor was dredged out of salt flats on the western side of the city.

\$10 Suits

When N. C. Nielsen & Son opened shop at 208 Pine Ave. in 1904, the price of a good man's suit was \$10. Straw hats sold for 50 cents.

Jade Oil and Gas Co.



a partner of progress since 1908

Persistent, constant progress is the watch-word of the oil industry just as it is for any worth while endeavor. The Jade Oil Company, as one of the oldest oil exploration and drilling companies in California is fully aware of the great strides Long Beach has made in the development of its oil wealth while at the same time expanding its other assets as well to create the outstanding city it is today. We salute Long Beach on its 75th Anniversary . . . a city whose watch-word is progress.

Oil Builds for Tomorrow

Jade Oil & Gas Co./Suite 704 Gibraltar Tower 9107 Wilshire Blvd./Beverly Hills, California

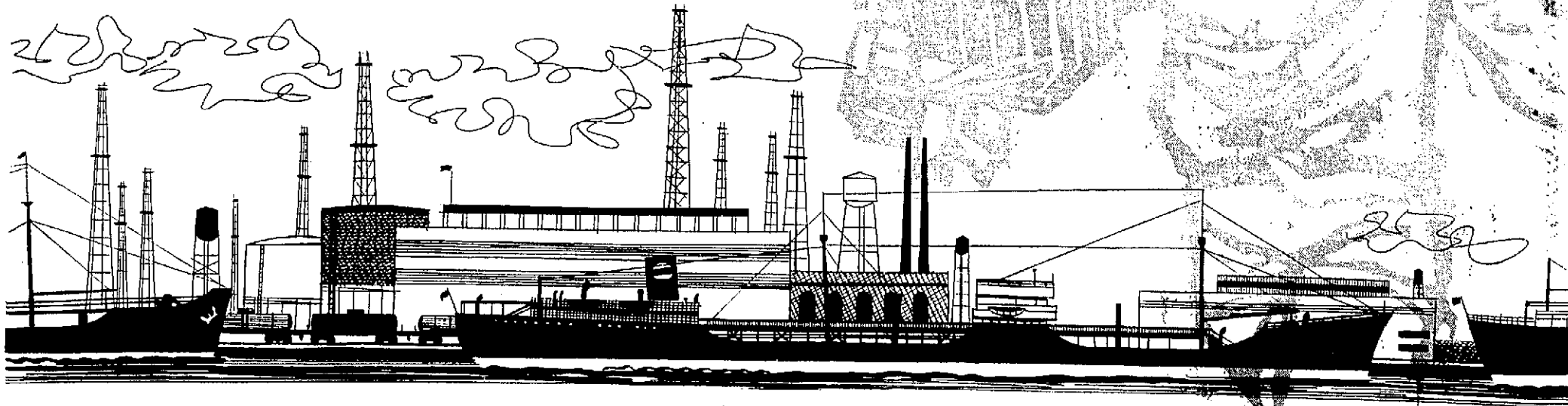


BEST WISHES
CITY OF LONG BEACH
ON YOUR 75TH
ANNIVERSARY

Oil has played a vital role in the exciting story of your 75 years of progress. As contractors for the City for the past 24 years, we are proud to have had a part in the development of this great resource, so important to the growth of Long Beach.

Working together since March, 1939, LBOD and the Long Beach Harbor Department have:

- Generated more than \$305,000,000 of revenue for the benefit of the taxpayer.
- Drilled 863 wells in the Wilmington field—every one an oil producer or injector for water flooding—no dry holes.
- Produced and marketed more than 255,000,000 barrels of oil.
- Produced more than 430,000,000 gallons of natural gasoline and liquefied gas.
- Produced more than 11 billion cubic feet of dry gas.
- Engineered and operated the first water flood program in the Wilmington field, increasing the production rate by 75%.



LONG BEACH OIL DEVELOPMENT COMPANY

75-Year-Old Beauty Plans Facelift

By AL DREW, Chamber of Commerce Writer

In many ways, a mature city is like a mature woman.

When it begins to lose its allure it sometimes has a tendency to surrender rather ungracefully to the ravages of time.

In rarer cases, it makes a determined effort toward rejuvenation, hoping, perhaps, to retain its more attractive features and to rekindle the flickering flame of adoration within the hearts of those who once loved it dearly.

Such a city is Long Beach.

AT 75, this ocean resort center has said goodbye to its early-day reputation as a mere fun town for tourists. Farsighted industrial and civic planning have transformed Long Beach into one of California's chief communities.

It has been a face-lifting job that required the cooperation of its citizens, the utilization of its natural resources, effective leadership and patience.

And it's a job which isn't finished yet.

Long Beach's leaders foresee continued growth in population, the city's development as a center of commerce and a substantial alteration of the entire skyline. All this change is expected by the 1980s.

AND WHILE the city's revitalization is well underway, the phenomenal growth was a long time in beginning.

It was started, in fact, in 1921, with the discovery of petroleum on nearby Signal Hill. This great oil field of the Long Beach region soon became one of the nation's major oil producers.

After the oil boom, the city's growth was deterred somewhat by the infamous earthquake. But since then, Long Beach's development has been steady, if not spectacular.

Another oil field was discovered in 1940 along the

tidelands of the Port of Long Beach.

MANY industries soon came to Long Beach to use the cheap fuel provided by the oil and natural gas supply, including oil refineries, aeronautical industry, shipbuilding, automobile plants, gypsum works, soap factories, vegetable oil plants, canneries and packing plants.

Long Beach also promoted its growth by improving the fine natural harbor which it shares with Los Angeles. One of the greatest harbors on the West Coast, it has two ports, one operated by Los Angeles, the other by Long Beach. To develop its own port, Long Beach has spent huge amounts from municipal oil royalties.

Other significant developments in the city's growth pattern include the addition, in recent years, of excellent airport facilities, a world-famous Marina, and numerous recreation facilities.

SO THE CITY has been and continues to be blessed with a fine foundation for future development.

With growth, however, have come problems — a number of them arising from natural calamities, some of them from an undirected citizenry.

A 20-square-mile area in the heart of the harbor area and even downtown Long Beach itself faced extensive damage because of the millions of barrels of oil extricated from beneath its surface. Predictions were made widely that the area was doomed for any long-term use because the sea would eventually claim it.

But in 1958 the city began pumping filtered sea water into the air spaces underground. The water injection program resulted in a new bonanza, causing oil to flow from the 2,900 wells operated by private firms in and near the city.

So, at this point in time, Long Beach appears to have subdued its geographical misfortunes and has turned them into substantial assets.

The physical characteristics of the community, in fact, have lent themselves exceedingly well to the beginnings of the revitalization of the area, a move which began in earnest in the late 1950's and early 1960's.

At that time the local civic leaders proposed the concept of "Long Beach—The International City." First action for forming solid support for the new theme was to gain official adoption by the City Council, the Harbor Commission and major civic organizations. From there the concept grew.

SIMULTANEOUS with the adoption of this theme a pilot program to publicize Long Beach nationally and internationally was put into action. The International News Bureau operated for the next two years on a moderate budget and a skeleton staff. Results from the dollars spent were big. The need for a full-fledged program was proven.

Later, a task force of local business leaders, specialists in the field of communications, solicited support of promotion activities from other civic bodies. Resulting was the formation of a cooperative, citywide promotion-advertising bureau, co-sponsored by more than a score of civic organizations and named Long Beach Promotion, Inc.

During its two years of existence, it has utilized a budget of more than \$75,000 annually in its efforts to promote all aspects of Long Beach.

Attempts to promote the city haven't been the only step forward, however.

THE CITY recently has taken strides to beautify it-

self. Local Chamber of Commerce women in 1962 initiated a program of "cleaning, painting and fixing" which has proven a forerunner of a continued effort toward proper legislation and education to steadily upgrade the appearance of our community and its facilities.

In the realm of area development, a stepped-up program of industrial and commercial growth has stimulated the economy of the entire Long Beach metropolitan region. A number of new industries with employment ranging from ten to several hundred have come into existence during the past two years. Added to this is increased activity in shipyard and harbor industries. The consolidation and headquarters in Long Beach of Douglas Aircraft of all its aircraft operations did much to put employment here in the climb. New and expanding shopping centers continue to build payrolls and new residents for our community.

In 1930 the city built its 4,000-seat civic auditorium at Rainbow Pier. More recently it constructed an \$8 million arena to accommodate conventions and other major attractions. The arena seats 15,000 maximum and is big enough to stage a football game. It has 344 display booths for exhibitions.

Underlying Long Beach's emergence as a city on the move has been the adoption and implementation of the so-called Master Plan, a proper framework originated in 1957 for guiding the city's land use and physical development in conformity with accepted concepts of community planning.

Under the Master Plan, residential zoning has been implemented. This permits and protects development of high-rise residences in

areas to which it is applied.

A number of new industrial sites, the lack of which has been a major obstacle to development in this region, are growing up on the outskirts of the city. Now, in fact, more than 400 manufacturing establishments are located in the area with more expected to come in the future.

Within the South Coast area there now is a broad range of industries which creates a wide variety of employment opportunities.

According to a recent survey by the Security First National Bank research staff, total employment in the cities of Long Beach, Lakewood, and Signal Hill as of July 1962 was estimated at 132,800, an increase of 5.5% over July 1961. As the primary trade and service center for a wide area, the report continues, the city of Long Beach is particularly well represented in the retail and wholesale trade sectors. In fact, retail trade has displaced manufacturing as the principal source of jobs.

OTHER leading sources of employment are such important maritime facilities as the Long Beach Naval Shipyard, the Long Beach Naval Station and the Port of Long Beach.

The extremely fast growing and modern Port of Long Beach, in fact, now handles nearly 11 million tons of cargo annually, and ranks on the Pacific Coast behind only its sister port in total tonnage.

Among the facilities of the Port of Long Beach are 45 deep water berths, 2.2 million square feet of transit sheds and 5.7 million feet of storage space.

A number of new berths are currently under construction including the 310-acre Pier J, which is designed as the site for the

1967-68 California World's Fair, and a 13-acre site at Pier A for a \$30 million World Trade Center scheduled for completion by mid-1964.

IN PLANNING for its future needs, the Port of Long Beach is looking ahead to the 1980s.

But other phases of industry are keeping pace in

their growth projections, also.

Experts predict that by 1980 the city will have a population exceeding 415,000, and that the area we now call Greater Long Beach will have more than 1,350,000 people, as compared with a Southern California total of 17,804,000.

The growth rate will be 13.3% in Long Beach proper between 1960 and 1970

and will diminish to 6.4% between 1970 and 1980.

By the 1980s, which is not too far to look into the future, one will be able to look at the new Long Beach skyline and utter with solemnity, perhaps even awe, and say, "Aye, now there's a beautiful city, one well worth living in and working in."

In fact, people are saying it already.

HERRON'S FURNITURE



Owned and Operated by the Same Family Since 1918.

Competitive Prices on Fine Furniture

Contemporary
Italian, French
Traditional
Interior Decorating



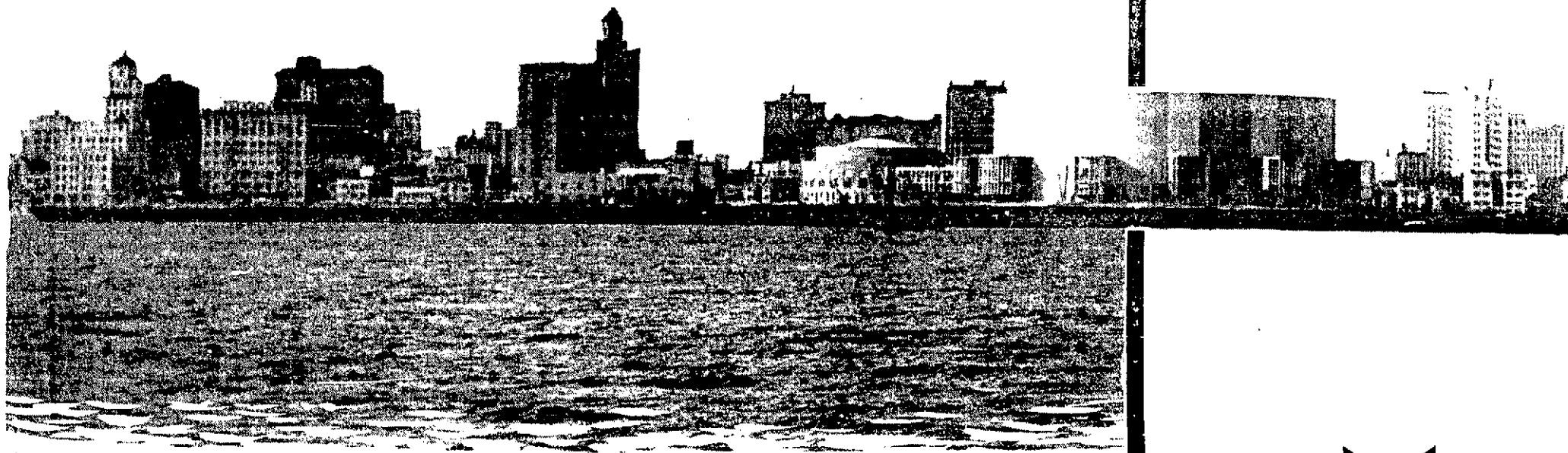
- CARPETS: Gulistan - Mohawk - Firth - Magee - Downs
- DRAPERIES: Fine Fashionable Fabrics
- MATTRESSES & BOX SPRINGS: Sealy & Simmons
- HIDE-A-BEDS: By Simmons
- UPHOLSTERED FURNITURE: By Pullman
- DINETTES: By Daystrom
- LAMPS: By Luminaire - Stiffel

*Inquire About Our Easy Payment Plan
& Our New Low Interest Rate*

1134 ORANGE AVE. GA 4-8131

East South of Orange
HERVEY W. HERRON, Owner

CONGRATULATIONS to LONG BEACH ON ITS 75th ANNIVERSARY



STANDARD OIL COMPANY OF CALIFORNIA

Automation Reigns in Harbor

The \$25 million Pier G-F Basin — only partly developed — will be the most highly automated single port facility in the world when completed.

With only five of its nine deep water berths finished and in operation, the G-F basin is expected to handle nearly three million tons of cargo this year — more tonnage than 150 of the nation's 230 ports, harbors and navigable waterways.

It is a push-button age facility where machines, not man, do most of the work.

LARGEST and most impressive of the Basin's automated terminals is the \$6½ million bulkloader on Pier G.

Employing two berths and large subterranean bunkers, bins and conveyors, the bulkloader is capable of unloading a 110-car ore train in about two hours and can stockpile up to 100,000 tons of iron ore.

The facility can load a 50,000-ton ore carrier in in less than 24 hours.

The bulkloader, which also includes an ultra-modern \$1 million air pollution and dust control system, can handle potash, soda, coke and coal in addition to iron ore.

BUILT WITH the engineering advice of Kaiser Steel Corp, the bulkloader is contracted to ship more than 10 million tons of Eagle Mountain ore to Japan during the next decade.

Immediately west of the bulkloader on the headstead of Pier A and at the south end of the G-F basin is the \$2½ million grain terminal which can simultaneously load and unload ships at the rate of 43,000 bushels-per-hour.

This mechanical grain handler also includes a car shaker, an ingenious device which insures that the last kernel is gotten from rail car delivery.

AT THE seaward end of G is the Sea-Land container ship terminal, the controversial ultimate in non-

human maritime transport-systems.

The terminal is geared to handle up to 40 ships of 470 containers each and 480,000 tons of prepackaged good annually.

Seven container ships in the Sea-Land fleet can load and unload vans simultaneously, with 4 deck cranes, every four minutes.

The containers are in reality truck vans which are lifted from and set back on to truck vans for motorized pick-up and delivery in the hinterlands.

THE OPERATION has reduced cargo handling costs from \$24 to \$4 a ton by virtually eliminating breakage and pilferage and multiple handling.

Sea-Land ships call at Long Beach, Elizabeth Port, New Jersey, Puerto Rico and Oakland in this service.

Another tomorrow facility today is the new supertanker terminal on Pier E. Operated by Richfield Oil Corp, this terminal is the only one in the world at which any supertanker afloat can discharge at dockside a full load.

The water depth at the facility is 54 feet and the facility holds the world record for a single delivery of petroleum.

The 106,500-ton SS Manhattan, largest U.S. merchant ship ever built, unloaded 102,000 tons crude oil there in 1962.

COSTING \$2.8 million, the 19-acre facility has frontage at the pierhead line of 1225 feet. It can unload or load a ship at rate of 30,000 barrels per hour.

Business Firms

According to the Long Beach Chamber of Commerce, this city has 4,666 active business firms. Other city totals include Torrance, 1,019; San Pedro, 654; and Wilmington, 482.

Municipal Market

The Municipal Market, still a familiar sight downtown, was opened in 1913.

Pier D is the location of two highly automated processes for the handling of scrap metals and tallow products. Towering 150 feet above the wharf are three gantry cranes which move 400,000 tons of ores and scrap metals a year.

Each of the mobile cranes has a 35-ton lift capacity and are equipped with electro magnetic buckets. Per working hour capacity of each crane is 140 tons. Backing up these three port operated cranes are eight privately owned barge cranes with lifting capacities ranging from 45 to 450 tons.

ALSO ON Pier D is an automated tallow and vegetable oil handling terminal with an outloading rate of 200 tons per hour.

In the design stage is a 2,000-ton a month automated fruit handling terminal on Pier F. The facility will be operated by only three men.

Other Space Age achievements in the Port of Long Beach include shore-based radar guidance, electronic control of pier rust and a closed circuit TV system for cargo handling.

THE PORT was the first in the nation to use all concrete and steel wharfs and has invested many thousands of dollars in maritime research projects with UCLA and the Corps of Army Engineers.

The port also pioneered the construction of clear-span warehouses and coffer-dam construction of manmade piers.

Scores of engineers visit the harbor each year to inspect its automated facilities and the port's completely automatic water flood system.

Several of the world's biggest and speediest ocean liners regularly call at the Port of Long Beach.

The harbor is the Southern California terminal of the P&O Orient Lines, a huge British steamship combine which dates back to Shakespearean times.

Eight giant P&O passenger ships make 18 calls

a year at the Pier C-24 terminal, bringing more than 25,000 passengers to the port.

THESE SHIPS also visit San Francisco, Vancouver, B.C., Yokohama, Kobe, Manila, Hong Kong, Suva, Auckland, Sydney and London.

The service includes regular transPacific crossings to England via the Suez Canal and occasional trips to the British Isles by way of the Panama Canal and the Carribbean.

Queens of the service are the 40,000-ton Oriana and the 45,000-ton SS Canberra, fifth largest merchantman in the world and a vessel capable of carrying more passengers, 2,238, than any other ship.

THE CANBERRA is also one of the fastest ships in the world, cruising at 27.5 knots. She holds port-to-port speed records for nearly every run on her schedule.

Other ships in the service are the Orsova, Orcaades, Chusan, Himalaya, Oronsay and Arcadia.

Although not a part of this service the Cunard Lines' cruise ship, Caronia, makes a once-a-year visit to the port.

In addition to these services more than 50 cargo-carrying liners which call at the port provide passenger service to Asia, the South Pacific, Latin America, Europe and Africa.

Planned for future construction in the port is an ultra-modern passenger-ship terminal.

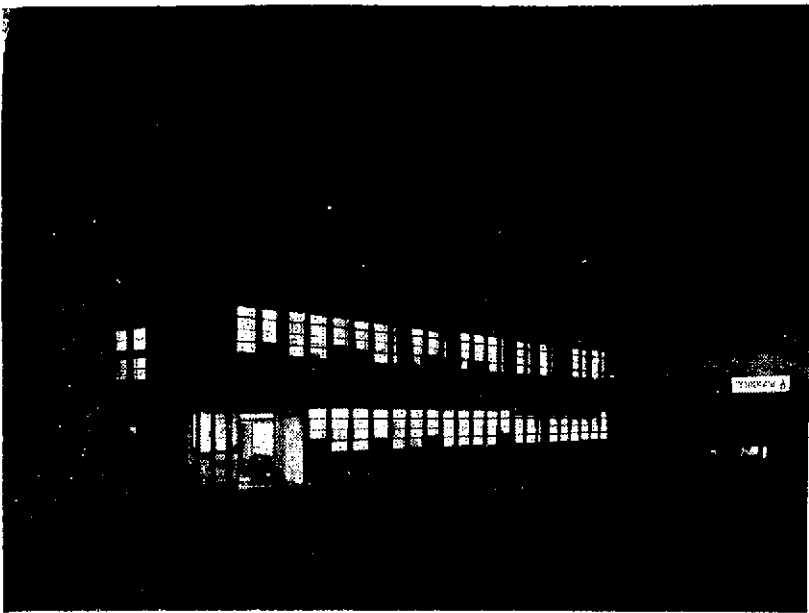
Lakewood

The City of Lakewood has the highest population density (over 9,000 persons per square mile) of any section of this area of Southern California, according to the 1960 census.

Population

Since 1950, the Long Beach area has had a gain of 47.6 percent (136,500) in population, slightly ahead of the entire Los Angeles County gain of 45.5.

PETROLANE!



Marketers of Liquefied Petroleum Gas since 1930 and one of the pioneers in the field of butane and propane carburetion for industrial equipment, and other industrial and commercial uses, Petrolane is proud to be a New York Stock Exchange company headquartered in the Long Beach area doing business in sixteen states.

Further, we believe in this wonderful area, its industry, people, and attainments. We rejoice in the fact that Long Beach is celebrating its Diamond anniversary, and hope that it will take full advantage of the new spirit reactivated within it — that it will be equal to its own potential. We could wish for nothing better than this!

Petrolane Gas Service, Inc.

1600 East Hill Street
Long Beach, California

GA 7-5471

NE 6-1726

Growing with growing Long Beach

Working side by side with the people of Long Beach, Richfield has become a true partner in the rapid progress Long Beach has made. Some of the highlights in this 38-year partnership are:

1. First Long Beach-Richfield Oil Production Contract — 1925. For more than a quarter century, ever since Richfield began its production and refining operations in Long Beach, the city and Richfield have worked together in developing Long Beach oil reserves.

The first agreement—signed in 1925—was with the Long Beach Water Department for a 31-acre tract at the city reservoir. Richfield secured the lease by offering a 25% royalty—the highest bid received by the city. At that time, crude oil was suffering from low demand and over-supply. The market price was 80¢ a barrel. Since then, Richfield has produced more than 9,300,000 barrels of oil for Long Beach from the reservoir area. The city's income from this successful business arrangement has totaled more than \$4,100,000.

2. Second Long Beach-Richfield Oil Production Contract — Parcel "A" 1947. In 1947 Richfield and the city of Long Beach entered into another business agreement. This resulted in a contract covering Parcel "A," a 234-acre underwater tract in Long Beach Harbor between Rainbow Pier and the Flood Control Channel. Richfield's part in this Parcel "A" contract includes the drilling and operating of the wells.

In the sixteen years since 1947 Richfield has produced more than 59,000,000 barrels of oil from this underwater tract. The city has received \$96,216,561 through August 31, 1963.

The Parcel "A" contract has been good for Long Beach, good for Richfield, and good for the residents throughout the Long Beach area. Oil has built the magnificent Long Beach Harbor. The city shows an impressive financial surplus. Taxes have been reduced and remain relatively low. This prosperity is shared by every resident.

3. Located adjacent to the western boundary of the city of Long Beach, Richfield's Watson Refinery is the largest refinery in terms of crude oil processing capacity in the Los Angeles Basin. Occupying 646 acres, the refinery is a complex of processing units designed to include the latest technological advances in the science of petroleum refining. This single refinery supplies over ten per cent of the total requirements of refined petroleum products in the five western states. These products, numbering well over a thousand different items, range from aviation gasolines and jet propulsion fuels for the military and commercial airlines and gasolines, distillate fuels and lubricants for the civilian market, to residual fuel oil for ships bunkering and steam electric power generation.

Nearly 1,800 community residents are employed at the Watson Refinery and the 120-acre Richfield Hynes Tank Farm within the city of Long Beach. Their annual income of over \$12,000,000 is the second largest industrial payroll in the community.

During the last decade, Richfield has moved into the field of petrochemicals. The American Chemical Company, jointly owned by Richfield Oil Corporation, operates a petrochemical plant adjacent to the Watson Refinery to produce 90,000,000 pounds per year of chlorinated hydrocarbons. Witfield Chemical Company, also jointly owned by Richfield, operates a plant adjacent to the Watson Refinery which has a capacity to produce up to 30,000,000 pounds per year of detergent alkylate. Both of these plants obtain the largest part of their raw material requirements from the Watson Refinery.

One of the largest plants in the country to produce liquid hydrogen for the National Aeronautics and Space Administration was completed in late 1962 adjacent to the Watson Refinery. The Watson Refinery supplies this new plant's total requirements of gaseous hydrogen.

In addition to the specific items mentioned above, a wide range of other products is produced at Watson. These include aromatic chemicals, petrochemical raw materials, commercial solvents, fuel gases and asphalts.

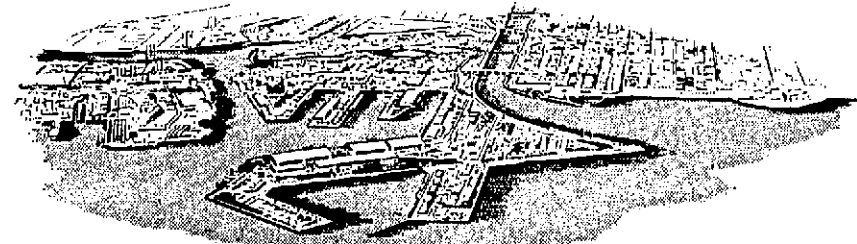
4. Richfield's Long Beach Marine Terminal—Each month approximately 3,700,000 barrels of crude oil and products are shipped through the Richfield marine oil terminals in Long Beach. Total oil products shipped from the Richfield terminal are valued at close to \$170,000,000 a year—the largest volume handled by any terminal in either Long Beach or Los Angeles harbors.

During World War II, Richfield's marine terminal handled more oil for the armed forces than any other, and during the war in Korea, millions of barrels of aviation fuel left this Long Beach terminal for use of our fighting Sabre jets.

To adequately meet the needs of an expanding economy, Richfield leased from Long Beach additional property adjacent to its No. 2 terminal in 1955-56. Further leasing was done with the city which established Richfield's No. 1 terminal (Pier E) late in 1960 to accommodate supertankships. Official dedication of this latter facility was made in May, 1961, and the most recent record single cargo accommodated there was that of the S.S. MANHATTAN in April of last year when over 31,500,000 gallons of Middle East crude oil were discharged. This facility, operated by Richfield under a 35-year lease from Long Beach, is one of very few in the world at which the larger tankers can be handled dockside when fully loaded.

Richfield's marine terminal operations in Long Beach have spanned a period of 35 years. During this time, these operations have contributed importantly to the growth and prosperity of Long Beach. This \$26,300,000 terminal complex presently employs 55 Long Beach citizens, all specialists. Moreover, most of the 83 crew members of Richfield's two coastwise tankers live with their families in Long Beach, and cash expenditures in Long Beach for ship supplies and terminal maintenance and operation in 1961 averaged more than \$118,000 per month.

Through the years of our business relationship with Long Beach, Richfield has always striven to do a better job than required by its contracts with the city, and it is through this very relationship that Long Beach and Richfield are growing together.



RICHFIELD
OIL CORPORATION

FOR 38 YEARS, LONG BEACH'S PARTNER IN PROGRESS THROUGH OIL

Oil Town Looks to Bright Future

By VINT MADER

It has always been a Topsy kind of a town—it sort of just grew'd on top of the hill.

Signal Hill has also been a turbulent town, born amid the rush of a fantastic oil boom and still living among 875 producing oil wells.

Although still based primarily on an oil economy, the proud and independent little city seems ready today to branch out in far-reaching and varied development.

THE BOOM that made millionaires and legends on Signal Hill began when Shell Oil Co.'s Discovery Well blew in June 21, 1921, near Hill Street and Temple Avenue.

No more was the Hill a peaceful promontory of cucumber gardens, grazing land and a few quiet homes. The melee of the next few years saw swarms of hard-bitten crews furiously sinking wells to make one of the world's most crammed and closely drilled oil fields. A town of tents sprang up and oil company agents fought for the rights to uncork the wealth.

A production of 75,000 barrels in 1921 skyrocketed to 69 million barrels in 1923, the field's peak production year, when almost 1,700 wells were pouring out the rich bounty.

THE NEXT year saw the birth of Signal Hill as a city, with a population that barely exceeded the number of its oil wells.

Some 1,800 persons incorporated the town on the height where Indians once sent smoke signals to inland tribes and Catalina, and smugglers had used the same system to warn their seaborne helpers if the law was about.

Per capita it was the richest city in the United States and probably in the world. It had an assessed valuation of \$34 million in the dollars of 1924. This was based on almost nothing but the oil industry and, some say, that industry engineered its creation as an island city surrounded by Long Beach in order to avoid higher property taxation and tighter regulation of oil activities by the larger municipality.

THE VOTE on incorporation was 334 in favor and 211 against.

The city on the slopes came into being amid a forest of oil derricks that has been slowly removed over the years as the population has steadily risen and property has slowly changed from oil wells and allied activities to a ratio that includes more residential and other forms of industrial property.

For many years its assessment was accepted as 85 per cent industrial to 15 per cent residential.

NOW THE proportion is 75 per cent industrial against 25 per cent residential and the total assessed valuation for 1963 is \$29,332,100, according to City Administrator Fred Baxter.

The city's population now, as recognized by the state for gasoline tax and other revenue allocations, is 4,627, but a recent estimate by the Los Angeles County Regional Planning commission set it at 5,204. A new study requested from the state is soon expected to confirm it at the county's estimate or near it. This will be important to the town, which will get up into a new, higher bracket for the tax rebates and for many fees that the city collects.

Comparison of the dollar value of assessed valuation of 1924 with 1963 hardly shows a happy trend, especially in the light of today's decimated dollar. But in the face of the receding petroleum asset it shows that the city has managed, so to speak, to hold its head above oil.

THE CURRENT trend in building of new assets is a saving grace for the town.

"In August of this year," says Mayor William F. Mendenhall, "the assessed valuation of building permits issued was \$1,320,000. That was equal to the valuation issued in the entire year of 1962."

The mayor notes that the seaward face of Signal Hill is once again ready for the quality kind of residential development that many envisaged for it in the peaceful days before the oil boom struck—with the difference that it will now be largely tall apartment edifices, rather than the single residences that would have been built there in the pre-oil era.

"MUCH OF 'the Hill' will consist of high rise apartments," he says, "but some areas, which are still in the process of being designated as the plan goes into effect, will consist of sumptuous private homes."

The master plan estimates a final total population of 25,000 persons living within the 2.14 square miles of land that make up the city. The plan projects a doubling of the present population in five years and a tripling in 10 years.

The prime land on the front of the hillside, with its sweeping view that takes in a coastline from the Palos Verdes Peninsula through Long Beach and on

into Orange County is becoming so valuable that economics will dictate its use for high-rise apartments.

RECENTLY the city has had under consideration at one time four or five applications of developers who want to build just such projects.

However, the mayor points out that there is still land available for all kinds of industrial use.

"Signal Hill, with its general plan," says Mendenhall, "is one of the few areas with sufficient industrial land available for development. We have 423 acres in the city zoned for industrial use."

FOR ALL the promising future as a well-balanced community, though, the life of Signal Hill is still very close to its oil wells.

The depleting field still averages a production of about 3.8 million barrels a year. The churned-up dirt banks of the great oilfield are still an integral part of the scene, the walking beams of the 875 remaining wells still nod tirelessly over the landscape and old oil derricks are still the mark of the Signal Hill skyline.

Negotiations with oil companies are also still a large part of civic affairs.

THE DICKERING involves removal of the sturdy but unbecoming derricks, for which there is a growing demand in Signal Hill as in many other cities. The oil companies are co-operating in getting rid of them at a steady rate of two or three each month, the city administrator says.

The city also is enforcing a general cleanup of the oil properties under a newly revised oil code and requires the dried-up wells to be left in a safe and "proper manner" when the sites are abandoned.

As the new development brings a demure and respectable Signal Hill in place of the old brawler, the wells that continue to bubble out their black bounty can be served by compact pump units hidden below ground level.

SO, AS THE OIL explosion is superseded by the population explosion and the space-age industrial explosion, a comfortable era of safety and sanity appears on the horizon of the little hill that was so brashly exploited.

Exploited, indeed, it has been. And to the brash cycle of the oil seekers must be added in passing another brusque delving of Signal Hill for wealth—an episode that the city of the

future will probably be happy to forget.

For the record, let note be taken of the gamey era of Tod C. (Kid Mexico) Faulkner.

NICKNAMED in his earlier days as a California prize fighter, Faulkner flourished in the years after World War II when he operated a succession of gaming parlors in the 2200 block of Orange County.

He found his playground in loose city ordinances and

coined a fortune with variations of games in which participants tried to fill lines on numbered cards. A gloss of legality was laid on with qualifying questions to winners, such as "What president is the national capital named for?"

"The Kid" claimed to invent his own games. At various times they bore names such as keno, beno, bridge, lite-o-line and line-o-line, as successive court charges were brought un-

der anti-gambling laws.

THE GAMBITS of the "Keno King of Signal Hill" also included free entertainment spectacles for Signal Hill residents in his halls by troupes of Hollywood entertainers.

The money mine was finally depleted in 1952, when the town's voters banned the play by a 3-1 vote in a November election and laws began to fall upon "Mexico." That December he was indicted by

a county grand jury for conspiracy to falsify voter registrations and the federal government attached his numerous properties for more than a quarter of a million dollars in back taxes.

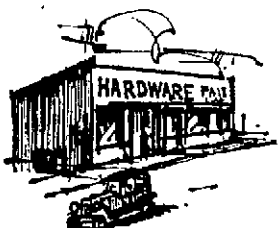
The next year he pleaded guilty to a misdemeanor charge of attempting to violate election laws, was fined \$500 and placed on three years probation. The tax liens forced disposal of holdings that had included lavish homes in Laguna

Beach and Palm Springs.

SUBSEQUENT years have grown quieter for both Faulkner and Signal Hill.

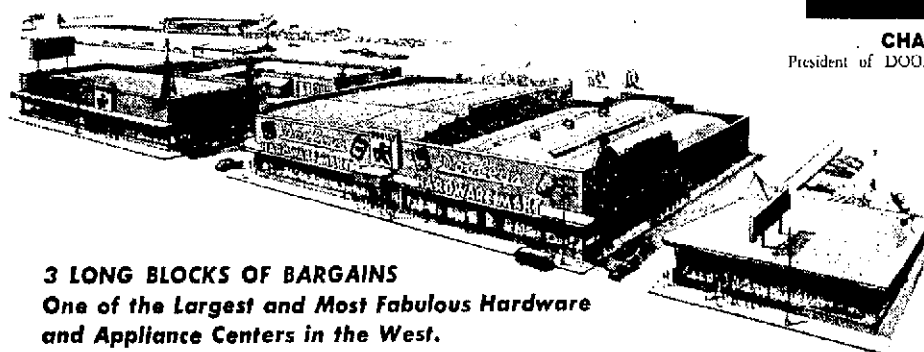
The Keno King's epoch went furiously, but comparatively quickly, and its impact is nothing compared with great oil age.

However, even the last oil well will one day pump dry and then will come the age when a lofty and gracious city will crown the heights of Signal Hill.



43 YEARS OF PROGRESS WITH LONG BEACH

We are proud to be a forty-three-year part of the Seventy Fifth Diamond Jubilee Anniversary of Long Beach. Our progress from a small hardware store to a three-block long appliance and hardware center has been for us an exciting part of the overall growth and progress of the city of Long Beach. To have shared half its history from the "Roaring Twenties" to the modern "Space Age" makes Dooley's keenly aware of progress and its importance to the future.



3 LONG BLOCKS OF BARGAINS

One of the Largest and Most Fabulous Hardware and Appliance Centers in the West.

DAY IN and DAY OUT, 7 DAYS A WEEK DOOLEY'S OFFER THE FINEST QUALITY MERCHANDISE AT THE LOWEST OF DISCOUNT PRICES!

Fabulous new 1964 . . .

RCA VICTOR

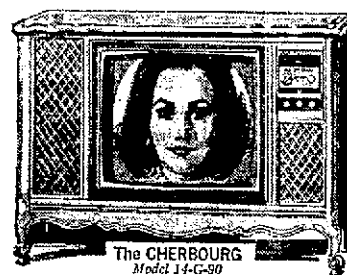
New Vista
Mark 9 Series

"LIVING COLOR TV"

So Brilliant, So Sharp, So Natural in Color You Have to See It to Believe It!



The ALEXANDRIA
Model 14-G-88
26 1/2 square-inch picture



The CHERBOURG
Model 14-G-90
26 1/2 square-inch picture



The STAUNTON
Model 14-G-75
26 1/2 square-inch picture



The HALMSTAD
Model 14-G-73
26 1/2 square-inch picture

Thrill to unbelievable RCA Victor sound and picture fidelity! RCA Space Age Sealed Circuitry eliminates over 200 potential hand-wired trouble spots. Super-powerful "New Vista" tuner gives clearest, brightest pictures in color and black and white. The magnificent Mark 9 color set can be yours now, today!

Stop in Dooley's and choose your new RCA Victor Color TV Set from a complete selection of all styles and models of the new 1964 line.

Dooley's Prices Are the Lowest



See the entire Mark 9 series today at . . .

DOOLEY'S Hardware Mart
5075 LONG BEACH BLVD.,—NORTH LONG BEACH

STORE HOURS: MON., THURS., FRI. 9 to 9 — TUES., WED., SAT., 9 to 6 — OPEN SUNDAYS 10 to 5

19 YEARS TOO LATE!

We are happy to participate in the fitting celebration of the 75th Anniversary of the City of Long Beach

CRAIG
SHIPBUILDING CO.

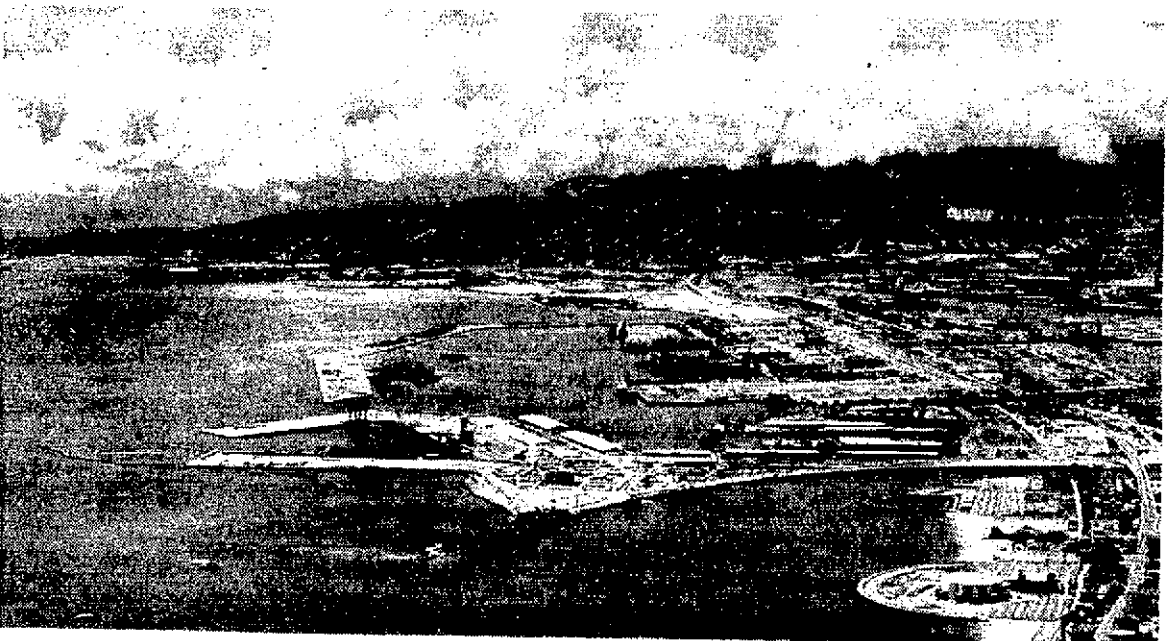
Shipbuilding—Ship Repair—Drydocking
In the Long Beach Harbor
Water and Mendicino

Established 1907



THE HARBOR THAT WENT TO SEA

A BEAUTIFUL VIEW (top) and a thriving port (above, right) were two of Long Beach's proudest possessions in 1920. Nothing but a shining expanse of water filled the sweeping curve of San Pedro Bay, and a Signal Hill devoid of oil wells formed a background for the Craig shipyards. But by 1936, the harbor had started its growth toward the sea (lower right), and Signal Hill had sprouted a beard of oil wells. And by 1963, the harbor and the view had both grown to spectacular proportions (below), and dredges were busily pumping millions of cubic yards of sand to build yet another pier (Pier J) to accommodate the 1967-68 California World's Fair.



Authors Give L. B. Bad Image

By DON DRURY

Some time ago I got to wondering about the "literary image" of Long Beach. Now that this venerable municipality has attained a Diamond Jubilee (and is already, mark you, halfway to a Sesquicentennial), some further investigation seems appropriate. It should at once be made clear that our quest does not concern publicity, as such, or the tireless efforts of the Tourist and Convention Bureau, the Harbor Department and the Chamber of Commerce. What we're after, instead, is the flavor or essence of the city as conveyed in fiction, poetry, biography. It may be unfair—but some places make the grade, literally speaking, and others definitely do not. Frank Norris once wrote, "Fancy a novel about Chicago or Buffalo, let us say, or Nashville, Tennessee!" He then declared that the only real "story cities" in the U.S. are "New York, of course, New Orleans, and, best of the lot, San Francisco."

The following passage about a possible imposter (from "I Like It Here" by Kingsley Amis): "There was almost something of the prophet about him, the kind of prophet who got on rather better than elsewhere in places like Long Beach, Calif." Having encountered this and a couple of other mentions of L.B., I sent them in to L. P.T. columnist Bob Wells as a matter of public interest. Two additional references, even more devastating, were promptly turned up by other Wells readers. THE FIRST, from "Gidget Goes Hawaiian," comes as Gidget and her parents are driving around Honolulu: "We made our way through the harbor area, which has little to recommend it except that it beats Long Beach in eyesoreness." This stiff uppercut was followed by a right cross from "Dear Friends and Darling Romans" by Mary Chamberlain: "As a place to visit, I recommend Belgrade to anyone who can see beauty in Weehawken, New Jersey; Wheeling, West Virginia; Indianapolis, Indiana; Long Beach, California; Pittsburgh, Pennsylvania; Granite City, Illinois; and Danbury, Connecticut."

Belgrade is then described as "the color of dust" with architecture "predominately county courthouse" and summed up as "prematurely senile, as if it was wasting away with some terrible illness." HEARING OF my interest in our literary status, a friend pointed out a promising allusion by John Dos Passos (in "Manhattan Transfer") to "limousines from Long Beach"—but alas, this symbol of affluence turns out to be the one on Long Island, N.Y. Long Beach at least manages to escape any snide remarks in the curious episode to be found in Chapter Seven of Robert Penn Warren's "All the King's Men." For reasons too complex to summarize here, Jack Burden (the narrator) flees westward through Texas, New Mexico, Arizona, California. "Then Long Beach, which is the essence of California. I know because I have never seen any of California except Long Beach and so am not disturbed by competing claims." Burden stays 36 hours, "all of that time in a hotel room, except for 40 minutes in a barbershop."

WHILE HE descends "in the very bottom of West" in the motionless ooze of History... on a hotel bed in Long Beach, California." Burden re-lives in memory a crucial experience of his youth, and he is at last able to go home and face his problems. (From this novel, perhaps, L.B. may gain some credit as a likely spot for do-it-yourself psychotherapy.) For more systematic research I am indebted to Judson Voyles of the Long Beach Public Library, who has located such unexpected sources as Fredric Brown's "Martians, Go Home." In this one, the Martian invaders land at 7th and Pine Ave.—which, the author notes, "was all dug up, as usual." Several detective stories have Long Beach as a locale including "Sleep With Slander" and other novels by L.B. resident Dolores Hitchens. Some fans of Raymond Chandler insist that "Bay City" (prominent in the many adventures of private eye Philip Marlowe) is really Long Beach thinly disguised. If so, the less said about it the better.

TO TURN from fiction to nonfiction (in hopeful search of kinder words), Sara Bixby Smith's "Adolescent Days" recalls the area as an unnamed, uninhabited part of the Los Cerritos Ranch and, later on, as "the little camp-meeting settlement on the bluff." Mrs. Smith notes her resentment when she and her brother "learned about Mr. Willmore and the American Colony, who wanted Cerritos (Signal) Hill and the bluff and our beach. There was a seaside town at Santa Monica—what need of disturbing things as they were for the sake of another? "The grief of a little boy and little girl could not stay the march of the world, and soon we were insulted by fences and gates where before we had ridden unchecked. It wasn't very long, however, before we became resigned to the town that had first called itself Willmore City and then Long Beach, though we did think it might have kept its old name, Cerritos Beach." But let us conclude on a positive note. In his enormously popular "Lost Horizon," British novelist James Hilton wrote about a place called Shangri-La, a name which has since passed into the language in the sense of "idyllic utopia." The man who created that famous refuge from a sordid world—now get this, Gidget, and all you other critics—chose to spend the last 10 years of his life in LONG BEACH, right here in the choicest part of Shangri-La County.

Fresh-Water Fishing

There are many anglers who get their fishing kicks by trying for trout, bass, catfish and various warm-water species in the lakes and streams, rather than in the ocean. In fact, many ocean-fishing veterans use their vacation periods to travel inland. Long Beach is situated in a rather unique spot, even though the fresh-water spas are what some persons might consider too far removed from the city. It's true that there is virtually no fresh-water fishing within 40 miles. Most lakes and streams are much farther away. Ruling out Harbor Lake, west of Long Beach on Pacific Coast Highway and which provides bullhead fishing for a few persons, Irvine Lake is the nearest and bids to lure many fishermen from this area in 1964. IRVINE was closed in 1963 because of the death of one of the operators, plus the fact that the Irvine Ranch management wanted to review the entire lake situation before progressing with a program designed to make the lake one of the

most excellent fishing spots in the Southland. Irvine, in the past, has produced some world-record bass. Food sources in the lake are tremendous and the propagation of fish life is rapid. In addition, for several months in the spring and summer it will support trout which must be privately planted. The lake, situated just east of Orange, is about 40 miles from Long Beach. Rumors indicate that the Irvine will undergo a general face-lifting before the opening of the 1964 spring season. GENERALLY speaking, Southern California—that part which we refer to as south of the Tehachapi Mountains—has to depend on planted fish. Due to water conditions, streams are fishable only in the spring and early summer. In that time the Department of Fish and Game stocks hundreds of thousands of fish in the recreational areas. By mid-July the flow of some streams is not sufficient to justify planting of catchable-size rainbow trout, the species most preferred and the most hardy strain in the artificial rearing of fish. It's also the

favorite fish of most anglers. When stream start to dry up, the DFG takes its surplus stock to the lakes that will support trout. EVEN THE Sierra Nevada, famed in many stories as the trout paradise of the West, is depending more and more on the DFG to plant trout to afford recreation for the millions who have poured into the state and who continue to come at the rate of 1,500 per day. Both slopes of the Sierra Nevada, west and east, are heavily planted with trout. The west, more green and far more scenic, draws thousands from Southern California, in addition to other thousands from the Central Valleys, San Joaquin and Sacramento. For that reason, the fish-minded travelers choose the eastern slope, with its famous lakes, Crowley, Convict, June Loop, Bridgeport and dozens of others. —DONNELL CULPEPPER

Traffic Count

In December of 1887, enthusiastic real estate salesmen made a survey of highway traffic between Los Angeles and Long Beach. Their highest count for one day: 85 teams of horses.

Francois' MANHATTAN

LONG BEACH IS 75

C'EST LA VIE

Francois' can't make the same claim, but we do say . . .

Continental or American Cuisine— you'll find your favorites here at their very best! We're famous for Flaming Duck... or choose from 29 table d'hote Dinners— Lobster Thermidure, for instance, or Beef Stroganoff, Prime Ribs of Beef, Broiled Filet Mignon or New York Cut Steak. Our Caesar Salad is sensational. For Dessert, live it up with Baked Alaska or Crepes Suzette.

LUNCHEON . . . DINNER . . . COCKTAILS . . . BANQUET FACILITIES

Francois' MANHATTAN

1909 EAST FOURTH STREET, LONG BEACH
 CLOSED MONDAYS • HEmlock 6-0620

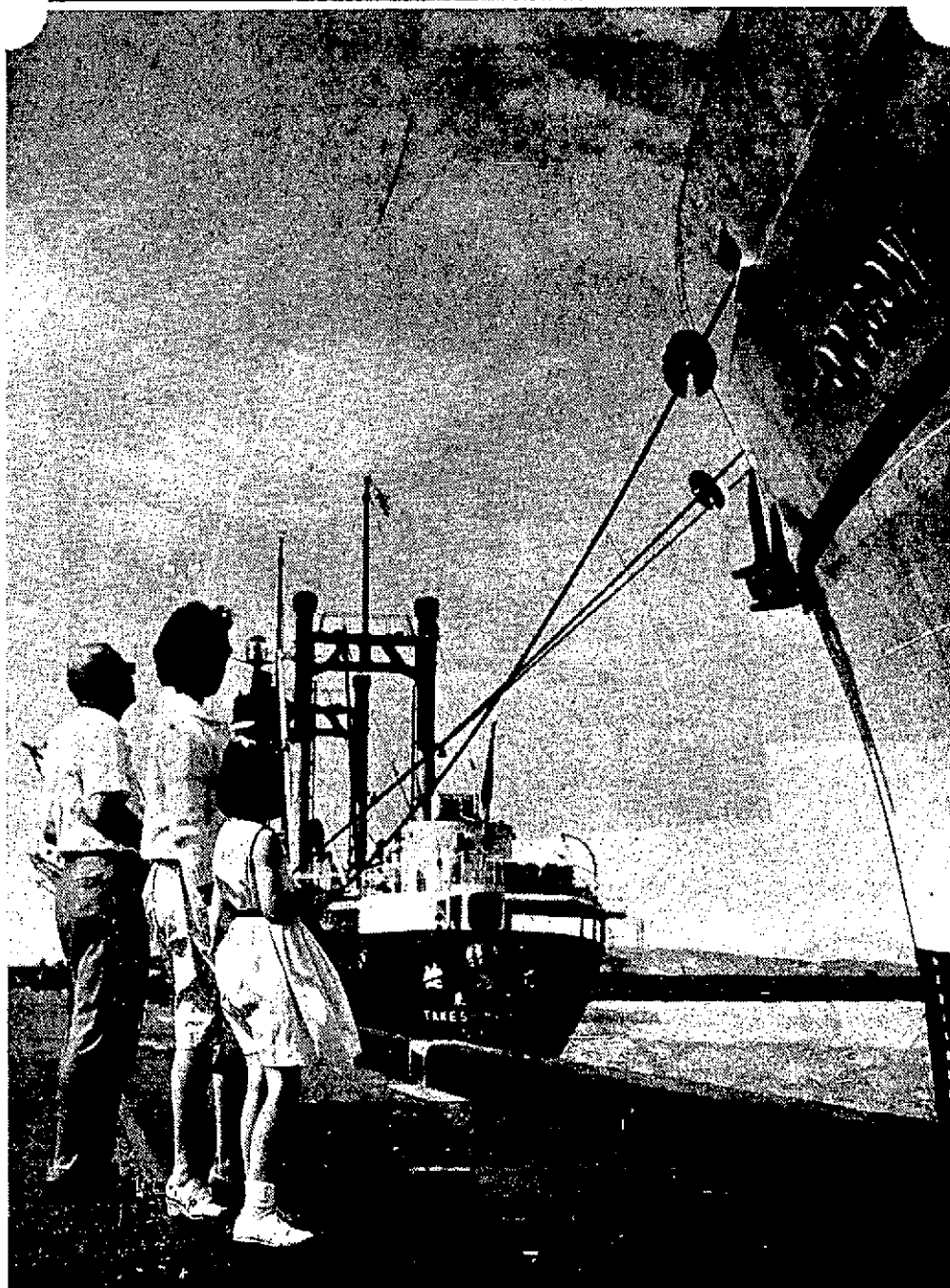
COMING ATTRACTIONS AT THE —Greatest Show On Earth Or Sea— **PORT OF LONG BEACH**



An easy, do-it-yourself tour of the Port of Long Beach's most interesting points is now being prepared for you. And, to make sure you get the most out of your tour, the Port is printing a colorful Harbor Highlights guidebook to show you the route and explain the unique features and developments in the harbor. This guidebook will be available at no cost, and the tour will also be free! Watch your local paper for announcement of the starting date.



See-Lane Tour ★ ★ ★ ★ ★



★ ★ ★ ★ ★ **EXTRA ADDED** ★ ★ ★ ★ ★ **ATTRACTIONS** ★ ★ ★ ★ ★

WORLD'S LARGEST ★ **MAN-MADE PIER** ★

SEE PIER J, the world's largest man-made pier, being built in the Port of Long Beach. Scheduled for completion in 1965, Pier J will be a huge complex serving world-wide shipping lines and will be the site of the World's Fair.

SIGHTSEEING **SPORTFISHING**

★ ★ **DINING** ★ ★

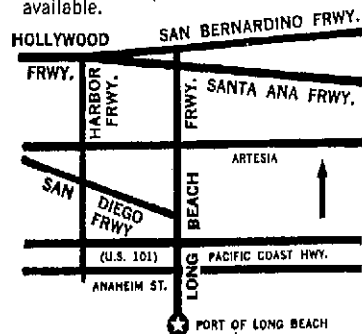
IT'S NOT all work and no play at the Port. In addition to being the West Coast's leading dry cargo port, the harbor offers year-round, deep-sea sportfishing, harbor tours, dining and air service to Catalina. You'll enjoy visiting Pacific Landing, Pierpoint Landing and the Reef restaurant.

MORE BUSINESS... ★ ★ **MORE JOBS** ★ ★

A RECORD 11.4 million tons of cargo were handled at the Port in the last 12 months. This continuous upswing in business means more business for harbor area industries, more jobs for local residents and a better economy for the entire area.

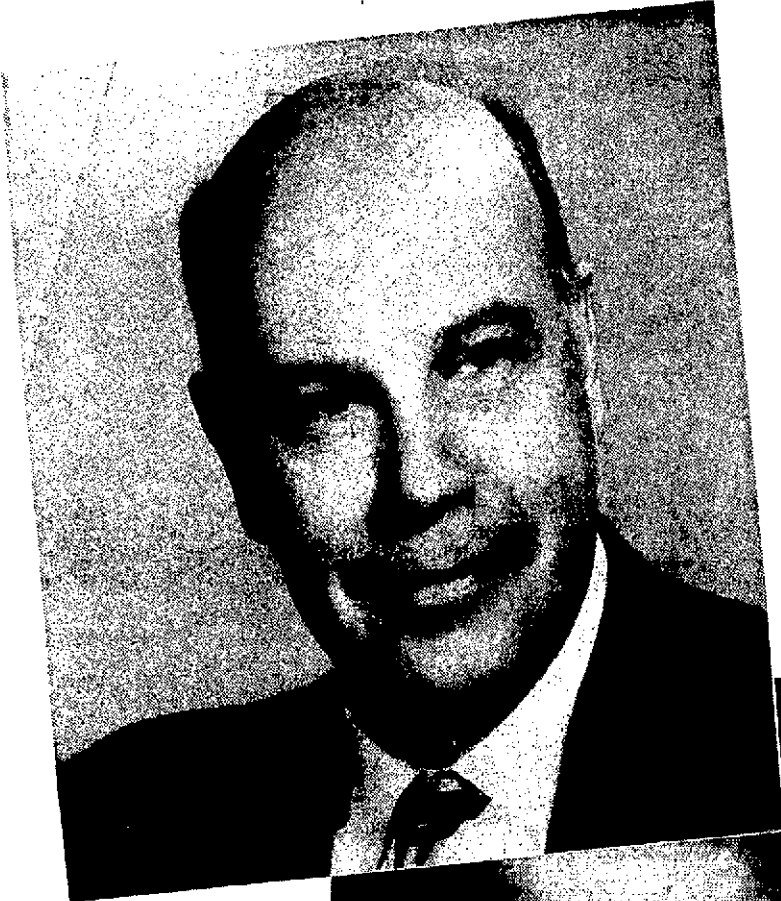
★ **EASY TO REACH** ★

The Port of Long Beach is easily reached by driving to the extreme southern end of the Long Beach freeway. Regular bus service is also available.

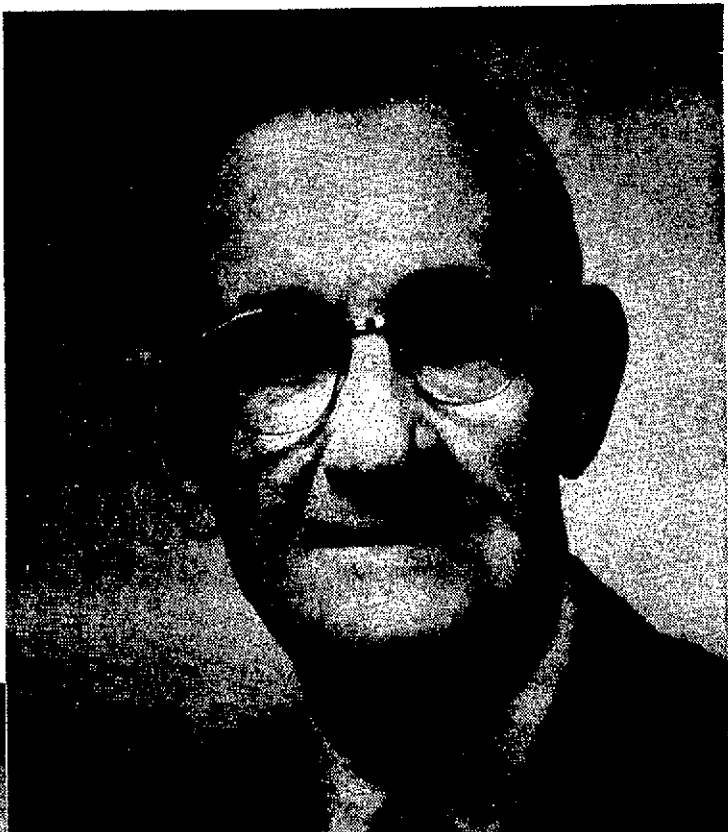


THE COMBINED EXPERIENCE OF EQUITABLE MANAGEMENT IS MORE THAN 300 YEARS...

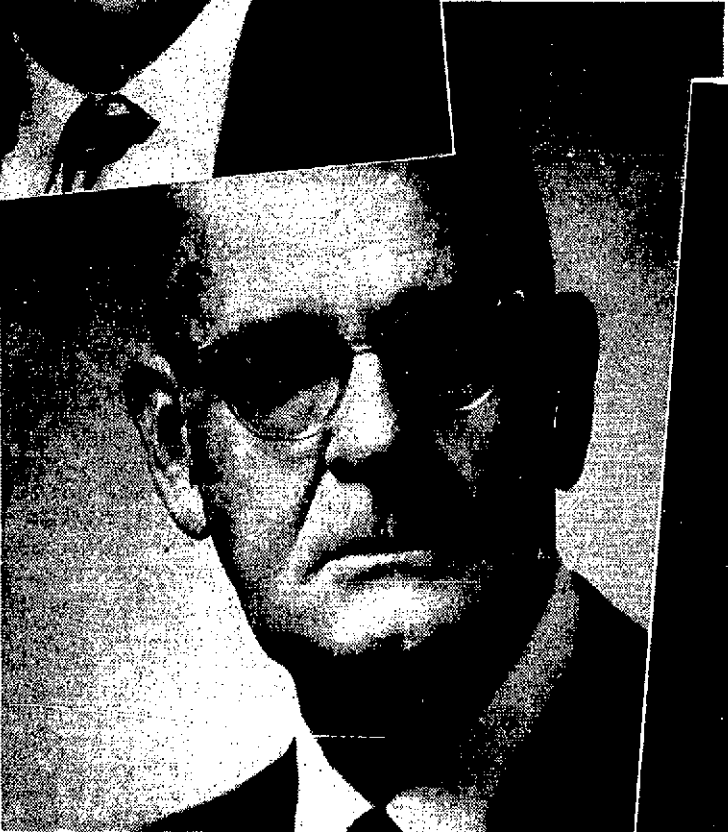
A Complete Staff
of Courteous,
Competent, and
Experienced
Officers and
Personnel to
Serve You



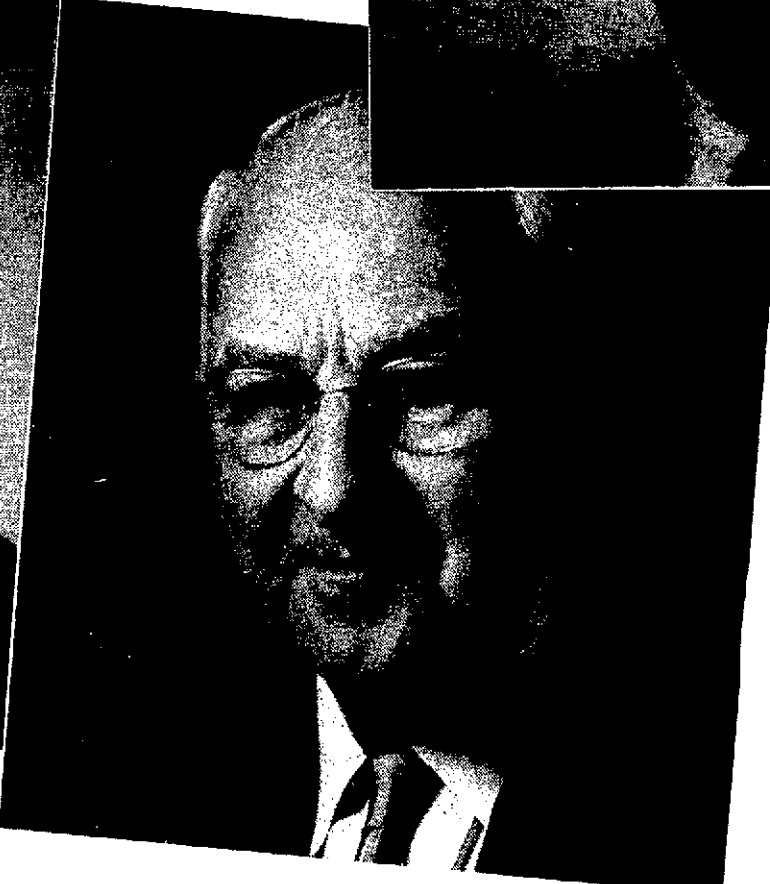
THOS. A. GREGORY
Chairman of the Board



CHAS. E. BERRY
President



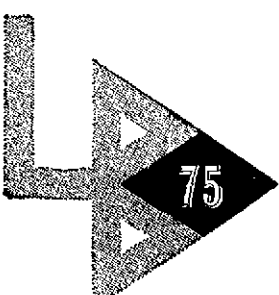
ROY WOLFERS
*Vice President
Loan Dept.*



S. I. BACON
*Vice President
Savings Dept.*

- FREE PARKING
AT 345 ELM AVE.
- FREE CUSTOMER
COUNTER CHECKS
- SAFE DEPOSIT
BOXES AVAILABLE

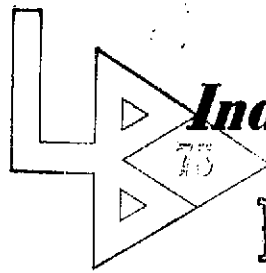
4.85%
CURRENT ANNUAL RATE



Equitable
SAVINGS & LOAN ASSOCIATION
MERGED WITH LONG BEACH FEDERAL SAVINGS & LOAN ASSOCIATION
328 LONG BEACH BLVD. (Next to Post Office)



Education in Long Beach has changed a lot since the day in 1885 when 16-year-old Grace Bush posed with some of her students outside tent that was city's first school.



Independent-Press-Telegram

LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

DIAMOND JUBILEE

1888-1963

EDUCATION



Security First National Bank

In 1889, the students and faculty of the first schoolhouse at 6th & Pine posed proudly for class picture.



Winstead Collection, Courtesy of Long Beach Public Library

In 1925, school kids no longer wore hats and no longer went barefoot — but wore similar expressions.



LONG BEACH WAS THANKFUL

Jefferson Junior High School lies in ruins after the earthquake of 1933. The people, stunned by death and disaster, were nevertheless thankful.

If the quake had happened three hours earlier, hundreds or thousands of children would have been killed by the falling school buildings.

\$100 Million for Schoolhouses

In a bad evening in 1933 the Earthquake struck.

To this day Long Beach would rather not think about the Earthquake. The memories are too painful. In moments buildings meant to stand for a century crumbled before their

eyes. There was panic, suffering and death.

But there was also cause for thanksgiving. The Earthquake came after 5 o'clock. If it had happened during the school day, hundreds, perhaps thousands,

of children would have perished. As it was, only one, an athlete practicing late, was killed in a school building.

It was a hard time for Long Beach. The city, like the nation, was in the very worst of the Depression.

The stunned city struggled to go on living amidst the ruins.

FOR THE SCHOOLS, this meant holding classes in tents and parks. Rebuilding was carried out under the federal Public Works Administration. Slowly the new school plant was built. Some of the old schools, those least damaged, could be repaired and strengthened.

Every school building in the district is "earthquake-resistant." The word is "proof" because it is believed that no structure built by man could survive the worst shock that could occur. But the purpose of the school builders here has been to create buildings that could survive a cataclysm worse than that of 1933.

As so often happens in misfortune, the schools of the district profited in the long run from their disaster. The district entered the war years with a newer and better than average plant. After the war it was the nucleus for fantastic expansion.

FEW CITIZENS comprehend the colossal growth of the Long Beach Unified District. Just to list the major construction contracts since World War II requires more than five typewritten, legal-size pages. The total cost was in excess of \$63 million. This, together with the land and equipment, brings the cost up to \$100 million.

"We are in better shape than any other city in the United States," said Tom Elliott, director of building and maintenance. "If we had to acquire these buildings and sites today, they would cost between \$150 and \$200 million."

The philosophy of school-building here is based upon safety, efficiency and economy. "We don't build marble palaces," said Elliott, "but we don't build chicken coops either. We build schools without architectural frills where the educational process can go on safely and efficiently."

First Parking Law Enacted in 1912

The city's first parking law was established in 1912, and prescribed exactly how a vehicle must be parked. It must be, the law said, backed to the curb at a true right angle, until the rear wheels touched the curb.

"Attached animals" were then to be parked at right angles to the vehicle. Parking limit in the downtown area was 20 minutes.

In 1919 the law was amended and automobiles were ordered to park at 45-degree angles.

New Englanders First to Use Bay

First known use of Alamitos Bay was by New Englanders, who took on cargoes of tallow and hides there from Rancho Los Alamitos in 1889, and wool from the Bixby Ranch in 1899. Anaheim Landing replaced it, then Phineas Banning, who brought land in Wilmington, transferred all the shipping business to that area.

They Really Learn Languages

If you took a foreign language in high school 25 years ago, the chances are that you cannot now read a page of ordinary prose in the tongue. And the simplest conversation is beyond your comprehension.

And what's worse, you probably weren't much more skillful on graduation day.

It's different today. Send a Long Beach high school senior who has had four years of Spanish to Mexico City and he will do well. He will be able to carry on conversation with Mexicans. He will read their newspapers. He won't have any language troubles. Leave him there for a year and even his accent will begin to disappear.

WHY IS IT that today's young people can learn foreign languages more easily and more thoroughly than their parents did?

There are two answers, according to Jack W. Rhodes, supervisor of foreign languages in the Long Beach Unified School System. The motivation is stronger and the teaching methods are better.

"When the Russians sent their first Sputnik into space, the United States was shocked into understanding that the language program as well as science and mathematics must be improved in the schools."

THE UNITED STATES is in a position of world leadership, and the young people know it. They understand that they will have need of foreign languages in the military, in travel, in many businesses and professions.

The teaching methods have become simpler. Formerly, language courses were based upon the analytical method, the learning of declensions, conjugations, syntax. Once a student learned how the language was constructed, he was ready, first for reading

and later for writing. Finally he might even be able to converse in it.

But there is another way to learn a language. It is the way a baby learns. He listens until he realizes certain sounds have meanings. Then he learns to make those sounds. He is quite proficient in the spoken language before he learns writing and reading. And he may never learn much about the formal structure of the language. Millions of fluent and literate Americans know little grammar.

"ALL FOREIGN lan-

guages now are taught in this order: listening, speaking, reading and writing," said Rhodes.

The young people love it. Enrollment in language courses has gone up, up, up since the new methods were adopted. Between 1956 and 1961 French enrollments rose 610 per cent, German 258 per cent, and Spanish, already highly popular, 97 per cent.

Foreign languages begin early in this district. There are 17 Spanish and seven French classes for selected sixth graders held on a before-and-after school basis.

By 1965, all California schools must offer foreign languages in elementary school. Long Beach's program started in 1961. Courses continue through junior and senior high.

Throughout all levels of the program, extensive use is made of audio-visual equipment — tapes, films, recorders, record players, slides, etc.

High school enrollment in languages here is now 43 per cent. This district is one of the leaders in the nation in the new teaching methods.

LONG BEACH!

"Happy 75th Anniversary"

"TESTING"

... the basis of better things for future progress

- MATERIALS TESTING AND INSPECTION
- SOIL AND FOUNDATION ENGINEERING
- CHEMICAL ANALYSIS

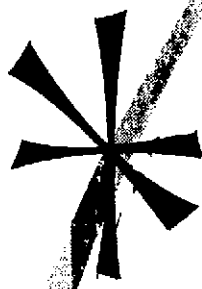


Twining Laboratories of Southern California, Inc.

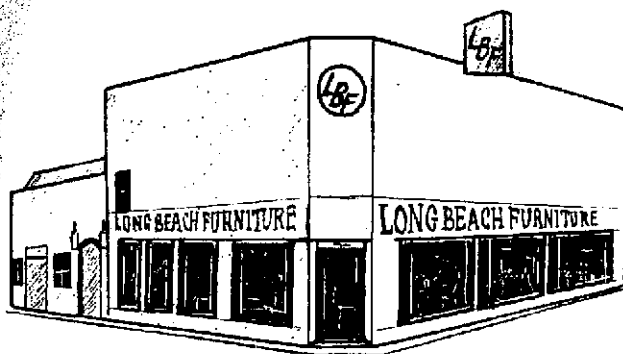
and CORENCO, Inc.

Corrosion Research, Protection, Engineering

1635 W. Gaylord St., P. O. Box 9066, Long Beach 10, Calif. ME 5-7493



*Long
Beach
Furniture*



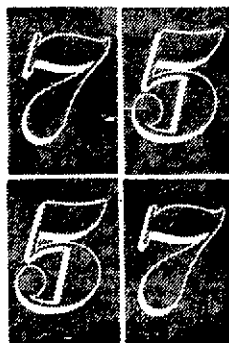
Serving the Long Beach area from the corner of 6th and Long Beach Blvd. for over 22 years

- ★ QUALITY FURNITURE
- ★ NEWEST IDEAS
- ★ LOWEST PRICES

By handling only merchandise of proven worth, by selling it at reasonable prices, by seeing to it that each purchase carries a full measure of service and satisfaction, we have won the confidence of thousands. Our business was established in 1941 on these principles and has enjoyed success throughout the years. It is our pledge to continue this policy.



OPEN EVENINGS 'TIL 9
TUESDAY 'TIL 4
FREE PARKING
FREE DELIVERY
EASY CREDIT TERMS
CLOSED SUNDAYS
LONG BEACH FURNITURE INC.



2 Anniversaries to Be Proud of!

Long Beach was only a very young 18 years old when Von's began its distinguished record of growth and service — truly a Southern California tradition.



This month Von's celebrates its Birthday. A Famous 57 Year Record of Achievement!

BACK IN 1906, when the first modest Von's was opened, pickles were sold from the barrel, wieners "by the yard" and refrigerated cases were a dream to be realized in the future . . . We're proud of our progress . . . but one thing hasn't changed a bit — our concern for the customer! We're still the Home of Red Carpet Service! It's still Von's for Values!

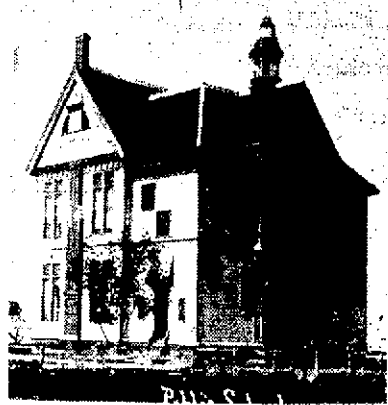


- Long Beach, 1033 Long Beach at 10th St.
- Long Beach, 4480 Atlantic, Bixby Knolls
- Lakewood, 4200 N. Woodruff at Carson

Only the Best Will Do

When Long Beach built its first schoolhouse (below) at 6th & Pine in 1886, it was hailed as "the very finest in school construction."

So it was quite natural that where teachers were concerned, only the best would do.



IN 1898, LONG BEACH HIGH SCHOOL BOASTED A FACULTY OF FOUR: ELMER HALL, JANE HARNETT, PRIN. HOWARD LUNT, LOUISE CALLOW

The teachers of Long Beach Unified School District are tops.

They are better qualified, better paid, younger, finer looking and happier than those of other big-city systems. This is boasting, but the people in the school personnel office can back up their boasts with facts. The district takes its pick of the best young teachers produced by the colleges and universities of America.

WHY ARE THE TEACHERS of Long Beach superior on the average to those of Middlewestern cities from which so many of them came? The answer lies deep in the history and character of the city itself.

"Education has always had high priority here," said Louis Cook, director of personnel. "From the first, the Long Beach area was settled by people who believed earnestly in the value of education. Throughout the history of Long Beach there have been outstanding leaders on the school board and in administration.

"The people of Long Beach put great confidence in their schools and that confidence has been justified."

THE DISTRICT recruits teachers in very much the same way the Navy finds recruits. It boldly points up the advantages and fun of living in the Long Beach area. It emphasizes the pay—Long Beach is among the best in the nation. It stresses the high professional dignity of teachers here, and the easy availability of further education at Long Beach State College.

It does not wait for the young people to come to Long Beach. The recruiters go to the schools of California and the East to find the people they want and encourage them to come here.

"**WE ARE NOT DOING** anything unique," Cook pointed out. "Practically all school systems have vigorous recruiting programs these days. But we do have advantages here that are very attractive to the kind of teachers we want."

Until World War II, recruiting of teachers was unheard of. The young people came hat in hand to be considered for employment. It wasn't easy to become a teacher in those days.

The bombs at Pearl Harbor changed all that. Cities were suddenly jammed with the families of war workers. Schools had to make do and do without.

RECRUITING BECAME a necessity for any system that wished to maintain even minimal standards in those desperate years.

This district quickly set up a recruiting program which has been maintained and improved through the years. More than half of the new teachers are Californians. The others come from all parts of the United States with the majority from the Middle West.

"We are looking for the very finest we can get," Cook said. "There are several steps in selection. First, we study their grade records and general patterns of success. We check all references carefully and we verify everything the candidate says about himself."

"**THEN FINALLY** there is the personal interview, either here or in the region where the candidate lives. This is highly important. We carefully consider not only what the candidate has to say, but the general impression he makes. We are not hiring clothes horses but we expect our teachers to pay attention to their clothes."

"We aren't looking for beauty queens—although we have hired some—but we want the girls to be charming and attractive."

The last point creates a problem for the district. The turnover of personnel is much higher than one would expect.

"Charming, attractive, emotionally balanced young women have a strong tendency to get married and become mothers," Cook said. "We know we will not have the services of most of the young women for many years. Nevertheless, they are the kind we want. They are good teachers while we have them."

"**WE THINK** we get the best in character from the Middle West," Cook said. "The ones who come to Long Beach have some gumption. They are eager, alert, up and coming. They have the spirit of adventure."

"Our obligation isn't completed with hiring. We help the new teachers find housing, we help them with the red tape, and we give them a series of instructional meetings."

"Our concern is to get the best teachers available and to make every effort to help them to success and happiness."

PAY IS A STRONG inducement. Salaries start at \$5,325. The highest classification is \$11,150 for a doctor of philosophy with 16 years' experience.

Increasing emphasis is being placed on the master's degree. Only about 18 percent now have it, but the percentage will rise sharply in the years ahead.

THE RECRUITS are not all recent graduates. Nearly half of them have had some previous experience. Nor are they necessarily young. The district is looking for qualified teachers of any age.

"We think we are doing a good job," Cook said. "Discontent is seldom a factor in our resignations. The three chief reasons are marriage, maternity and moving. Almost all the letters of resignation express regret at having to leave and thanks for the fine treatment of teachers here."

—MARK CLUTTER.

CITY COLLEGE

Education for Everyone

By ROBERT WILCOX, Education Editor

At 10 each night lights blink off across the biggest educational empire of its kind in the country.

At a dozen far-flung campuses, students from 18 to 80, books under their arms, head into the darkness.

After 14 bustling hours, quiet finally reigns across the vast domain of Long Beach City College. But not for long.

The "day shift" springs to life at 8 a.m.

LONG BEACH City College today is the largest junior college in the nation in total number of students. It ranks second in full-time enrollment.

But its biggest claim to fame is a personality that's split as wide as its two principal campuses and three divisions. The plain truth is that it no longer is a junior college in any ordinary sense.

It makes new citizens, retrains workmen, recaptures "dropouts," stages cultural events. It educates the elderly, the infirm, the businessman, the housewife. It teaches skills ranging from Arabic to lip reading.

Among other things, the gargantuan task requires a full-time faculty of 250, five "borrowed" high schools and \$4 million a year.

IT'S A COLLEGE of startling contrasts.

Out at the rolling campus of the 7,500-student Liberal Arts Division in Lakewood, casually clad youths and pretty coeds complete their first two college years in traditional style.

But miles away at the 7,000-student Business and Technology Division near downtown Long Beach, machinery throbs while student technicians, clad in coveralls, man the controls.

At nightfall, youth joins again a mammoth migration to General Adult Division classes at the Long Beach high schools. One out of

every eight residents — or about 40,000 annually—participate in the GAD program.

FOUNDED IN 1927, the college is part of the Long Beach Unified School District. Since 1942 its president has been Dr. George Dotson, 59, who as deputy superintendent also holds the number two job in the school system.

Dotson's dynamic domain didn't "just grow." It exploded. But, after surviving an earthquake and World War II, it was stricken with schizophrenia in 1944 and never recovered.

By state law its admissions are "not selective," meaning that almost anybody can enroll, or, in Dotson's words, "education for all."

ONLY RECENTLY it adopted what its president calls the "open end" principle. No courses are "terminal." The door of learning is never slammed shut.

"Education is a continuing process," says Dotson. Some students bloom early, some late. "This is the college of the second or third chance."

But even the "first chance" appeared slim when it opened in September 1927.

The college smacked of two more years of high school. Its 500 students were housed in a secondary school — Wilson — and a high school principal—John L. Lounsbury — was at its head.

ITS FIRST real claim to distinction was the 1928 state basketball championship, indicative of things to come in the sports world.

Jolted out of its high school home by the 1933 earthquake, the college moved to Recreation Park. Classes were conducted in bleachers, picnic areas and even under trees. ("A hazardous location," recalls an old grad.)

Its early growth was phenomenal. Nearly 1,500

were in classes when it moved in 1935 to its new campus among the alfalfa fields of Lakewood. ("An educational dream which took form almost overnight will be realized here tomorrow," the Press-Telegram hailed.)

But 1938, it was the country's third largest junior college but during World War II a lonely 250 students haunted its Spanish-style buildings.

THE YEAR 1944 set the stage for today's sprawling, splintered educational complex. The college inherited a former junior high school plant and dubbed it the Business and Technology Division. It also absorbed the system's pioneer adult education program founded in 1913.

But when the jaycee took on the high-sounding name of Long Beach City College, it felt moved to deny pretensions of grandeur.

"There was no intent to disguise the fact that the new institution was — and still is — a junior college," Dotson recalls.

"Neither did the name change indicate an attempt to masquerade as a four-year, college-degree-granting institution. The change in name symbolized a change in philosophy, objectives and structure."

BUT FOUR years later the president was forced to take a different tack. Long Beach State College had been approved. Dotson hastened to assure his perplexed staff:

"There will be enough students for both. In the long run, the new college will help us and the community." Then he sounded a warning.

"But it will be very easy for us to lapse into a second-grade institution across town. We must do a superb job or there will be no excuse for our existence."

TODAY, DOTSON can

let his mind range across his vast educational complex and reflect on the "superb-ness" of the job.

His faculty and administration now boasts 26 doctorates. The 60,000-volume college library is probably the finest of its type in the country. Even its rivals concede "outstanding" ratings to its music, art and drama departments, as well as to the engineering, pre-medical, prelegal and journalism programs.

At cramped BTD, spurred by automation, a \$5 million expansion program is starting, courses are being added and upgraded for college credit, liberal arts classes now round out the curriculum.

The General Adult Division, by any standard, is carrying out its pledge "to serve the community well." It's not interested in expansion. "We're not trying to build an empire," says its dean.

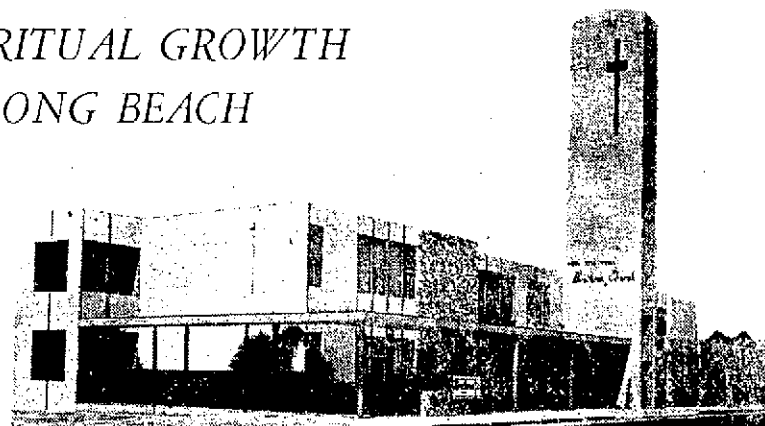
LONG BEACH State College bore out the prediction. Its stiffening requirements have left plenty of students for the nearby junior college. Today most of City College's finest finish their education across town.

The schools carry on a friendly competition for the "good students" and the athlete. ("A little rivalry never hurt anyone," says Dotson.) But most of the crosstown parleys involve "cooperation" and avoidance of duplication in programs.

Athletically, the City College football team went to the Junior Rose Bowl in 1960 and was rated number one in the country last fall. The basketball team won state or Southern California championships in 1958 and 1959. Minor sports, notably swimming and water polo, have had similar successes.

But Long Beach City College's problems nearly

SHARING in the SPIRITUAL GROWTH of LONG BEACH



NORTH LONG BEACH Brethren Church

Beginning in 1926 as a branch Sunday School of the First Brethren Church we occupied a 40 by 60-ft. building. Today we have a Church membership of 1200, and have an average Sunday School attendance of 1600 with a staff of 140 teachers and superintendents.

After our latest building program, completed in 1958, we now occupy 4 buildings with 55,000 square feet including an auditorium that seats 1100 and is one of the largest in our city. Anticipating continued growth, plans are already developed for continuation of our building program with construction due to resume in 1965.

We are members of the National Fellowship of Brethren Churches and the National Association of Evangelicals. Among the accomplishments, we are most proud of our members who have gone out as missionaries to Africa, South America and Mexico and those who have become Pastors and Teachers. Five Brethren Missionary Churches within our area look to us as their major contributor.

Our Pastor, Dr. George O. Peek, has been with us the past 16 years and has been of most importance in our great growth. Dr. Peek came to us from the Seal Beach Brethren Church, which he founded.

We welcome you, to attend any of our services, especially our regular Sunday evening service where an average of 500 attend.

Sunday Bible School — 9:30 A.M.
Morning Worship 11:00 A.M. Evening Service 7:00 P.M.

"A Bible Teaching Church with A Christ Centered Ministry"

NORTH LONG BEACH **BRETHREN CHURCH**

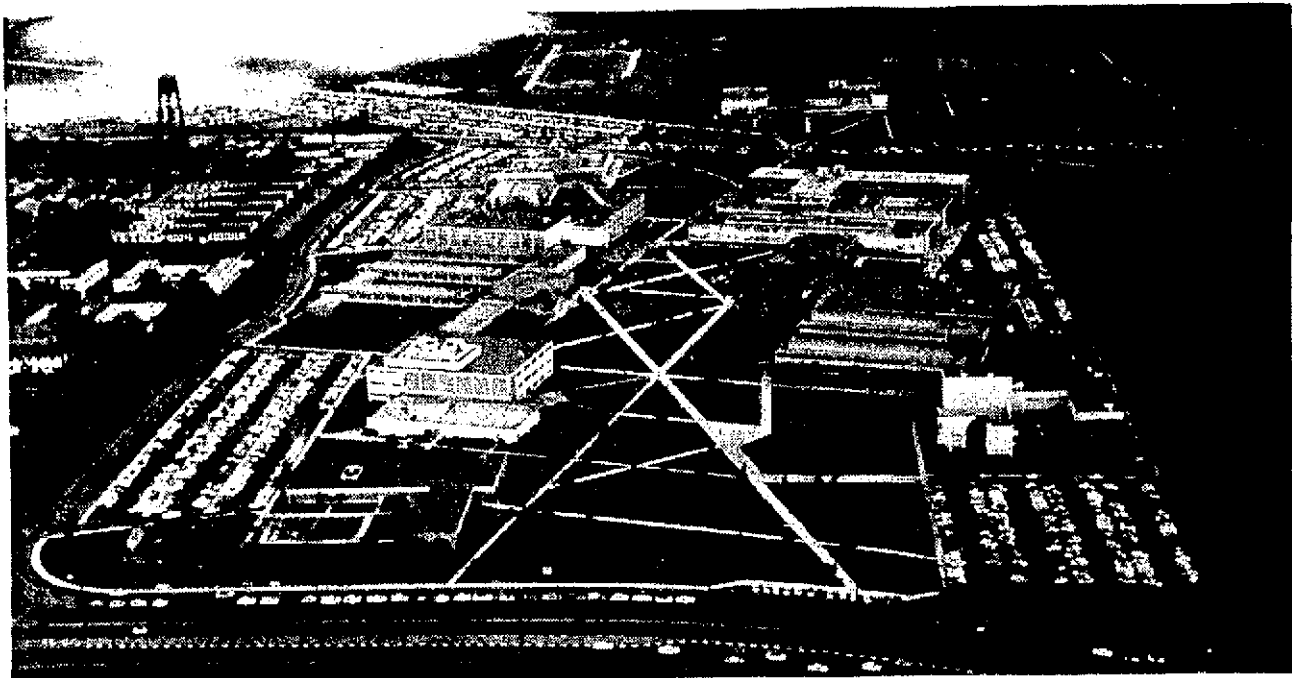
61st STREET AT ORANGE AVENUE

Dr. George O. Peek, Pastor

(Continued Page 34, Col. 5)

Ten Years in Life of LBSC

IN 1953, Long Beach State College was a humble cluster of wooden buildings on a majestic campus (right), but even then the bulldozers were clearing ground for the huge building program to come. Ten years later, the bare earth was covered by one of the most modern college campuses in the country, with 15,000 students.



The Educational Explosion

By BOB WELLS

When Dr. J. Victor Petersen, first president of Long Beach State College, rose to speak at the groundbreaking for the college's permanent campus, legend has it his first words were drowned out by the roar of jet aircraft setting down for a landing at Municipal Airport.

The story may be apocryphal, but many at Long Beach State choose to believe it as symbolic. In 1949, when the college first began in hastily converted apartment buildings on E. Anaheim Street, the first sputnik was only eight years away. Hardly had the college established itself on its present campus before the roar of the rockets and the beeps of the satellites of the Space Age were making their own imperative demand on American education.

Fourteen years after its birth, Long Beach State College has a capital investment of \$35 million dollars, a faculty of more than 500 scholars, a total student enrollment of more than 15,000. Its payroll puts it among the top five employers in the Long Beach area. The cultural winds it has released in the community have waited away forever the concept of Long Beach as the sleepy little seaport of the "Iowa Coast."

YET ON the campus on the hill next to the Veterans Administration Hospital there is a sense of urgency. The achievements of the college are sizeable, the demands on it still overwhelming.

Amidst the typewriter clatter of the Administration Building, amidst the stunning exhibits in the Fine Arts galleries, among the retorts, apparatus and exotic odors of the Science Buildings, in Industrial Arts and Engineering and Social Sciences. Humanities and all the other divisions there is the excitement of work in progress, of unfinished business.

California, of course, is the great Unfinished Society, where only the outlines of what-is-to-be are yet apparent and where it is still possible to dream of perfection.

AND IN the college on the hill, the dreaming and the planning goes on.

In Fine Arts, William Hill, the young director of the gallery, gives up his Saturdays and Sundays to keep the gallery open. He does not have the budget to man it properly, so it means a seven-day week for him. The recent sculptor show assembled by him drew rave notices in the Los Angeles press and in the national art publications.

The book supplements and literary magazines this fall are carrying warm reviews of "James Gordon Humecker: Critic of the Seven Arts," by Dr. Arnold T. Schwab, a young assistant professor of English. Dr. Schwab's biography, published by Stanford University Press, is being hailed as a "big" book in the history of American criticism.

IN THE Industrial Arts division, Chairman Tom Dean and his staff are working under a State Department contract to train young Cambodians and West Indians to return to their native lands and teach their peoples the techniques of modern industry.

In microbiology, Dr. Frank Swalek, working with Veterans Hospital researchers, devises a simple test to identify the fungus that causes cryptococcosis, a mysterious and baffling meningitis-like disease that is usually fatal in identified cases.

Dr. Robert E. Vivian is rounding out a second career as head of the Division of Engineering after serving out one career as the efficient and beloved dean of the USC School of Engineering. This year the Engineering Division

launched its graduate program.

AND IN THE Library Charles Boorkman and his staff make their contribution to America's man-on-the-moon program. Engineers from Southern California space firms come to the LBSC Library to find certain mathematical treatises not available elsewhere. Like the College, the Library is new, but acquisition of microfilms and facsimiles has enabled it to stockpile items usually found only in ancient or well-endowed libraries. It has a comprehensive collection of colonial newspapers, for instance.

In Physics, Dr. Saleem Salem and his student assistants ponder the mysteries of the X-ray spectrum. His work is basic to shielding American astronauts in space from deadly radiation.

In Chemistry, scientists are closing in on the secret substance that makes a plant blossom.

IN POLITICAL Science, the faculty is launching a program for a master of arts in government, which should prove of particular benefit to city administrators and other municipal

officials in the greater Long Beach area.

Sociology has no graduate program as such, but its graduates have had amazing success in securing scholarships and study grants at other institutions.

And so it goes in all the divisions and departments of Long Beach State College. The pursuit of knowledge continues day and night. As more and more high school students clamor for admittance, the competition becomes more intense. Standards are advanced and what was superior work yesterday becomes barely passing today.

THE COLLEGE student of today bears little resemblance to the beanie-wearing rah-rah stereotype of the 1920s and 1930s, or even 1940s. His job is study and if he doesn't do it, he flunks out and his place taken by another.

As the college student has changed, so has the college professor. There are, to be sure, still a few of the beloved, benign absent-minded professor types still strolling the campus. But they are becoming extinct.

The new college professor to be found in abundance at Long Beach State

Facts and Figures Tell Big Story

Fourteen-year-old Long Beach State has 15,000 students.

The capital investment is in excess of \$35 million.

No end to its expansion is foreseeable.

Shortage of parking space forces many to walk long distances to class.

Although there are 500 faculty members, many classes are too large.

By 1970, it is estimated that the capital investment will reach \$70 million and that there will be 20,000 students.

The growth of the school always exceeds prediction. Enrollment this year was expected to be 14,000.

*The Harriman Jones
Medical Clinic and Hospital is proud
to be a part of the great city of
Long Beach on its 75th Anniversary*

Where combined experience of staff specialists and modern medical equipment insures accurate diagnosis and methods of treatment for the entire family.

*The
Harriman Jones
MEDICAL CLINIC...HOSPITAL
211 CHERRY AVENUE*

IN ADDITION, he may very likely act as a consultant.
(Continued Page 33, Col. 1)



**BEAUTY
CULTURE
HAS
COME
A LONG
WAY!**



The old-fashioned hair-dressing parlor featuring stiff-looking puffs, curls and transformations is a far cry from the smart up-to-date beauty salons staffed by skilled stylists who are trained in the newest art of hair styling.

HAIR STYLING TODAY

... as taught at Reno's University of Beauty, a new, modern beauty school, opens up a vast field of opportunity for the woman or man seeking a professional career.

Our Past Record Is Our Best Recommendation. Age is no barrier . . . incomes are unlimited. Beauty culture today offers a pleasant, profitable future as operator, owner, shop manager, demonstrator, technician or teacher. Beauty culture insures a future for the career minded.

RENO'S UNIVERSITY OF BEAUTY

*Enrolling Now for our Beautiful New School to
be Opened Soon at Our New Address*

548 Pine Avenue • Downtown Long Beach

**Applications being accepted at 330 1/2 Pine Ave. Phone 435-8931*

"Blessed Birthday, Long Beach" 1888 - 1963

How our city has changed during the 75 years of its history! First Lutheran Church, 905 Atlantic Ave., has changed too during the years of its history.

The congregation's first service was held 59 years ago last Wednesday, October 23, 1904, at the Boys' Gymnasium, Sixth and Locust. The church's first home was a former store building, which was placed on the property at Seventh and Locust, fronting on Seventh Street, and dedicated on January 22, 1905. Property was purchased at the corner of Linden Ave. and Tenth Street the following year and that became the place of worship for the congregation until November 15, 1959, when the beautiful contemporary building at Atlantic Avenue and Ninth Street was dedicated to the glory of God.

First Lutheran Church has served Long Beach through its Sunday School (1907) and its Christian Day School (1910) during much of the city's history. Many of our fellow citizens received their elementary education in the "One Thing Needful," the Word of God, in these agencies.

Only four ministers, beginning with the sainted Rev. Arthur M. Wyneken have served the congregation during its long history, and each one has proclaimed the same message, that of the Changeless Christ to a changing community. It is to this task that First Lutheran Church continues to dedicate herself in her service to our city, Long Beach.

FIRST LUTHERAN CHURCH

Atlantic Avenue at Ninth Street

HEmlock 7-8532

Divine Services 8:30 and 11:00 AM

Rev. E. H. Schrander, Pastor

Mr. Raymond J. Mueller, School Principal

Sunday School and Bible Classes 9:45 AM

Mr. James R. Schisselman, Director of Music

Mr. Lawrence W. Lubben, S.S. Supt.

The Educational Explosion at State College

(Continued From Page 32)

tant in his field for private business. This gives him a contact with the non-campus world which the professor of an earlier day usually lacked. The college professor of today can "do" as well as teach.

He teaches 12 class-hours a week. Another three to six hours weekly are devoted to committee work and other college tasks. In his free time he grades papers, counsels students, keeps up with professional journals, books and other publications, does research, attends professional meetings, writes and participates in community projects.

The life of a college professor is a pleasant life, but not a particularly easy one. No one is constantly watching over his shoulder, but he must develop a stern inner discipline if he is to survive and professionally flourish.

SOME THINGS about a college never seem to change. This fall when the 1963-64 term opened, 1,000 more students than anticipated signed up for classes. The college's problem: Where do they go to class? The students' problem: Where do we park?

Classroom and parking space were paramount problems that fall of 1949 when an institution then known as Los Angeles-Orange County College opened for instruction in converted apartment buildings at 5401 Anaheim Road.

Of course, there were many, many other problems facing the new institution then—problems that have since been solved, such as: Is this school ever going to settle down, and if so, where? It was an orphan college with the temporary roof over its head provided by Long Beach builder Lloyd S. Whaley while it looked for more permanent quarters.

NOT THAT it needed a

lot of space in 1949. There were 134 full-time students enrolled. The college, the State Legislature and the State Board of Education were not lacking for advice on where to put the new college. Downey had thought the matter over carefully and concluded the college ought to be in Downey. Fullerton disagreed. The sensible location would be in Fullerton because, obviously, that was the closest location to Fullerton. Santa Ana had a suggestion, which, strangely enough, turned out to be Santa Ana.

Only Long Beach was capable of viewing the matter impartially. The decision, it told the Legislature ought to be based on the facts and not on local self-interest. Obviously, the college ought to be located in Long Beach.

The City's case was evidently stronger and the people who pushed for it—Assemblyman Bill Grant, Chamber of Commerce Manager D. W. Campbell, Editor H. F. Burmester, School Superintendent Douglas Newcomb, John Griffith, and others—were more persuasive.

THE LEGISLATURE tentatively voted to put the College in Long Beach, and civic leaders turned to passing a proposition appropriating a million dollars to purchase a site to keep the college here.

Early in 1950, Long Beach voters passed the measure by a 9-to-1 margin. The college dropped the Orange County from its name (disappointed Fullerton eventually got its college, too) and became Long Beach State College.

The groves of Academe were planted on the new site on the historic Bixby Ranch next to the Long Beach Veterans Hospital.

LANGUISHING in their converted-bedroom classrooms and kitchen offices that first year in the apartments, without so much as

a sprig of ivy to call their own, the faculty and students of the new college sought to identify with an older tradition.

Their college was founded in the centennial year of the Gold Rush, so they called themselves Forty-Niners.

Had they waited for a move to the Bixby Ranch, they might have claimed an even older historic event for their totem. The college now stands near the very spot where in 1776 Sgt. Manuel Nietos, who had soldiered from Mexico to Monterey with Portola, built his house on the rancho granted to reward his faithful service to the crown.

MANY OF the faculty and administration members who are still guiding the destinies of the college joined it that first year of 1949 and immediately left their mark on it.

Irving Ahlquist, for instance, now a professor of history, that first year had a somewhat broader assignment—he was the social sciences department. He was also a first-class supply man, or, as they call it in the Army, scrounger.

Dr. Ahlquist is a podium-type professor. Somehow, in 1949, he found a podium where there was no podium.

It took him no more than six days and nights. On the seventh day he would have liked to have rested, but he had to protect his podium. He carried it with him from class to class to home to class again. It was the only podium at the college.

CLASSES were held in converted living rooms or bedrooms. As often as not in the first months, the classes sat on the floor. There were no chairs.

Offices were in kitchens. Laboratories in bathrooms or garages.

The first faculty meeting was held under a pepper tree.

Dr. Halvor G. Melom, now dean of graduate studies, taught a class in American history in a converted apartment. In the next apartment, Dr. Lawrence L. Peterson, now chairman of the fine arts division, conducted the college choir.

The walls between were paper-thin and sometimes arpeggios tended to come confused with the Articles of Confederation and hallelujahs with the Huguenots.

ONE DAY in the midst of a particularly rousing chorus, Dr. Melom interrupted his class, dashed dashed next door and stormed the forte, so to

speak. "Larry," he said, "how do you expect me to teach American history with all this racket?"

"Oh," Dr. Peterson said, mildly interested, "That's what you do?"

Furniture, the second year was better and more abundant. Now, nearly everyone had podiums. It was during this time that Dr. Ahlquist laid the foundations for one of the best history facilities on the West Coast.

PRESIDENT Peterson, in accordance with protocol elsewhere, established a sizes. Assistant professors strict precedence of desk and associate professors got 40-inch desks. Only professors and deans got the larger 62-inch desks.

One day a group of workmen unloading some of the VIP 62-inch desks spotted Dr. Ahlquist.

"Say, where do these desks go?" a workman asked. "Right in here," Dr. Ahlquist said, thinking fast and indicating the history offices.

Naturally, when word got around that even assistant professors of history at Long Beach State College sat at professor-size desks, the college quickly had its pick of the entire crop of

bright, new history Ph.Ds.

SOON the college moved from the apartments to temporary buildings on what is now the lower campus. Things were better, but not much better. When the winter rains came, mud between the temporaries was ankle thick. Duckboards were laid. They sank out of sight.

There was a peculiar parking problem. Students parked on the hill where later the campus was to rise. Then they walked to classes on the lower campus.

Sometimes when it rained, they would come out of class to find that their automobiles had come down the hill to meet them.

"You could stand on the lower campus and watch the cars slowly slide down hill as the wet clay became slippery," one faculty member remembers. "It was weird."

SO MUCH progress has been made in the California State College System and so many new colleges added since World War II that the public quite naturally feels the system itself is relatively new. This is not the case.

In fact, San Jose State College is the oldest public supported institution of

higher learning in California. It was originally established as a "teachers college" as were several other of the older state colleges.

In the 1930s, however, the Golden State converted its teacher colleges into full-fledged liberal arts institutions—a trend many other states are just catching up with. After World War II, industrial arts departments were added to the state colleges.

DESPITE the change in educational emphasis—a change further accelerated by new teaching credential requirements adopted this year—most students graduating from the state colleges plan to make teaching at some level their life's work.

In the late 1950s, a Board of Trustees of the California State Colleges was established to supersede the State Board of Education as the governing body for the colleges. Centralized administrative direction of the colleges was vested in a chancellor and his office.

A Master Plan of Higher Education was adopted, defining the roles of the University System, the State College System and the junior colleges. Primary responsibility for research, professional and doctoral

studies was lodged with the universities, the State Colleges will concentrate on undergraduate studies and studies leading to the master's degree. A joint doctorate degree will be awarded by the State Colleges in collaboration with the University.

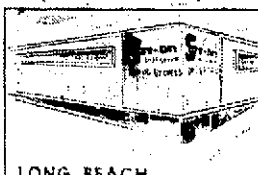
LONG BEACH State College has assumed its place within the Master Plan and the Cal-State System Since 1950 until this fall it has grown at a rate of approximately 1,000 students a year. This fall, that rate of increase was doubled. At close of registration, the college had more than 2,000 students more than the year before.

The college has had its growing pains. The worst of these erupted in the late 1950s in a dispute between President P. Victor Peterson and some of the faculty over personnel procedures. The president was upheld by the State Personnel Board but sharply rapped by a national professors' organization. In 1959 he resigned. After a thorough search for a successor, Dr. Carl W. McIntosh, president of Idaho State College, became the second president of Long Beach State.

'Great Oaks From Little Acorns Grow'

THE ACORN . . . The original SAV-ON SELF-SERVICE DRUGS in the Harbor area was

opened in 1947 at 121 East Third Street, in Downtown Long Beach. It was the third unit in the newly-formed Sav-On chain.



LONG BEACH



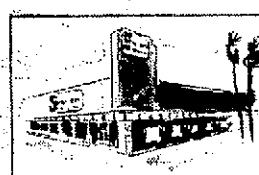
LOS ALTOS



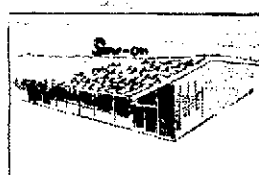
LAKESWOOD



COMPTON



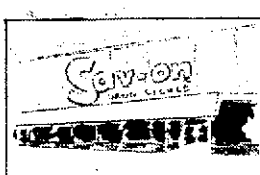
NORWALK



NEWPORT BEACH



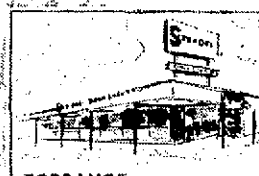
SANTA ANA



ANAHEIM



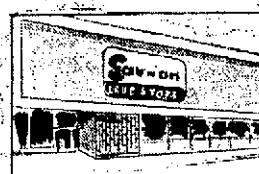
EAST ANAHEIM



TORRANCE



DOWNEY



SAN PEDRO

United Church of Christ

The United Church of Christ was formed in June, 1957 by the union of the General Council of the Congregational Christian Churches of the United States and the Evangelical and Reformed Church. The Denomination now numbers 2,181,492 members.

First Congregational

Third and Cedar Emerson G. Hangen, D.D.
The first of the churches of the United Church of Christ to begin ministry in Long Beach was the First Congregational Church. It was organized the same year that the city of Long Beach was founded—1888. It is concurrently celebrating its 75th Anniversary. From its small beginning in a hall built and donated by Mr. and Mrs. Jotham Bixby to its present stately Florentine style structure which occupies the original site at Cedar Avenue and Third Streets, the Church has grown with the city in Christian witness and service. Duplicate Services 9:30 and 11 a.m. Church School 9:30 a.m.

Community Congregational Church

Karela and Pine Streets, Los Alamitos Rev. R. L. Fitzgerald
Organized in 1895—in 1925 it officially began its association with the Congregational Conference of Southern California. In 1957 it voted to align with the United Church of Christ and in 1961 a new three and one-half acre site was purchased. In January of 1964, the first units will be constructed on this site. Sunday Services are at 9:30 and 11:00 a.m. with Church School and Worship Services at both hours.

Bay Shore Community

5100 The Toledo Milton G. Gabrielson, Minister
First services of this church were held on Sunday, July 13, 1924. The present minister, Mr. Gabrielson began his ministry on March 1, 1936. In 1961, Bay Shore members voted unanimously to approve the new constitution of the United Church of Christ. This Church is an Affiliate of the Long Beach Council of Churches. The National Council of Churches of Christ in the U.S.A. and the World Council of Churches.
9:30 A.M.—Family Worship, Church School for Children. Church Service for parents, 11:00 A.M.—A Duplicate Worship Service (Care provided for small children at both services.)

Woodruff United

3908 Woodruff Rev. L. L. Wakeland
The Woodruff United Church of Christ is the continuation of the Zion Evangelical and Reformed Church that was founded at 14th and Pacific in downtown Long Beach in 1926. This church organization moved to the present location on Woodruff Avenue in 1952. The present pastor was called to serve this church in the fall of 1962. He is the first pastor called by this church to be supported solely by the local church. Worship 9:30 a.m. and Church School at 10:30 a.m.

Cross Roads Community Church

5420 Clark Ave., Lakewood Rev. J. C. Thompson
This church affiliated with the United Church of Christ in 1961. It began as an extension Sunday School of the Lakewood Village Community Church late in 1949. Organized as a Congregational Church 1951, buildings completed 1954-1955. Worship Services & Sunday School, 9:30 & 11:00 a.m. Junior High & Senior High Youth Fellowships, 6:00 p.m. Sunday.

Los Altos United

5550 Alhambra Street Rev. M. T. McNeil, Jr.
The Los Altos United Church of Christ was organized in 1950. First, known as the church meeting in the "Big Red Barn on the Hill," in an act of faith, it incorporated itself under the name finally adopted in the most significant church merger in history. It thus became the first church nationally to come into being under this name. Now located at 5550 Alhambra, just this October, it dedicated the third building unit, a beautiful Religious Education building. Also providing a lovely Georgian-Colonial Chapel for worship and an attractive hexagonal Fellowship Hall. Sunday Services, 9:30 and 11:00 with Sunday School and Worship at both hours.

The United Churches of Christ join all others in extending to this great city sincere congratulations on this 75th anniversary of its beginning.

Congratulations
Long Beach
on your
75th Anniversary

Roots firmly imbedded in the rich soil of the vital, growing Southland area, the SAV-ON oak continues to grow, not only in size, but in satisfaction and savings for its host of loyal customers. The policies that have made this growth possible will be maintained.

SAV-ON
SELF-SERVICE
DRUG STORES

Jews in Forefront for Civic Progress

With 12,000 Jews and six synagogues, the Jewish community of Long Beach and Lakewood is one of the area's most active and most influential groups.

Jews are in the forefront in movements for civic betterment. They are active in little theater groups. They promote musical events, art events, book reviews. They sponsor budding talent of young writers and artists. They raise generous sums for charity at home and abroad.

Considering their influence and achievements, it is interesting to note that they are relatively recent arrivals in Long Beach.

SO FAR as it is known, the first Jewish family here was the Hellers, who arrived in 1898. Sam Heller, his wife Rose and a son and daughter came from Michigan to Los Angeles. After spending several days there, they came on to Long Beach to see the ocean—and stayed. Heller participated in several subdivision projects on the north side of town. Rose Avenue was named for Mrs. Heller.

In 1904, Sam Abrams, arrived in Long Beach from Minneapolis. He established a tailoring business on the west side of Pine Avenue between First Street and Broadway.

In 1906, Ralph Goldman, 18 years old, came to Long Beach from St. Louis, Mo., by way of San Francisco. He opened a small shoe store at what is now the corner of Broadway and Pine. In 1908 he joined with another young fellow named John Berkowitz and bought a used seven-passenger Overland automobile with which they started a "jitney" transportation business—believed to have been the first in Long Beach. Their route extended from Pine and Ocean, north to Seventh Street,

then east to Alamitos Avenue. After two weeks of operation gasoline had cost more than the value of the nickels they had taken in, so they abandoned the "jitney" project.

GOLDMAN related that when he first came to Long Beach lots on Signal Hill—now a fabulous oil field—were given as premiums for \$5 dictionaries.

In 1910 Louis Fried moved with his family from Los Angeles to Long Beach and set up a tailoring business in the Riviera Hotel, Broadway and Chestnut Avenue.

Less than a dozen Jewish families lived here at that time and they were so scattered few knew of the existence of the others.

In 1912 Sam Josephson and his family moved to Long Beach from Los Angeles and rented a house at Fourth Street and Olive Avenue. His family complained about "living so far out in the wilderness."

IN 1913 the Municipal Market surrounding Lincoln Park was dedicated with considerable fanfare. A number of Jewish produce men moved here with their families and set up stalls on market days. Among these were Max Rosenberg, Alexander Polesky and Sam Arkin.

That same year—1913—Louis Fried decided there must be enough Jews in Long Beach to hold High Holy Day Services. Search and inquire as he might, he could muster only nine Jewish men. Ten were needed for a minyan. Fried and Sam Arkin drove to Boyle Heights in Los Angeles and located a Jewish man willing to come to Long Beach for the service. Fried borrowed a Sofer Torah from a Boyle Heights congregation. Thus the first Jewish service was held in Long

Beach, in the Riviera Hall, Broadway and Chestnut.

IN 1916, the city's first Jewish attorney arrived—Adolph Rosenfield, formerly of New York and Augusta, Ga. He is credited with drawing up Long Beach's first oil lease.

About this time, a group of men began meeting in each other's homes for Friday evening services. They called themselves "Temple Sinai."

B'nai B'rith Lodge 870 was organized June 20, 1920 in the Odd Fellows Hall. Its charter bore 33 signatures. Dr. Frank Mikels became its first president.

IN 1920 Adolph Marx conceived the idea that a community building could be the rallying point for all Jewish activity and he donated a lot at 439 W. Anaheim Street on condition that the Jewish community raise the money to construct a building.

A bazaar at Eagles Hall, Broadway and American Avenue (Long Beach Boulevard) netted \$1,000. Plans were drawn, construction started, and the Jewish Community Building was completed in 1922. Mortgage papers were burned over a candle flame at the Pesach Seder in 1923.

Jewish services were conducted in the Community Building for several years.

In 1940 Temple Sinai, Seventh Street and Molino Avenue, was dedicated. In 1941 Temple Israel, Third Street and Loma Avenue, was dedicated.

Temples in the Long Beach-Lakewood area are Orthodox, Conservative and Reform. Jewish social life centers on the Jewish Community Center, 2601 Grand Avenue.

There has been a lot of growth since the Hellers came in 1898.

—VERA WILLIAMS

Superintendent's View

In 1844 the Long Beach school system consisted of one 16-year-old teacher, nine pupils, and a tent set up on the southwest corner of Pine and First. Today the Long Beach Unified School District includes 5,000 employees serving more than 100,000 youth and adults in 77 multimillion-dollar, 100 per cent earthquake-resistant school plants.

—And it is one of the outstanding school systems in America," according to W. Odie Wright, Superintendent of Schools. "It is the result and reward of the efforts, energy, and ability of a markedly superior educational team, exceptionally able and dedicated lay leadership and the desire of a citizenry that wants, will work for, support, and demands a superior educational program."

Objective observers classify the local school system as a "middle-of-the-road" system which places strong emphasis on mastery of the 3 R's and passing on of America's heritage of freedom.

"ELEMENTARY SCHOOLS of this school district are recognized for the fine job that they have done," Wright said. "Both subjective and objective evaluations prove that teaching and learning in the local elementary schools have been of superior quality. One of the major functions of elementary schools is teaching the skill subjects which are necessary instruments for acquiring a sound education. The basic skill subjects are not the ends or ultimate aims of education, of course, but they are the tools we need to reach our goals. The child must learn to read because the ability to read rapidly and with comprehension is necessary if he is to acquire a wide range of useful information of the kind taught in history, science, mathematics, geography, and the other curricular areas.

"There can no longer be any doubt that American public high schools are turning out better graduates, the president of Caltech reported recently to an educational conference. The 1961 freshman, according to Dr. Lee DuBridge, is capable of far more advanced work than his counterpart of five or 10 years ago.

"WHILE THE SPOTLIGHT quite often falls on the elementary and high schools, we must not overlook the comprehensive community college—the Long Beach City College. Through the three divisions of this large junior college program—the General Adult Division, the Business and Technology Division, and the Liberal Arts Division, the citizens of all age levels of this area have almost unparalleled opportunities to continue their education.

"This past year approximately 35,000 students were enrolled either full-time or part-time in City College courses. The best proof of the superior job being done by our City College staff is in the attitude and success of the graduates. This community has thousands of citizens who have greatly benefited from attendance at City College. Their successes in business, the professions, the trades, and as homemakers attest to the importance and high quality of our post-high program.

"LIKE MY PREDECESSORS, I believe that teaching our heritage, our American way of life, is basic and should be taught and re-emphasized in every grade. I believe that our program should provide for individual experiences that will help each pupil to live adequately and richly in his total environment and which will insure the realization of his potentialities.

"IN THE FINAL analysis good teaching by our highly competent, dedicated teachers will keep us a great school system. With all the possibilities in the future, there will not come a time when the teacher will be an electronic console. Teaching requires a teacher with a combination of characteristics,

First Railroad
The first railroad service to this area, from Los Angeles to Wilmington, opened in 1869. It had a salutatory economic effect. Price of lumber dropped \$7.50 a thousand board feet, because of lowered transportation cost; and freight on grain dropped \$5 a ton.

First Queen
The real predecessor of Miss International Beauty was one Ella Wilson, Long Beach's first "queen." She was selected to preside over dedication ceremonies of a new Pier Nov. 12, 1904. Her father, William, was a city trustee.

Style by the Yard
Judging from a local newspaper report in 1904, fashion came by the yard in those days. To quote: "It is impossible to make a gown in the newest fashion with less than 9 or 10 yards of double-width material. If made with taffeta and materials of that width, the gown will require from 15 to 24 yards."

Water Supply
Long Beach's first attraction to visitors, according to historians, was a large fresh water spring located about at Seventh Street and Magnolia Avenue. It was the principal water source for Rancho Los Alamitos.

Hard Times
In a period when Long Beach was not a city, it was governed by the County Board of Supervisors who, on Oct. 15, 1897, ordered the pier lights turned off for lack of funds. Indignation was so high the citizens promptly set about incorporating for themselves.

Beach Lots
When the Long Beach Development Company began selling beach lots here, in 1888, those fronting the ocean were \$200. But the advertisements advised, lots on Rattlesnake (now Terminal) Island, were slightly less.

TRINITY LUTHERAN CHURCH

History

JANUARY 20, 1907, the first service was held in Castle Hall, Ocean Boulevard and Pine, Rev. John A. M. Ziegler officiating. On February 24th, 1907, the congregation was organized with thirty-eight charter members by Dr. Ziegler, who served as pastor until December 1 of the same year, following his resignation the work was cared for by Rev. William Swickard until the call of Dr. D. J. Snyder, April 1, 1908.

The first structure of the congregation was located at Eighth and Linden Avenue and dedicated on September 4, 1910. Ground was broken for the new and present structure on September 25th 1927, and the church dedicated on May 27th, 1928.

The earthquake of March 10, 1934, left the beautiful church a mass of ruin. The congregation rallied around the pastor in reconstructing the church, rededicating the beautiful House of Worship on June 24, 1934. Again this structure was damaged by fire on January 6th, 1955, causing a damage which cost \$70,000 to repair. Insurance provided complete coverage so that the structure was restored to its original loveliness, without additional financial burden to the congregation.

Pastor Snyder served for thirty-seven years until his retirement on April 1, 1945. Pastor Awerkamp, the present pastor, was called the following September 1st. Three have served as Associates, Pastors: Clarence Naugle, Frederick Daubenish, and Robert Wheatley, now serving.



"A LIFE IS NO GREATER THAN THE GLORY IT REFLECTS. THE CHURCH IS EARTH'S GREATEST SINGLE TOWER OF INFLUENCE ENCOURAGING THE DIVINE REFLECTION."

WEEKLY SERVICES

Worship Services 8:30, 11:00
Church School 9:45
Bible Study & Prayer (Wednesday) 7:30
(Infant & Children's Nursery, both Worship Services)
A SINCERE AND HEARTY WELCOME IS EXTENDED TO ALL
Office: HE 7-4002 Eighth & Linden Ave.

Naval Shipyard Celebrating Its 20th Anniversary of Service



Photo Courtesy Pacific Air Industries

The second largest industrial activity in Long Beach, the LONG BEACH NAVAL SHIPYARD was first activated in February, 1943. The site which in times past has been an Indian burial ground, a shark oil center, a rum-runners' paradise and a fashionable bathing beach, is one advantageously located. The doubly-protected west basin in the Port of Long Beach offers a great tactical advantage with the shipyard being only minutes away from deep water. From the breakwater entrance in the Long Beach Harbor, a bouyed fairway leads northwest less than three miles to the lighted entrance to the Long Beach Naval Shipyard.

As we salute Long Beach in its 75th anniversary year, the naval shipyard is also celebrating its 20th year of service to the Pacific fleet.

With some 6000 civilians employed at the shipyard, over 5,000 naval military in the harbor each month, and 35,000 naval families living in the area, \$150,000,000 is contributed annually to the economy of the Long Beach area, and during World War II, working on a round-the-clock schedule, the shipyard employed a peak force of 16,000 men and women in accomplishing its assigned mission.

Long Beach Shipyard Employees Association
Long Beach Naval Shipyard
Long Beach, California

These Are the Kind of People Behind the "Big T"



STORE MANAGER RETIRES
Harry Hatch (center), manager of Thriftmart's Los Altos Shopping Center store, is retiring after many years with the firm. He was honored at a luncheon at the Rossmore Inn recently. Shown with him are Roger Lavery (left) and Bob Lavery (right), both vice presidents of Thriftmart. Hatch has been a leader in Los Altos shopping center activities since the center was opened.

Harry Hatch has retired; but Thriftmart is proud to have many more of his caliber in their ranks. Harry was active in the community and shopping center activities, as are many other men and women in the Thriftmart organization.

Thriftmart believes in more than just providing pleasant stores in which to save money on the best in foods. . . . We are interested in Long Beach and in every other community we serve, and in its people and needs.

Perhaps that's why you've noticed that extra friendliness and helpfulness in Thriftmart personnel. We like to think this attitude is a big factor in the growth of Thriftmart.



Thriftmart

The Challenge of Christianity Today

By REV. JAMES E. CARROLL, Rector, All Saints Episcopal Church

There has been a series of rumblings in public news media of late, predicting the fall of organized religion because of its apparent irrelevance to the needs and aspirations of contemporary man.

It is said by some, and probably felt by multitudes of others, that belief in God, in absolute moral law, and in the reality of prayer and things of the spirit, are vestiges of a superstitious age when people's minds had not yet been enlightened by science and their bodies not yet protected by technology.

Of course, there is some truth in this thinking. Religion has been irrelevant and sometimes downright stupid. Some religious institutions are undoubtedly in the process of decay, and it is only a matter of time before their ultimate demise. The reasons for this are many, and I cannot presume to analyze the problem on behalf of Jews, Moslems or Buddhists, or any of the great non-Christian religions.

Nor can I see the situation through the eyes of the beliefs that are germane to America and were established here, such as the Latter Day Saints, the various Churches of Religious Science and the Jehovah's Witnesses. I can only make observations from within the historic Christian tradition, and particularly as a priest of the world-wide Anglican Communion (Episcopal Church U.S.A.).

SEVENTY-FIVE YEARS ago, when the City of Long Beach first gained legal existence, great upheavals were taking place in our western culture. The Industrial Revolution was beginning to swing into high gear, and the lives of most people on this planet would soon be affected.

The rapid population growth of the late 19th

Century, together with people's movement toward great cities and away from rural areas, took the church by surprise at one of the feeblest times of her history. The rise of the proletariat, the reduction of the gap between poor and rich, the reaction against phenomena were occurring when many Christian clergymen were still functioning in the tranquil parish life of the 18th Century.

Then came Karl Marx, writing with the fervor of an ancient Hebrew prophet, and formulating a plan whereby the money classes would finally be overthrown, the dictatorship of the proletariat established, and the classless Utopia forever remain as the consummation of economic determination.

THE GROWING respectability and efficiency of scientific research reached a symbolic peak in Charles Darwin's book, "Origin of the Species," in which the author theorized that man was one link in a long chain of revolutionary creatures who advanced in physical and intellectual ability by a process of "natural selection."

It was the temper of the day that many Christians (including one Church of England Bishop who said that the world was only four thousand years old) took violent issue with Darwin, claiming that he blasphemed the Bible and tore down the dignity of man. Although the more thoughtful religious thinkers saw no essential conflict between a Christian doctrine of man and a theory of evolution, nevertheless the gap between science and religion widened.

Many breathers of the new and exhilarating air of scientific research and technological achievement felt that they had advanced

beyond religion and that to remain professed to traditional Christian dogma would be to deny their own intellectual stature.

THEN, AFTER the turn of the century, the Austrian physician, Sigmund Freud, pioneered the art of psycho-analysis and profoundly influenced our approach to mental health for generations to come.

These economic, social, political and intellectual changes that were taking place when Long Beach was yet an infant city have a permanent effect on each one of us, whether we are men of religious faith or not. Who can deny that Marxism, for example, has made a permanent impact upon human history. Or what professed religionist can avoid the conclusion that Darwin and Freud have altered our approach to the study of humanity, for better or for worse?

At times it appeared that the church was asleep during these exciting and turbulent years. Not entirely. For, even though there was much intellectual stupor and a fantastic inability to steramline and

adjust to the changing times, there were still the shining lights of Christendom who have made their permanent impress upon history.

HEROIC missionary activity on the western frontier of the United States, as well as in Asia and Africa, carried the Gospel of Christ to trail-blazer, head-hunter, and witch-doctor.

Divided Christendom was now becoming increasingly restless with the tragedy of its own discord. And in 1888 the Lambeth Conference of Anglican Bishops from all over the world issued a "call to unity," inviting every Christian group to consider some basic principles upon which the reunion of the church might take place.

This movement towards unity has been gaining momentum ever since, supported by almost every major Christian body, and recently given a renewed impetus by the interest and sympathy of the Roman Catholic Church.

ALSO, AT the turn of the century, the Liturgical Movement, which is dedicated to the greater par-

ticipation and understanding of the Christian lay person in worship and the extension of the power of worship into daily life, had its first quiet adherents.

This movement, like the Ecumenical Movement, now pervades the entire Christian fellowship — Roman Catholic, Protestant, Orthodox and Anglican.

What then are the problems facing religion today? And, more particularly, the Christian religion? They are principally in the area of the church's reluctance or inability to preach and teach and operate aggressively in our highly industrialized, urbanized culture.

What has the Christian doctrine of man done for the Negro whose humanity has been insulted and abused over the past four centuries, more than any other race in the history of the world?

Does the church race out as a fire engine to meet these crises, or does it trail along like an ambulance, picking up the pieces after the damage is done? Is the image of the professional clergyman that of a preserver of the "status quo," a wan, half-smiling creature

who functions as a painful necessity in our modern age because he can satisfy the instincts of those who still want to baptize, marry and bury under religious auspices?

Or is the clergyman's image that of a powerful, articulate spokesman for the church, as well as a gentle pastor within it, as the church seeks to do the will of God amid the complexities of contemporary life?

I DO NOT know the final answers to these questions, but they do indicate the nature of our problem.

If the church is to obey the command of her Master to bring all nations into the fold and prepare the world for His coming again, then both Ecumenical and Liturgical Movements must take a much deeper hold than they have on most Christian people at the present time.

There are still too many congregations who simply don't care, who look no further than their own self-perpetuation as religious institutions, who are so preoccupied with churchiness and maintaining 19th

Century patterns of parochial life that they haven't the faintest idea that the church just could become an irrelevant antique in our pluralistic society. This is our problem and it exists at the grass roots level.

THE CHURCH will begin to do the work of the Lord in this day and age when it first arrives at a deeper apprehension of its own being and then communicates this to others. It seems that the task of religion now is to teach people to think religiously, to begin using the language of religion once more. That is, to help people into regaining an awareness of the reality of God and of the utter necessity of knowing and loving and serving Him in daily life.

The immensity of the church's task in the latter half of the Twentieth Century is complicated by the fact that so many Christians themselves are not aware of any reality beyond time and space and matter. When Christians live and talk and die as if the soul and prayer and personal salvation are not really true after all, church

membership being no more than a convenient social vehicle, then how can the world be transformed by such a church?

SOME OF us are incurable when it comes to these problems, probably because we believe that the power and will of God is ultimately unbeatable. The blunders of the past discourage us, but we do not despair. There will be blunders in the future, but divine truth will triumph in spite of human falsity and failure.

THE CHURCH must yet be purged of selfishness and sloth, of prejudice and hypocrisy, for these elements are incompatible with Christ her Divine Founder. But the purging will come, and in this day of rapid change and continual readjustment it is likely that the church herself will undergo outward changes and improvements that would stagger the imagination if only we could tell the future. The role of religion in the latter half of the Twentieth Century will be more significant than, I think, most people realize.

It was the temper of the day that many Christians (including one Church of England Bishop who said that the world was only four thousand years old) took violent issue with Darwin, claiming that he blasphemed the Bible and tore down the dignity of man. Although the more thoughtful religious thinkers saw no essential conflict between a Christian doctrine of man and a theory of evolution, nevertheless the gap between science and religion widened.

Many breathers of the new and exhilarating air of scientific research and technological achievement felt that they had advanced

Internationally Known as

MR. PIANO

BOB PIERCE

(Also the Original No. 1 Hammond Organ Huckster!)

This is the world's first Hammond Organ with which young Bob Pierce barn-stormed the country!

MUSICALLY SALUTES LONG BEACH WITH

37½ YEARS PIANO & ORGAN EXPERIENCE

... Which Totals 75 Years

Now Smile

A sincere "Thank you" to our many friends and customers who have enabled us to win this nationally coveted distinction.

THE INNER CIRCLE GOLD AWARD FOR EXCELLENCE

PRESENTED TO THE HAMMOND ORGAN STUDIOS "OF LONG BEACH"

THE GOLD INNER CIRCLE AWARD — Presented to your Hammond Organ Studio for excellence in Service, Instruction, Community Responsibility, Facilities and Ethical Merchandising. This represents an endorsement of our policies by the leaders in the organ industry.

The Priceless Extra of Experience

Think for a moment of the many choices we make in life which are determined by our confidence in somebody's experience. Choices in important things, like selecting a doctor, a lawyer, or an investment counselor. In even minor, everyday, personal problems, where we want wise guidance. So deeply ingrained is this basis for choice in all our actions, it comes as no surprise that the Southland's wise buyers have continually sought the counsel of the area's most experienced keyboard merchant, Mr. Piano (Bob Pierce), who also had the world's first Hammond Organ, deems it a proud compliment to advise an ever increasing number of shoppers.

- Large Selection
- Famous Makes
- All Styles
- Used Pianos & Organs
- All Finishes
- Bank Terms
- Sensible Prices

EXCLUSIVE FAMOUS NAME FRANCHISES IN OUR PIANO HALL OF FAME INCLUDE:

- HAMMOND PIANOS
- KNABE — official piano to the METROPOLITAN OPERA
- CABLE-NELSON — family favorite for 60 years
- EVERETT — dyna tension
- FISCHER — since 1840
- PIANOLA — PLAYER PIANO
- MUSETTE — PLAYER PIANO

on Permanent Exhibit

You're Invited to See:

- Theodore Roosevelt's own personal piano.
- World's Largest Collection of Miniature Pianos and Organs.
- Hammond "Player" Organ (one of nine in Existence).
- 185-year-old Gregorian Manuscripts.
- World's Largest Collection of Piano Name Board Decals.
- A Priceless View of Mt. Rushmore etched on a huge mirror.
- Piano-shaped Desk (Concert Grand Size).
- The Tired Businessman's Piano!

MR. PIANO — Bob Pierce
434-0087

HAMMOND ORGAN STUDIOS OF LONG BEACH
GE 9-0918

2188 Lakewood Blvd.

Just North of the Traffic Circle

• BOB PIERCE ENTERPRISES •

WHEN YOU MAKE THAT IMPORTANT DECISION CONSIDER ...

friendly personalized service

since 1922

Heedful of every wish ...

attentive to every need

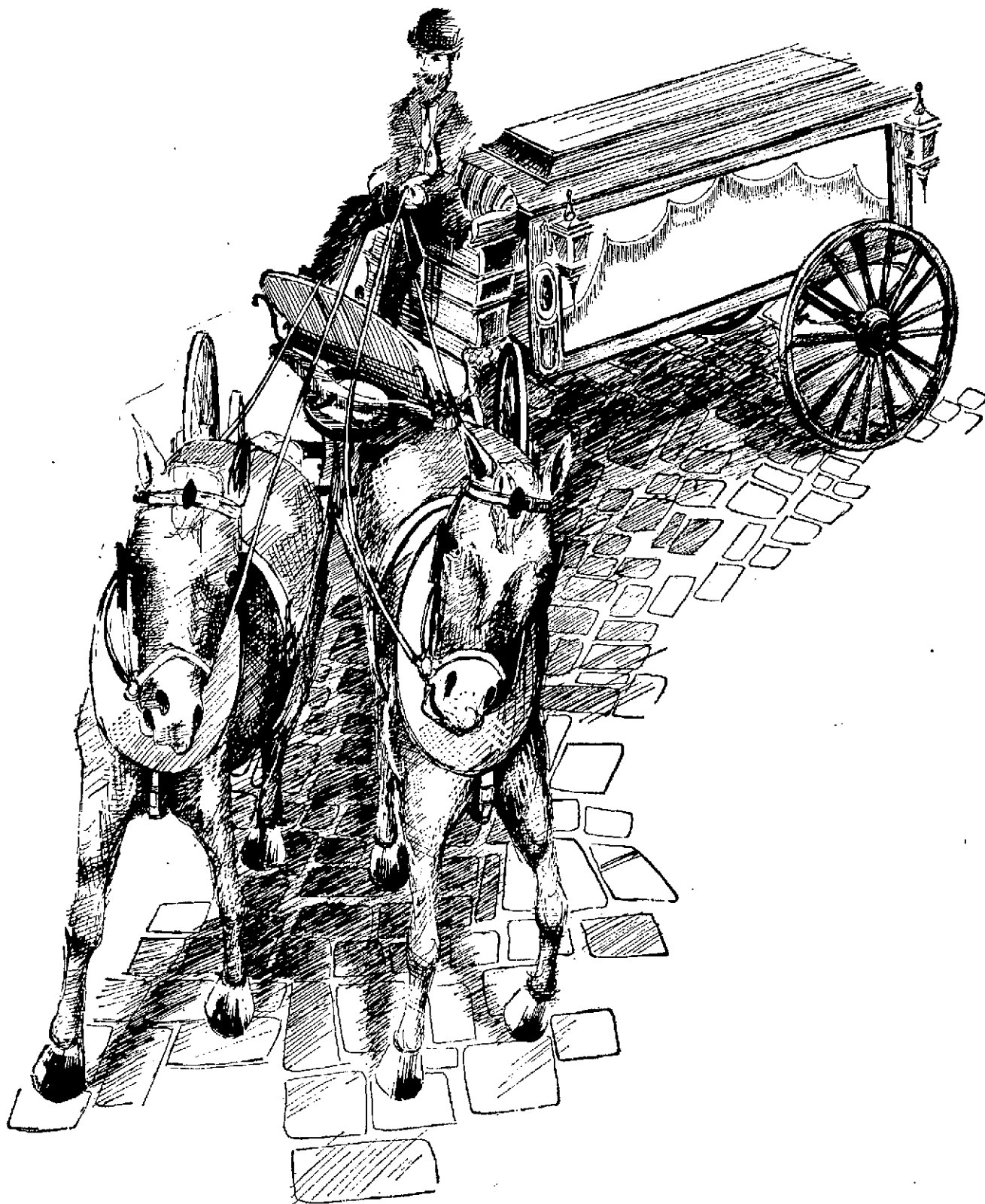
Our careful attention to every detail involved in a funeral service results in a perfect tribute to the departed. To surround final moments with dignity is an obligation that we honor as a sacred trust.

B.W. COON
Funeral Home

1017 Obispo Ave. GE 8-0008
"With a real home atmosphere"

75

1889



When Long Beach was having its first birthday back in 1889, there were many problems not encountered today at the beautiful...

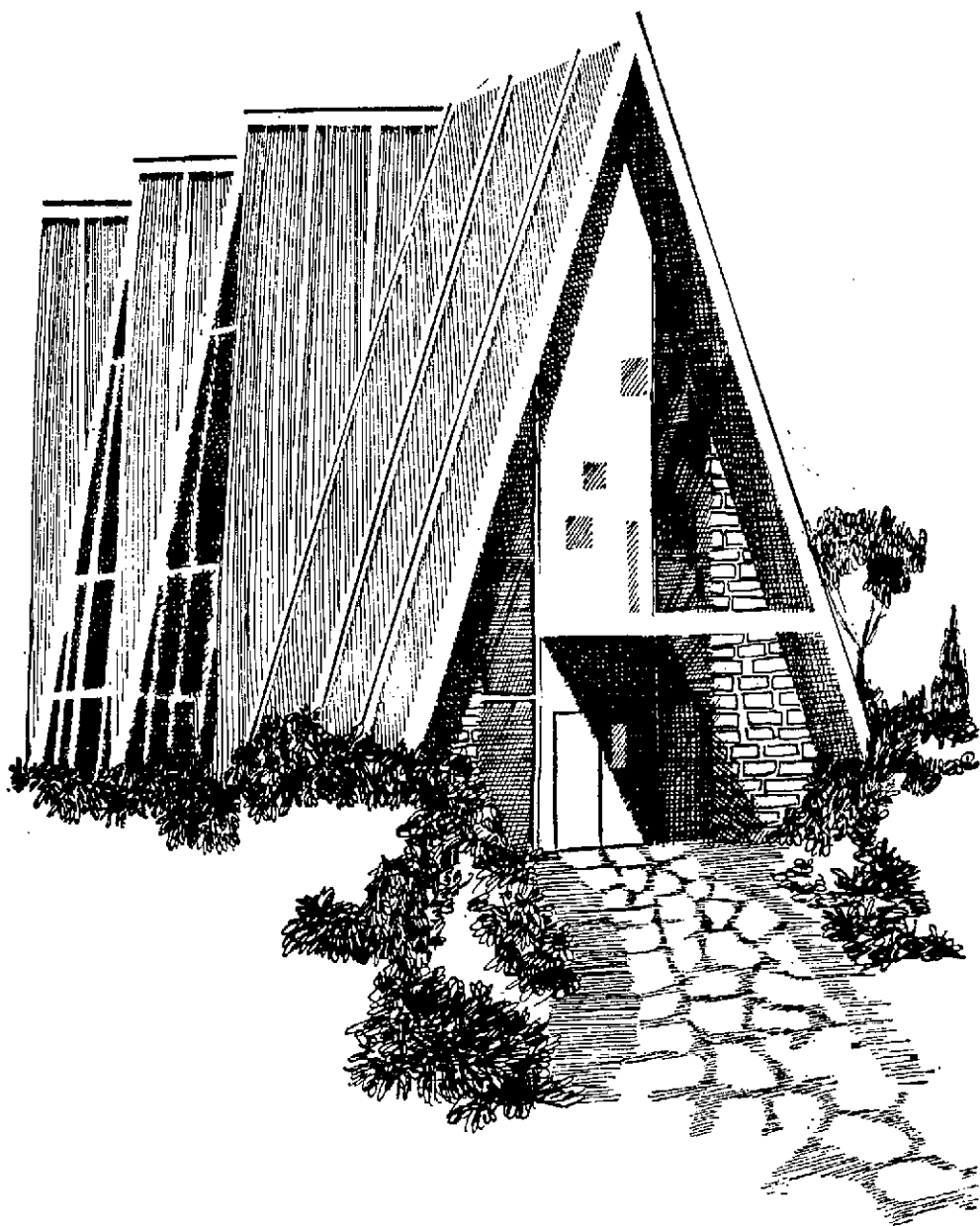
Westminster

MEMORIAL PARK/MORTUARY/CEMETERY

WESTMINSTER MEMORIAL PARK • CEMETERY • MORTUARY • MAUSOLEUM • CREMATORY
14801 BEACH BLVD. (HWY 39) WESTMINSTER • TW 3-2421 • JE 1-1725 • GE 1-6577



1963



Now when Long Beach celebrates its 75th ANNIVERSARY... everything in one "Beautiful place"... finer mortuary, chapel, funeral directing services and facilities, located together within sacred grounds.

Westminster

MEMORIAL PARK/MORTUARY/CEMETERY

WESTMINSTER MEMORIAL PARK • CEMETERY • MORTUARY • MAUSOLEUM • CREMATORY
14801 BEACH BLVD. (HWY 39) WESTMINSTER • TW 3-2421 • JE 1-1725 • GE 1-6577



Religion Plays Big Role in City

By LEE BROWN

Like the month of March, religion came to Long Beach like a lamb. But, in keeping with that month's proverbial qualities, it grew up with a roar and in time to claim, if not a lion's share, at least an appropriate and fitting share of the life and activities of the community.

In 1963, seventy-five years after the founding of Long Beach, there are an estimated 150 Protestant churches, 17 Roman Catholic churches and six Jewish synagogues here. According to a 1963 estimate made by officials of the Long Beach Council of Churches, approximately 125,000 hold membership in Long Beach Protestant churches alone.

The Council of Churches, founded in 1953 and now headed by Mrs. J. W. Punt, president, guided from the first by Rev. Robert C. Walker, executive director.

PRESENTLY, 47 churches belong to the Council with an additional 20 co-operating with its program. But growth of the Council of Churches is only one guide to the growth of religion in Long Beach. According to Rev. Walker, about 50 new Protestant churches have been organized in the Long Beach area since the end of World War II nearly three new churches each year.

As early as 1927, Long Beach historian Bess Wilson Settle wrote "A city of churches" is an epitaph which might well be applied to Long Beach. The little wood and canvas shack which sheltered worshippers 35 or 40 years ago has expanded into a multitude of beautiful and modern structures which claim thousands for their membership.

Needless to say, it was not always this way.

AT FIRST, religion in Long Beach was destined to begin much the same way that it had begun elsewhere in pioneer America. The earliest religious practices here were conducted through tent and prayer meetings and even a figure symbolic of American legend and literature, a circuit-riding preacher.

Methodists, who had previously attended camp meeting on the bluff above the beach, constructed a building, the Tabernacle, at Third Street and Locust Avenue as a place to worship. Pastor from 1890 to 1894 was Rev. E. A. Healy.

In 1899, the First Methodist Church was finished, located on Pine Avenue at Fifth Street. It was built with the aid and support of Presbyterians. It was replaced in 1909 with a new building, large enough to support the growing congregation at the corner of Pacific Avenue and Fifth Street. Members of the building committee included S. Townsend, C. J. Walker and E. E. Buffum. The new building cost \$150,000. This was the first of many Methodist churches to be built in Long Beach.

THE FRIENDS Church was another religious pioneer in Long Beach. Amos Walton and James Allen organized a Friends Bible Class in February, 1888. The Friends Church was erected in 1889. A new church was built in 1902 on American Avenue between Fifth and Sixth Streets but moved in 1904 to Fourth Street and Elm Avenue to accommodate the Pacific Electric Railway car barns. The First Friends Church of Long Beach is now in the 800 block of Atlantic Avenue.

The Presbyterian church is the second oldest denomination in Long Beach, preceded only by the Methodist.

The first Presbyterians in Long Beach were small in number, as a group, and so not only worshiped with the Methodists but assisted them in building their first regular church.

THE ORIGINAL Presbyterian Church was built on

First Street, just east of Pine Avenue. It was soon outgrown, however, and in 1910, a new \$100,000 building was dedicated at the corner of Sixth Street and Locust Avenue. It was the First Presbyterian Church of Long Beach. The Second Presbyterian Church followed four years later, 1914, at Third Street and Molino Avenue.

The Cavalry Presbyterian Church was built in 1913 at Third Street and Cedar Avenue. In four years, the Presbyterians had three churches in Long Beach.

Jotham Bixby and his wife, founders of Long Beach, were instrumental in the founding of a Congregational society in 1887. The first group worshiped in a public hall, the little town's first, known as Carr's Hall. Located at Third and Cedar Streets, a regular church was built around it in 1902. A Plymouth Congregational Church existed in Long Beach from 1904 to 1910. It united with the prior group in 1910, and together, Congregationalists built a new, larger church at the same spot.

THE FIRST Baptist meetings in Long Beach were held in 1893 with eight attending. They began Sunday School meetings the following year in Pickle's Hall but later moved to Odd Fellows Hall at Pine and Broadway. The Baptists built their first church in 1895 on Locust Avenue between Third and Fourth Streets. It was incorporated in 1899 as the First Baptist Church of Long Beach. Membership numbered 100.

The first Baptist Church was later moved to the old Chataqua grounds at Fourth and Pine and again moved to Fourth and Locust. This building was completed in 1907. The church now has a beautiful building at 1000 Pine Avenue.

Immanuel Baptist Church was organized in 1913 and Trinity Baptist in 1923.

W. E. Willmore, whom many regard as the founder of Long Beach, was among the tiny congregation which organized the First Christian Church of Long Beach in 1894. The first minister, L. C. Ferguson, was guaranteed the handsome sum of \$25 a month for his services. He was hired in 1895.

LIKE THE Baptists, they worshiped in Pickle's Hall until 1897 when a church was built at Third and Elm. It was moved in 1903 to the corner of Fourth Street and American Avenue. The building was enlarged in

1904 and a cornerstone for a new First Christian Church was laid in 1915 at Fifth and Locust. Rev. George P. Taubman was then pastor and C. A. Buffum was a member of the building committee.

Christian Scientists were meeting in homes in Long Beach as early as 1896. Later, they rented a small cottage and, in 1904, the First Church of Christ Scientist was incorporated and organized with 17 members.

Outgrowing several meeting places in the ensuing years, Christian Scientists in 1914 built the church at Elm Avenue north of Fourth Street. The Second Church of Christ Scientist didn't complete construction of its building until 1925 although the Third Church was opened in 1921.

AN EPISCOPALIAN minister named W. E. Jacob was in charge of Episcopal worship here as early as 1897. He was a circuit rider, going regularly on horseback from Long Beach to San Pedro to Wilmington.

The First Episcopal Church, St. Luke's, was finished three years after Rev. Jacob began his equestrian ministry. It opened at the corner of Fifth Street and Locust Avenue. It was technically a mission in its earliest days.

In 1906, St. Andrew's church opened but was sold by the Vestry in 1913. St. Luke's was built anew at Seventh Street and Atlantic Avenue during the First World War. All Saints Episcopal Church was organized in Long Beach in 1924.

ST. ANTHONY of Padua was the first Catholic church in Long Beach, dedicated in 1903 at Sixth and Olive Avenue. The original building was moved 20 years later to Chestnut Avenue and State Street to be known as the Chapel of Our Lady of Guadalupe.

St. Matthew's was organized in 1920 although the site for the church, Seventh Street and Temple Avenue, was not purchased until 1921.

Holy Innocents parish and Mt. Carmel parish were both organized in December, 1923.

LONG BEACH'S first Lutheran services were held in the Boy's Gymnasium on Sixth and Locust Street beginning in 1904. A vacant store building on Seventh Street was purchased in 1905 and members of the little mission proceeded to furnish altar, pulpit, and

pews, all of which they made themselves.

The building was later incorporated into the First Lutheran Church built in 1910 at Tenth Street and Linden Avenue.

Trinity Evangelical Lutheran Church was organized in 1907, meeting in the old Castle Hall at Ocean and Pine. The church cornerstone was laid in 1910 at the corner of Eighth Street and Linden Avenue.

A tent meeting held on a vacant lot in 1912 was the first Brethren service in Long Beach. The First Brethren Church at Fifth Street and Cherry Avenue was organized the following year with a membership of 98.

SECOND Brethren Church was organized in 1927 at 60th Street and Orange Avenue.

First United Brethren in Christ Church, organized in 1923, began with 12 members. Services were conducted in the Temple school building as late as 1928 when a church building program was begun at 17th and Temple.

The First Unitarian Church was organized in 1913 and members worshipped in various halls in the area until 1915 when a chapel was built at Lime Avenue and Ninth Street. The chapel was later replaced by a church at the same location.

FOUNDERS of the Church of the Nazarene in Long Beach located their original church in 1912 with 15 members at Seventh Street and Locust Avenue. A new church was com-

pleted in 1924 at 10th and Olive.

In 1919, the local church of Jesus Christ of Latter Day Saints was organized as a branch of the California Mission. The first members met in Odd Fellows' hall. A church was built in 1920 near Atlantic and Anaheim Street. It was organized into a ward in 1923. The First Church was organized in 1921 and a church completed in 1927 at Junipero Avenue and Eighth Street.

The Zion Evangelical Church was organized in Long Beach in 1925. Its church, 14th and Pacific, was dedicated in 1927.

TEMPLE Israel, Long Beach's first synagogue, was organized in 1922 and a building site was obtained on Anaheim Street near Daisy Avenue. Sinai Congregation was organized in

1924 but members met elsewhere, Odd Fellows' Hall included, until a building was built on Third near American Avenue in 1925.

Unity Society of Practical Christianity was organized in 1923. The society met in private homes until 1924 when it moved to Locust near Fourth Street, renting the entire top floor of a building there. It grew to 400 members by 1927.

Church of Christ, Ninth Street and Olive Avenue, was built in 1914 and a second church, a duplicate of the first, was erected soon after, a block away, at Ninth Street and Lime Avenue.

CHURCH of God members, like many others, met first in Odd Fellows' Hall. Organized in 1910, it purchased the former church home of the East Side Christian Church, Eighth

Street and Obispo Avenue, in 1920.

Seventh Day Adventist church was organized locally in 1905. Although it was first located on East Anaheim Street, it moved in 1913 to 10th Street and Linden Avenue.

The Salvation Army came to Long Beach in 1907, beginning in a store basement. Its first citadel was built in 1922 on Locust near Third, after a host of difficulties which once found its officers in a small store, renting the front window in order to reduce costs.

And so it was, Religion in Long Beach had to struggle in its pioneer days. The devout stalwarts who built the churches of Long Beach and who had first worshipped in tents, vacant lots, fields and rented quarters can fairly lay claim to a proper share of the spirit and fortitude which charac-

terized the building of the American west.

The first half-century of religion in Long Beach was marked with hardship and sacrifice and, obviously, faith, perseverance and the will to succeed.

Big Shed

You could put 22 baseball diamonds in one of the 180,000-square-foot transit sheds at the Port of Long Beach. Or you could play three football games simultaneously in one clear-span structure.

Scavenger

The Long Beach Harbor is cleared daily of dangerous driftwood and other floating materials, by a small boat named the "Sea Gull," whose functions roughly parallel that of the downtown streetsweeper.



HUGE BIBLE CLASS
Long Beach lived up to its reputation as a churchy city in the 1920's, as this mass picture of the Taubman Bible Class shows. The class, said to be the largest of its kind in the world at that time, was founded in 1915 by the Rev. George P. Taubman, pastor of the First Christian Church. It proved so popular that it was moved into the Municipal Auditorium on the Pine Avenue pier.



bright future ahead!

Congratulations, Long Beach, as you celebrate your 75th year of civic progress—in this, the first year of California's reign as the Nation's Number One State.

But even as we glance backward at an era of fulfillment, General Telephone's eyes are attuned to the future—towards the unprecedented period of opportunity for progress in the quarter century ahead.

It is our aim to share in this progress by providing the utmost in modern, efficient communications service to all our customers.



Growth Like Biblical Mustard Seed

By JOHN E. TRUAX, Staff Writer, The Tidings

The story of the Roman Catholic Church in Long Beach reads like the biblical allegory of the mustard seed. It began 80 years ago with one man. Twenty years later, it was represented by one tiny church and a handful of families.

Today there are more than 60,000 Catholics and 14 parishes in Long Beach and Lakewood. Their 13 elementary and two high schools enroll nearly 9,000 pupils.

The Catholic Church sponsors a wide variety of charitable, social, health and youth-serving agencies and programs serving the entire community, Catholic and non-Catholic.

CATHOLIC schools, adding moral and spiritual training to the usual curriculum, train good citizens for the community. By educating children who otherwise would be attending public schools, they save local taxpayers more than \$3,000,000 annually.

The Catholic Welfare Bureau and St. Vincent de Paul Society aid needy families of all faiths. In addition to financial assistance, the Welfare Bureau offers counseling services to children and families with problems; the St. Vincent de Paul men assist the sick, the imprisoned and merchant seamen.

Among other Catholic agencies serving the community are National Catholic Community Services (USO) and the Catholic Youth Organization (USO).

ST. MARY'S Hospital exemplifies the Church's interest in the sick. The hospital, expanded this year to 355 beds, cared for 1694 bed patients and nearly 42,000 patients in other categories in 1962.

Contributions to civic betterment also are made by the many Catholic organizations, social, fraternal, religious and charitable.

Although the first Catholic resident of record, James Moore, did not arrive until 1883, the Catholic history of Long Beach goes back more than 400 years. The first white men to see and chart the Long Beach coastline were Catholic.

JUST 50 YEARS after Columbus discovered America, Juan Rodriguez Cabrillo sailed into San Pedro Bay. The Portuguese navigator, sailing under the Spanish flag, called the bay "Bahia de los Fumos" (Bay of the Smokes), looking ahead, no doubt, to Los Angeles smog.

Other Catholic explorers followed, Vizcaino in 1602 and later stranded Franciscan missionaries and Spanish leatherjackets.

The early rancheros — the Nietos, De Cotas and Figueroas — also were Catholic. In their day the nearest churches were San Gabriel Mission and its "assistencia." Our Lady Queen of the Angels Church, Los Angeles.

THE FIRST church in the Harbor area was St. Peter and Paul, Wilmington, established in 1865. Its territory at the turn of the century covered more than 175 square miles, extending from Redondo into Orange County.

When James Moore arrived in Long Beach, then called Willmore City, all he found was a single house on the beach. He purchased 20 acres on American Ave., planted an orchard and then, discouraged, went back to Washington state.

Four years later Moore returned with a bride. This time he stayed. Other Catholic families soon followed—Sullivans, Briceys, Walls, Dillons, Malones, Leuers.

THE PIONEER families each Sunday went by horse and buggy to Wilmington for Mass. They had to ford the Los Angeles River, and when the river was high the crossing was hazardous or impossible.

Those with rigs often made room for others. Judge Henry Clay Dillon, for example, gathered up Portuguese and Mexican children around Signal Hill and drove them to church.

Miss Della Malone was another who offered rides. The Press "Briefs Locals" column of Sept. 12, 1902, carried the notice:

"A free ride will be given to all Catholics, especially those having children, Sunday, Sept. 14, to attend Mass in Wilmington. Those desiring to attend will please inquire at Malone's book store."

"Miss Malone will also organize a Sunday School for Catholic children the same day in the afternoon at 2 o'clock at the residence of Mrs. Thomas, 705 American Ave."

AS LONG BEACH grew in popularity as a summer resort, the need for a Catholic house of worship became more urgent.

Responding to a welcome by Mayor C. J. Walker at the Catholic Reunion Picnic in 1900 at Terminal Island, Bishop George Montgomery declared that Catholics were reluctant to patronize a resort where there was no church.

The Monterey-Los Angeles Bishop suggested that some broadminded citizen donate a site. If this were done, he said, he would see that a suitable edifice would be constructed.

THE LOCAL Catholic community was too small to take up the Bishop's challenge at once. It was June, 1902, before the first meetings were held with the specific purpose of building a church.

A determined woman, Mrs. John M. Morris, sparked the project. Through the pages of the Press, she invited local Catholics to meetings in the home of Mrs. John Ena.

Judge Thomas Wall was elected president of the building committee. F. E. Shaw donated property, which at the Bishop's advice was traded for land at Sixth and Olive, closer to the heart of the city.

SOON THE men of the future St. Anthony's parish were donning overalls and, with their own hands, building a church. Capt. J. M. Morris, though not a Catholic, joined D. J. Driskill in laying the cement. Others tried carpentry and painting. The furnishings were obtained largely through the efforts of Mrs. Morris.

A special train brought Bishop Montgomery and a large party from Los Angeles for the laying of the cornerstone Oct. 19, 1902.

The dedication of the church was set for June 13, 1903, the feast of its patron, St. Anthony of Padua, but had to be postponed when Bishop Montgomery was transferred to San Francisco. His successor, Bishop Thomas J. Conaty, arrived to bless St. Anthony's Church Sunday, July 19.

THE CHURCH was a modest one, seating about 200, with room for another 50 persons in its choir loft. After 60 years the little frame chapel still serves the beach city. It was moved after the second St. Anthony's was built and now is Our Lady of Mount Carmel Church, 1851 Cerritos Ave.

Father Ramon Ferrer, who had been pastor in Wilmington, was appointed pastor of the new Long Beach parish in 1903. At the same time he was given charge of a congregation in Compton. Each Sunday he commuted by streetcar between the two towns.

St. Anthony's received a full-time pastor with the appointment of Father James A. Reardon in 1907. By then the parish had grown to 500 Catholics.

FATHER REARDON immediately set about opening a parish school. He engaged three teachers and announced no tuition would be charged for pupils. Unfortunately voluntary donations to the school lagged and it had to be closed in 1909. It reopened in 1916 under Sisters of the Immaculate Heart of Mary.

Meanwhile, with the continuing growth of the congregation, the original church became too small.

In 1913, Father Reardon began construction on a much larger St. Anthony's.

The new red brick church, dedicated on Thanksgiving Day, 1914, comfortably seated 600 persons. Its towers were a city landmark, but its crowning glory was a beautiful white Carrara marble altar imported from Italy.

THE PARISH school, which reopened two years later, moved into a new two-story building in 1919 and in 1920 added a high school department, the beginning of St. Anthony's High School.

With the city's expansion eastward, a second parish, St. Matthew's, was established in 1920. Father (now Monsignor) Thomas B. Morris, its first pastor, erected the first St. Matthew church, school and rectory.

Two more parishes, Our Lady of Mount Carmel and Holy Innocents (originally called St. Luke's), followed in 1923.

THE CATHOLIC Church, like the community at large, suffered heavily in the earthquake of March

10, 1933. St. Anthony's Church was ruined; its rectory and grammar school were severely damaged.

The new St. Matthew's entire parish plant — church, school and rectory — had to be replaced.

St. Mary's Hospital, which had been purchased by the Sisters of Charity of the Incarnate Word in 1925, was partially demolished, the rest left unusable. All patients had to be removed immediately after the first shock, for fear the floors would fall.

THE NUNS, nurses, doctors and even the stronger patients carried the patients first to the hospital lawn and then to churches across the street. To add to the confusion, the first quake victims began to arrive while evacuation still was going on.

Within an hour the Sisters, doctors and nurses of St. Mary's, aided by volunteers, were taking care of hundreds of injured on the lawns and in the churches.

The Catholic Welfare Bureau also rallied to the emergency. The staff, aided by a corps of volunteers and Sisters from St. Anthony's School, prepared

food for the injured and for medical personnel, dispatched bedding and clothing to refugees at Camp Bixby, and aided quake victims in other ways.

FATHER Robert E. Lucey, then pastor of St. Anthony's, set up headquarters at the Welfare Bureau and personally took charge of its relief work.

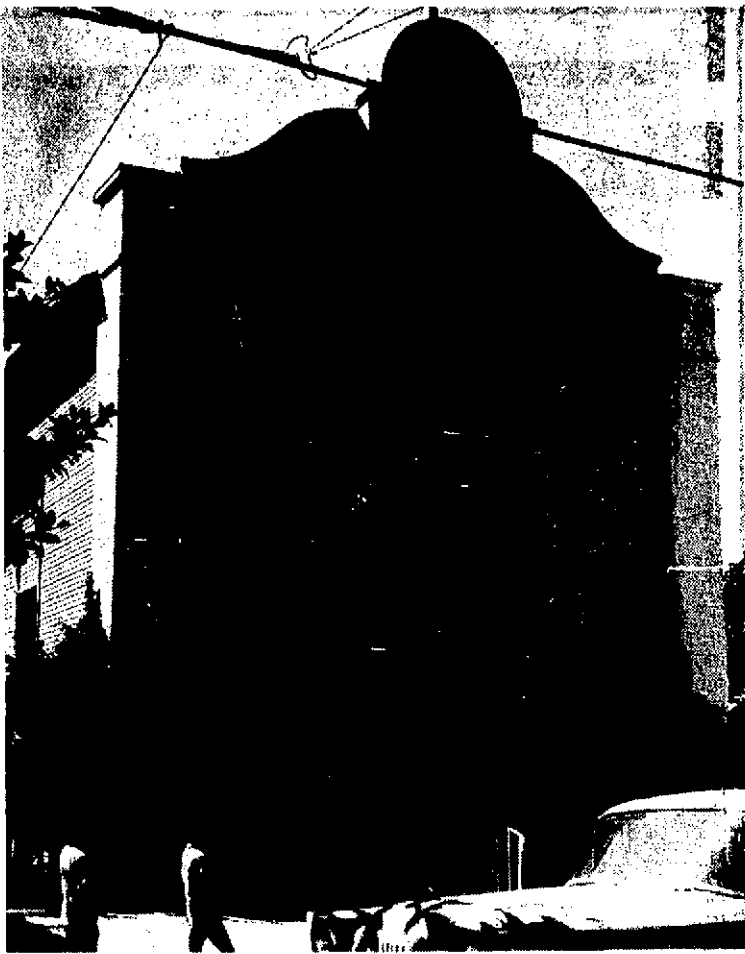
The earthquake was on a Friday. On Sunday St. Anthony's services were held on schedule, but on a vacant lot near the church. A few days later a large tent was erected to serve as both church and school.

Damage to Church property was so extensive that Bishop (later Archbishop) John J. Cantwell postponed all other church and school building in the diocese. Diocesan resources were channeled into reconstruction in the earthquake area.

THE THIRD St. Anthony's Church, dedicated in 1934, was a substantial but comparatively simple edifice. It was completed, remodeled and beautified 20 years later.

Three months after the

(Continued Page 40, Col. 5)



THE FIRST ST. ANTHONY'S Our Lady of Mt. Carmel Church at 1851 Cerritos Ave. was the original St. Anthony's Church. It was moved to the address when St. Anthony's built its second building, which was destroyed in devastating 1933 earthquake.

SOLELY OWNED AND OPERATED BY THE DILDAY FAMILY FOR THREE GENERATIONS

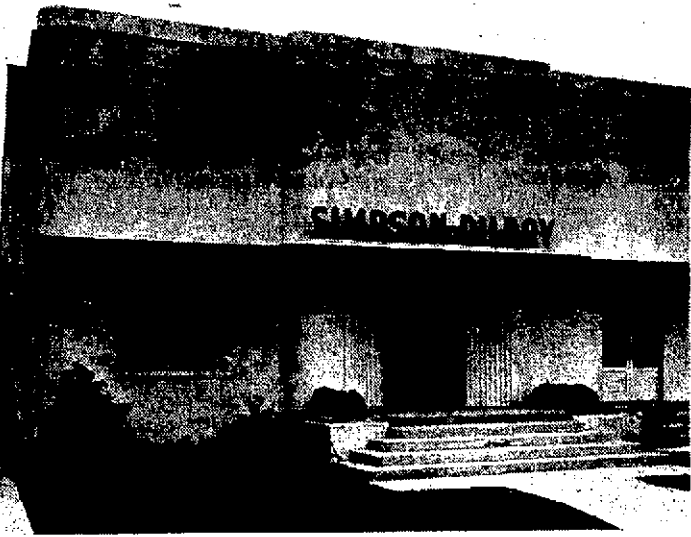


NOBLE B. DILDAY Founder

Founded in 1927 as the "Long Beach Funeral Home" by the late Noble B. Dilday, the organization has continued its remarkable growth until today it stands as a leader among the Funeral service firms in the United States.

A STORY of GROWTH with LONG BEACH since 1927

THEN
↓



ROBT. F. (Bob) DILDAY President

Since its inception, the DILDAY FAMILY FUNERAL DIRECTORS have continued to grow with the City of Long Beach. Through depression . . . through earthquake . . . DILDAY'S expanded due to the public acceptance of the traditional family service rendered for which the family is so well known.

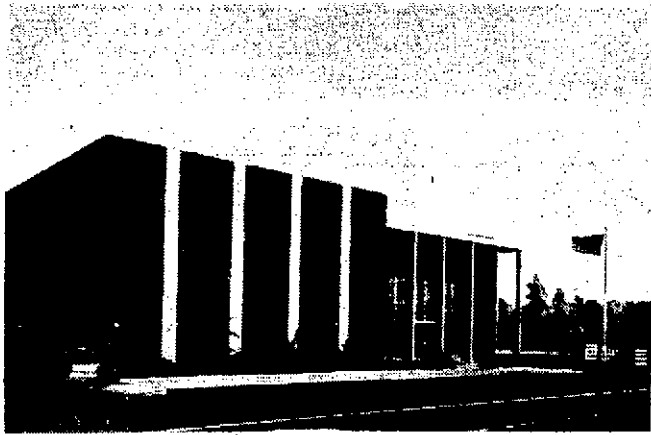
NOW
↓

SERVING with REVERENCE and DIGNITY

Our new Chapel (largest in the West) seats 400 persons. DILDAY'S is centrally located and accessible to main thoroughfares leading to ALL cemeteries . . . offering a welcome convenience to the families we serve.

Selecting a Funeral Home which is easily reached by friends as well as family is the thoughtful thing to do.

The VICTORIAN CHAPEL is available for smaller, more intimate services. This Chapel seats 40 persons.



1963

Southern California's Finest MORTUARY FACILITY

Serving Families of ALL Faiths, regardless of Race, Color or Creed

DILDAY FAMILY Funeral Directors

PACIFIC at ANAHEIM STREETS LONG BEACH, CALIFORNIA

HE 2-5901

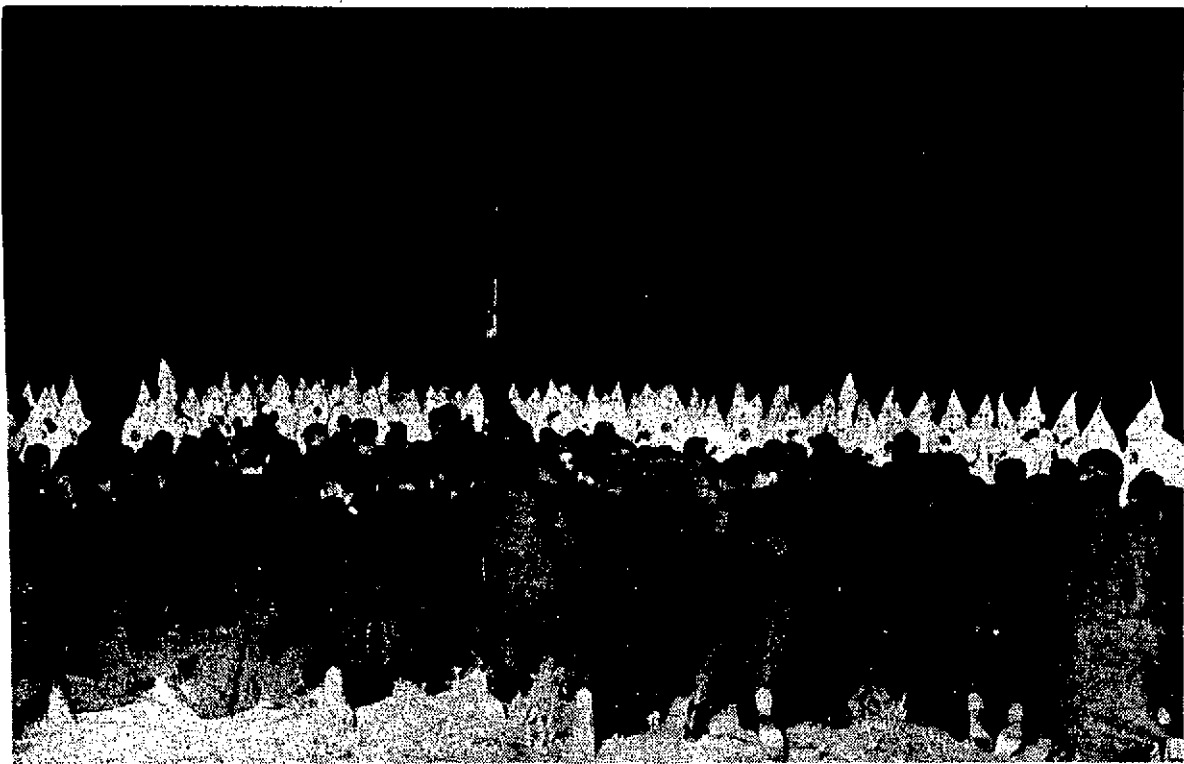


The ambulance above is in marked contrast to the modern unit in use today.

NOW
→



SERVING THE EMERGENCY NEEDS of a GROWING COMMUNITY



When the Klan Rode in Long Beach

In the America of the 1920s there arose a strange quasi-religion called the Ku Klux Klan. It was fascistic, militantly patriotic, ritualistic and religious in character. It captured the loyalty of multitudes of plain, ordinary, decent Americans along with a fine assortment of terrorists, bigots, crackpots and money-hungry scoundrels.

The Klan flourished briefly in Long Beach.

The high point of its history here was the big Southern parade on the night of Oct. 2, 1926. An estimated 25,000 Klansmen gathered in Bixby Park, marched along Ocean Boulevard to Long Beach Boulevard, north to Broadway, west to Cedar, back to Ocean to Bixby Park. They wore their masks raised. There were troops of horsemen, many flags and lighted crosses, numerous bands. Overhead flew a plane with a lighted "KKK" on its wings.

Klan officials estimated that approximately 5,000

Long Beach citizens were in the throng.

THE OCCASION was the granting of the California Klan charter at San Pedro a week later.

The speaker was Dr. J. Rush Bronson, a national Klan leader. He categorically denied that the Klan ever took part in acts of terrorism.

The Klan was anti-Negro, anti-Semitic, anti-Catholic and anti-foreigner.

A NOTORIOUS night-riding incident occurred in Long Beach on Nov. 16, 1932. The David Milder family of 2347 E. Third St. was drinking coffee at 11 o'clock at night with relatives and friends who were just about to leave. One of the women heard a noise and looked out. "The yard is full of armed men," she said.

The men shoved their way in and began methodically beating both men and women with clubs. Others lit a fiery cross on the lawn. When the police arrived, the

men were reported to have expressed surprise, stating that they had been assured the police would not interfere with their beating up "them Communists."

Several of the nightriders were reported to have displayed Orange County deputy sheriff's badges.

SIXTEEN of the men were indicted. The grand jury found no evidence that the incident was Klan-connected.

By 1932 the Klan was a fading nightmare. Americans, wracked by the depression, were no longer much interested in fiery crosses and white-robed mystery.

There's a funny thing about the Klan. You almost never meet an ex-Klansman. No one recounts today how he made the long march on Oct. 2, 1926. No one admits to feeling the almost hysterical enthusiasm the Klan engendered in its day.

There are some things most people would rather forget.

—MARK CLUTTER



Catholic Growth Like Biblical Mustard Seed

(Continued From Page 39)

dedication of the new St. Anthony's, Father Lucey was named Bishop of Amarillo, Texas. Now Archbishop of San Antonio, he is remembered by many here as a distinguished scholar and speaker.

The present pastor of St. Anthony's, Msgr. Bernard J. Dolan, P.A., V.F., was Chancellor of the Los Angeles Archdiocese before he was sent to Long Beach in 1938. Along with his pastorate, he was appointed Vicar Forane, or dean, for the Long Beach-Orange County area.

AS PASTOR, he brought the Brothers of the Holy Cross to Long Beach and opened St. Anthony's Boys' High School in 1941. The previously coeducational school was divided into two departments, with the Immaculate Heart Sisters in charge of the Girls' High School.

The dual high school this

year enrolls 1800 teen-agers from all parishes in the Long Beach area.

During the coming year, the Los Angeles archdiocese plans to build another Catholic high school in the Lakewood area.

THE WORK of the Church is primarily spiritual—the worship of God, the salvation of souls. But material means are required.

Long Beach-Lakewood Catholics have raised nearly a score of new houses of worship in the past 20 years, first temporary churches in some instances, then more fitting, permanent places of worship. Ten additional parishes have been established: St. Athanasius, 1933; St. Bartholomew, 1937; St. Barnabas, 1939; St. Lucy and St. Cyprian, 1944; Our Lady of Refuge, 1948; St. Cornelius, 1951; St. Pancratius, 1953; St. Joseph and St. Maria Goretti, 1955.

LAST YEAR the saving waters of Baptism were poured on the heads of 2228 new Christians — infants and adults — in the area's 14 Catholic churches. The Mass — the commemoration of the Last Supper and of the Sacrifice

of Calvary — is celebrated in each church every day of the year, five to seven times on Sundays.

In addition to their own schools, all the parishes have religious instruction programs for Catholic children attending public schools. Last year more than 4600 pupils were enrolled in these Confraternity of Christian Doctrine classes here.

THE RELIGIOUS education program also extends to college students through

Freighter Means Revenue to City

Every time a freighter calls here, Long Beach can count itself \$10,000 to \$50,000 wealthier.

Each ship contributes that much to local economy through purchases of supplies, spending by ships' crews for goods and services, and tonnage revenue to the Port.

Bath House

By a vote of 452 to 14, residents of Long Beach approved a \$100,000 pier for the foot of Pine Avenue. The doubledocked construction became a major tourist mecca in Southern California.

the Newman clubs and to adults through study clubs and inquiry classes, as well as in missions, retreats and routine pulpit instruction.

Non-Catholics always are welcome, without obligation, at parish inquiry classes. At most churches new series of classes have just begun.

The Catholic Church is assisted in its work by a wide variety of organizations—religious, charitable, social, fraternal and professional.

ON THE PARISH level, there are Holy Name and Altar societies, the Legion of Mary, St. Vincent de Paul Society, Council of Catholic Women, CYO and other youth groups.

Other organizations are not limited to a single parish—for men, the Knights of Columbus and Newman Club; for women, the Catholic Daughters of America, Young Ladies Institute and Ladies of Columbus; for young people, groups like the Antonians (18-23) and the Scouts (Single Catholics over 23).

Groups with special aims include the Serra Club, which encourages vocations to the priesthood; the guilds assisting the Carmel of St. Joseph; the Catholic Naval

League; Catholic Alumni Club and mission circles.

LONG BEACH also is well represented in national and archdiocesan Catholic societies for doctors, lawyers, nurses, accountants and other professions.

The Catholic Church in Long Beach has come a long way since the days of James Moore and the handful of men and women who built the first St. Anthony's Church.

The future of the Catholic Church here is the future of the city. It will continue to grow and develop with Long Beach, providing its share of those moral and spiritual intangibles which make a people or a city great and good.

City Formed From Four Major Ranchos

Long Beach is formed from four old ranchos. About 64 percent came from Rancho Los Cerritos, about 22 percent from Rancho Los Alamitos, about 10 percent from Rancho San Pedro and about one percent from Rancho Los Coyotes. The rest of the city came from Alamitos Bay areas not in any of the ranch patents.

College Schools Emphasize American History

(Continued From Page 31)

equal its size. Its once-unique split campus is far from ideal, although expanding enrollments are forcing other colleges to separate theirs. "Let's face it," says Dotson. "If we had it to do over again we wouldn't do it exactly this way."

A PROPOSAL to separate from the Long Beach school district has caused conflict within the college. Dotson and the school board feel that the advantages of an integrated system outweigh the disadvantages. The college is one of only three in the county so joined.

But the opposition, including members of the college faculty, contends that its own district with a separate board and administration would give the college the separate identity it needs and deserves.

The college's growth has strained facilities. "We won't build any more classrooms," predicts the president. "I think we'll eventually go on a six-day week instead."

First Methodists

The first Methodist services were held in Long Beach April 12, 1885, at Third Street and Locust Avenue.

High school students in an Eastern city revealed in a questionnaire several years ago that they had a shameful lack of understanding of the meaning of Americanism.

A majority did not understand the system of checks and balances of our Constitution. Nor did they understand that the Bill of Rights protects minorities from the majority and from the government itself.

Large minorities rejected such ideas as freedom of religion and trial by jury.

MOST STUDENTS had only the sketchiest notions about American history. Some did not know which side Germany was on in World War II.

If any Long Beach youngsters have such ignorance, it means that they haven't been paying attention for years, according to Dr. William Melchior, director of curriculum development in the Unified School System.

"Our American heritage is stressed from first grade to graduation," he said. "We require more social studies than the state authorizes."

"WE BELIEVE that good citizenship must be taught


both directly and indirectly. All areas of teaching should build attitudes of freedom, respect for others and personal responsibility. In history and literature we teach directly about the American heritage."

The American heritage program in the first and second grades centers on the world the child knows.

IN JUNIOR high the program is stepped up. Seventh-grade U. S. geography prepares him for eighth-grade U. S. history, which emphasizes the development and meaning of the Constitution. In the ninth he studies the state, county and city governments.

In the tenth grade he studies contemporary world problems. This includes the origin and development of communism, the threat of communism to the world, and a comparison of political, economic, social and personal life in Russia and the United States.

History in the 11th grade is presented on a more mature level with special stress on developments since the Civil War. A government course in the 12th grade emphasizes the structure, powers and functions of the federal government.

✓ ✓ ✓ ✓ ✓
Congratulations....
TO LONG BEACH ON THEIR
 **LONG BEACH DIAMOND JUBILEE**
1888 - - 1963

MOORE Realty
IS GROWING WITH LONG BEACH

Now in our **17th** year
OVER
\$22,000,000
IN SALES
SO FAR THIS YEAR

9 Offices
Over 100 Sales Specialists

MOORE Realty

LAKEWOOD	4151 E. CARSON	HA 1-8481
STATE COLLEGE	6350 ATHERTON	GE 3-4966
LAKEWOOD PARK	4935 WOODRUFF	HA 1-8801
LOS ALTOS	2451 BELLFLOWER	GE 4-3464
NO. LONG BEACH	1122 SOUTH ST.	GA 3-5441
LAKEWOOD	4136 WOODRUFF at Carson	HA 1-8961
BELMONT HEIGHTS	3801 E. 4TH	GE 8-1151
ANAHEIM	1719 W. KATELLA	GE 0-3062; PR 6-3161
FULLERTON	303 N. EUCLID	TR 1-9810
INVESTMENT DEPT.	4151 E. CARSON	HA 1-8488 - HA 1-8489

CHECK WITH MOORE
BEFORE YOU BUY OR SELL

✓ ✓ ✓ ✓ ✓

CATHOLICS

AND THE CATHOLIC CHURCH

IN LONG BEACH...

It is fitting that on this, the Diamond Jubilee of our fair city, that we recall the memories of the days that are gone, and utter a hearty prayer of thanksgiving for God's manifest Providence in the past, and in the spirit of these stimulating emotions, to set our faces resolutely towards the challenging days that lie ahead.

Seventy-five years have witnessed the marvelous transformation of an unpretentious village, nestled by the broad Pacific, into the hustling, thriving metropolis that is ours today. When Long Beach came of age as a city, there were only three Catholic families residing here, and these had to travel by horse and buggy to Wilmington to assist at Catholic services. The first Catholic church, a very humble structure, was built fourteen years later in 1902 at the corner of Sixth and Olive with a seating capacity of approximately 150 people. The same territory today has fourteen flourishing parishes complete with Churches and Schools serving some 50,000 Catholic people.

To the vision, zeal and devotion of priests of an earlier day like a Ferrer, a Reardon, a Lucey, a Morris, a Donahoe, a Stewart and an O'Sullivan, we are indebted for the early progress that has been made. We have not only Churches in which we worship, schools in which our children are taught, splendid hospitals caring for our physical needs, charitable organizations to meet the social problems of the day, parish organizations rendering invaluable service, as well as social and fraternal societies of Catholic men and women such as the Knights of Columbus, Newman Clubs, Serra Clubs, Catholic Daughters, Young Ladies Institutes, Ladies of Columbus and many others, each doing its part in the Catholic life of the Community.

We are proud of our heritage, and grateful too. We feel privileged to have a part to play in its physical development and in the promotion of its spiritual life, for we realize that "unless the Lord keep the city, he watcheth in vain that keepeth it." This is a Golden Age, a period which the historians of the future will describe as the renaissance of scientific living. Nature is rapidly yielding up her secrets to the scientific seeker after truth, and the future looms large with wondrous improvements in the civic life of man. Surely, with the gradually ascending scale of material progress, we grow wiser too in the things of the spirit, and draw nearer to the fulfillment of the cherished dream of the universal brotherhood of mankind. These are momentous days for the life of the soul and the life of the body, days in which littleness and narrowness ought to find no place. If the Lord keep the city, His Peace - a peace which the world cannot give, will be stamped upon it as a seal that is set to mark it off from the city of confusion. We must unite unreservedly in all that pertains essentially to the life of our community, learning thereby to prize all the more the broad measure of liberty that is ours in working for community, social and personal betterment. But in all things, whether we walk together or apart, let us have Charity, "that charity which is patient, is kind, which envieth not, dealeth not perversely, is not puffed up, is not ambitious, is not provoked to anger, thinketh no evil, rejoiceth not in iniquity, but rejoiceth with the truth" then if the Lord keep our city our city fathers and officials shall not watch in vain, if the Lord keep our city, we citizen-children shall rest secure. Ad Multos Annos.



The Archdiocese of
Los Angeles

Holy Innocents 425 East 20th St.

Rev. John J. O'Brien
Rev. Francis O'Brien
Rev. Andrew Pisano

Our Lady of Mount Carmel 1851 Cerritos Ave.

Rev. Bernard J. Butler

Our Lady of Refuge 5195 Stearns St.

Rev. H. Vandenbergh
Rev. Francis Kelly
Rev. Paul Peterson

St. Anthony 540 Olive Avenue

Msgr. Bernard J. Dolan
Rev. Joseph M. Sartoris
Rev. Dennis Burke
Rev. Ralph Platz
Rev. Sylvester Ryan

St. Athanasius 5390 Linden Ave.

Rev. Joseph F. Feehan
Rev. Patrick McNulty

St. Barnabas 3955 Orange Ave.

Rev. Thomas J. Foley
Rev. Christopher Kennedy
Rev. Cleve Carey

St. Bartholomew 5143 Livingston Drive

Rev. Thomas F. Kennedy
Rev. Jose Bellavista

St. Cornelius 3330 Bellflower Blvd.

Rev. Edmund J. Bradley
Rev. Thomas A. Lichtle

St. Cyprian 4720 Clark Ave.

Rev. Patrick F. O'Connor
Rev. Thomas Ryan

St. Joseph 6200 E. Willow St.

Rev. Walter Martin
Rev. Andrew Tseu

St. Lucy 1731 West 23rd St.

Rev. Hugh Regan
Rev. Cyril Navin

St. Matthew 672 Temple Ave.

Msgr. James P. Lynch
Rev. William Hollinger
Rev. Matthew Farrelly

St. Maria Goretti 3950 Palo Verde

Rev. Vincent Molloy
Rev. Raymond Saplis

St. Pancratius 3547 St. Pancratius Pl.

Rev. Daniel Kielty
Rev. Donald J. Ruddy

**HUNDREDS OF
ADDITIONAL SERVICES
ARE AVAILABLE TO
DOWNTOWN SHOPPERS!**

ACCOUNTANTS
ADVERTISING AGENCIES
ADVERTISING SERVICES
AIRLINES



AIRPORT TRANSPORTATION
AMUSEMENT PLACES
ARCHITECTS
ARTIFICIAL LIMBS
ASSOCIATIONS AND CLUBS
ATTORNEYS
ATTORNEY SERVICES
AUTOMOBILE DEALERS
AUTOMOTIVE SERVICES
AWNINGS
BAKERIES
BARBERS
BEAUTY SALONS
BEAUTY SHOP EQUIPMENT
AND SUPPLIES
BLUEPRINTS
BONDS
BOOK DEALERS
BRIDAL SHOPS



BRUSHES
BUILDING MAINTENANCE
BUS LINES
CAB COMPANIES
CALCULATING MACHINES
CANDIES
CHILDREN'S WEAR
CHURCHES
CHURCH SUPPLIES
CLEANERS AND LAUNDRIES
CLINICS
COCKTAIL BARS
COFFEE DEALERS
COLLECTION AGENCIES
COPYING MACHINES &
SUPPLIES
CONTRACTORS
COSMETICS



COSTUMES
CREDIT SERVICES
DAIRIES
DANCE STUDIOS
DENTISTS
DEPARTMENT STORES
DIAPER SERVICE
DICTATING MACHINES
& SUPPLIES
DIRECTORIES
DISPLAY DESIGNERS
& BUILDERS
DRUG STORES
ELECTRICAL APPLIANCES
& REPAIR
ELECTRICAL CONTRACTORS
ELECTRICAL SUPPLIES
ELECTRONIC DATA
PROCESSING



ELECTRONIC EQUIPMENT
& SERVICE
EMPLOYMENT AGENCIES
ENGINEERS
ENGRAVERS
ENVELOPES
ESCROW SERVICE
FAIRS
FINANCE COMPANIES
FLORISTS
FRUITS & VEGETABLES
FURNITURE DEALERS
FURS
GARAGES
GASOLINE & OIL MARKETERS
& DISTRIBUTORS
GIFT SHOPS
GLASS
HAIR GOODS
HANDBELL DISTRIBUTORS



HEARING AID SALES
& SERVICE
HOSIERY
HOTEL EQUIPMENT
& SUPPLIES
HOTELS
HOUSEWARES & HARDWARE
ICE CREAM &
FROZEN DESSERT
ICE & COLD STORAGE
INCOME SPECIALIST
INSURANCE AGENTS,
BROKERS
INVESTIGATORS
INVESTMENT COUNSELING
INVESTMENT SECURITIES
JANITOR SERVICE
JEWELRY
LAUNDRY SUPPLY
LEASING SPECIALISTS

LEVEL & TRANSIT
LANDSCAPING
LINENS
LINEN SUPPLY



LINOLEUM DEALERS
LIQUORS
LITHOGRAPHIC SERVICE
LOCKSMITHS
LUGGAGE
MANAGEMENT
CONSULTANTS
MARKETS
MEAT WHOLESALERS
MEDICAL & SURGICAL
SUPPLIES
MEN'S WEAR
MILLINERY
MODELING AGENCIES
MORTGAGES
MORTUARIES
MOTELS
MUSICAL
NEWSPAPERS



NEWSPAPER PROMOTIONS
NURSERY
OFFICE BUILDINGS
OFFICE EQUIPMENT
& FURNISHINGS
OFFICE SUPPLIES
OIL DISTRIBUTORS
OPERA
OPTICAL AIDS
OPTICAL GOODS
OPTICIANS
OPTOMETRISTS
ORGANS & ORGAN
EQUIPMENT
ORTHODONTISTS
ORTHOPEDIC APPLIANCES
PAINT DEALERS
PAPER DEALERS
PARKING LOTS



PARTY SUPPLIES
PHOTOGRAPHERS
PHOTOGRAPHIC EQUIPMENT
& SUPPLIES
PHYSICAL THERAPISTS
PHYSICIANS & SURGEONS
PLANNING CONSULTANTS
PODIATRISTS
POLYGRAPH CONSULTANTS
& INVESTIGATIONS
PRINTERS
PRODUCE
PROPERTY MANAGEMENT
PROPERTY OWNERS
PROPERTY TITLE SERVICE
PUBLIC RELATIONS
PUBLIC UTILITIES
RADIO DEALERS
RADIO STATIONS



REAL ESTATE
REDUCING METHODS
REFRIGERATORS
RESTAURANTS
RESTAURANT SUPPLIES
RUGS & CARPETING
SALES AIDS
SAVINGS & LOAN
& FINANCE COMPANIES
SCHOOLS
SEARCHLIGHTS
SEWING MACHINES
SHOE REPAIR
SHOE STORES
SIGNS
SOUND EQUIPMENT
SPORTING GOODS
STATIONERY SUPPLIES
STEEL FABRICATORS
STORE FIXTURES



TAILORS
TAX SERVICE
TIRES
THEATERS
THRIFT SHOPS
TOYS
TRADING STAMPS
TRAVEL AGENCIES
TROPHIES
TV DEALERS
TYPEWRITERS
UNIFORMS
UPHOLSTERERS
VARIETY STORES
VENDING MACHINES
WINDOW CLEANERS
WINDOW SHADES
WOMEN'S WEAR
YARDAGE
YARN



FOR 75 YEARS...

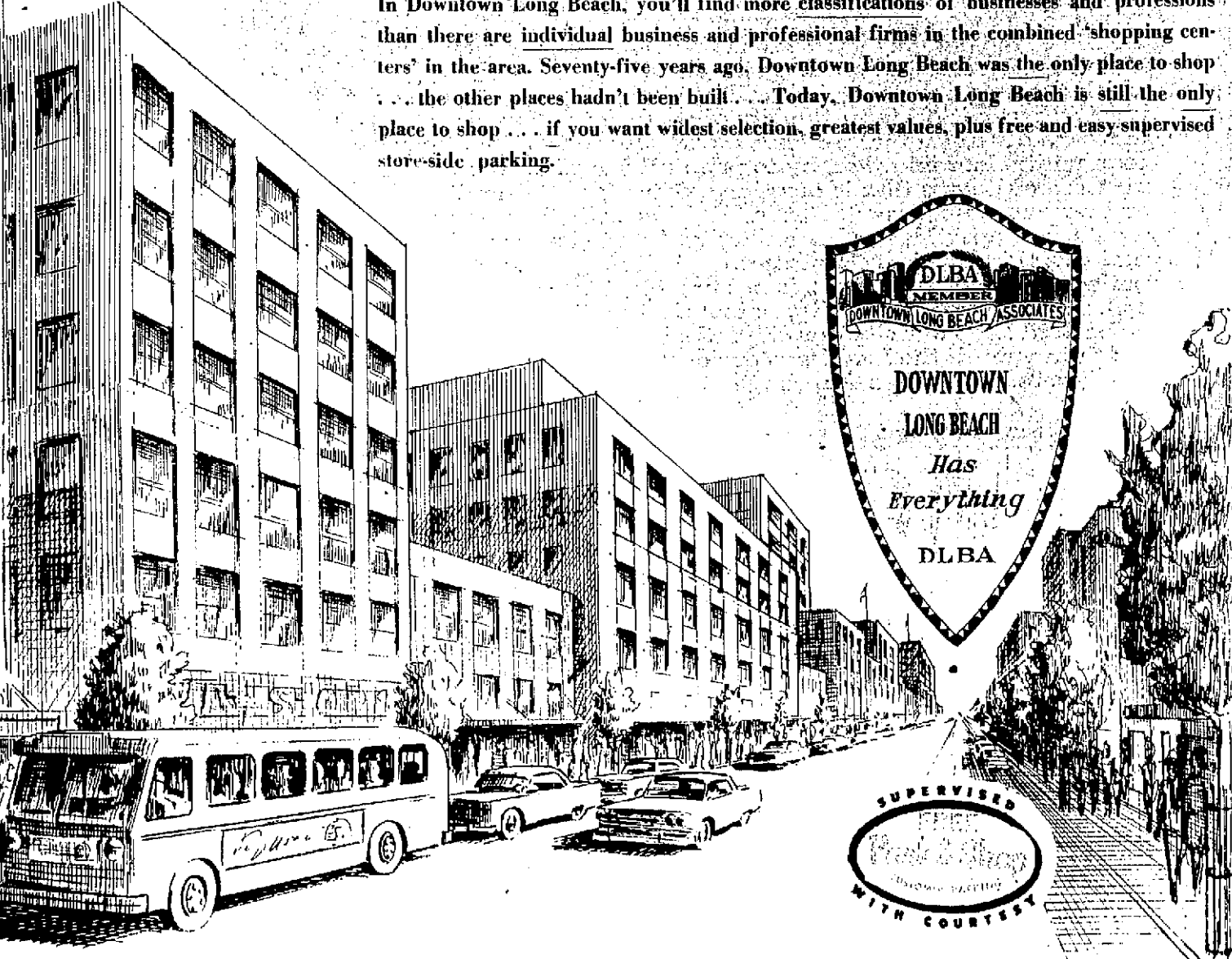
**YOUR MOST COMPLETE
PLACE TO SHOP TODAY**

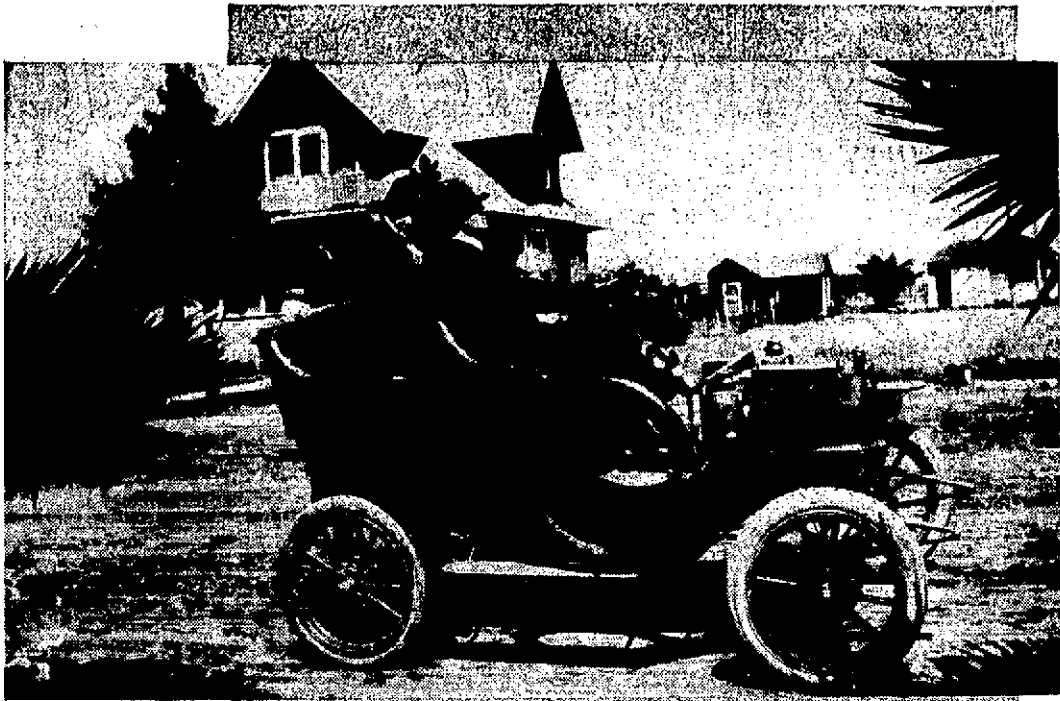
Downtown

LONG BEACH

Where it all began...

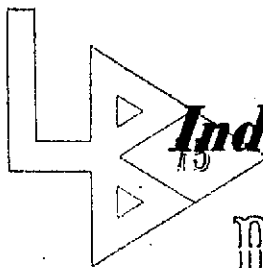
In Downtown Long Beach, you'll find more classifications of businesses and professions than there are individual business and professional firms in the combined 'shopping centers' in the area. Seventy-five years ago, Downtown Long Beach was the only place to shop... the other places hadn't been built... Today, Downtown Long Beach is still the only place to shop... if you want widest selection, greatest values, plus free and easy supervised store-side parking.





John Daugherty, owner of the car, is shown in the photo.

When Long Beach was born, transportation meant ship, train, horse—or your own two feet. But a new century found men tasting the joys of the gasoline age, and in 1909 the proud pair above was the town's envy in their brand new Reo. Two years later, a young daredevil named Earl Daugherty learned to fly, and for 17 years thrilled the town with exploits like that below.



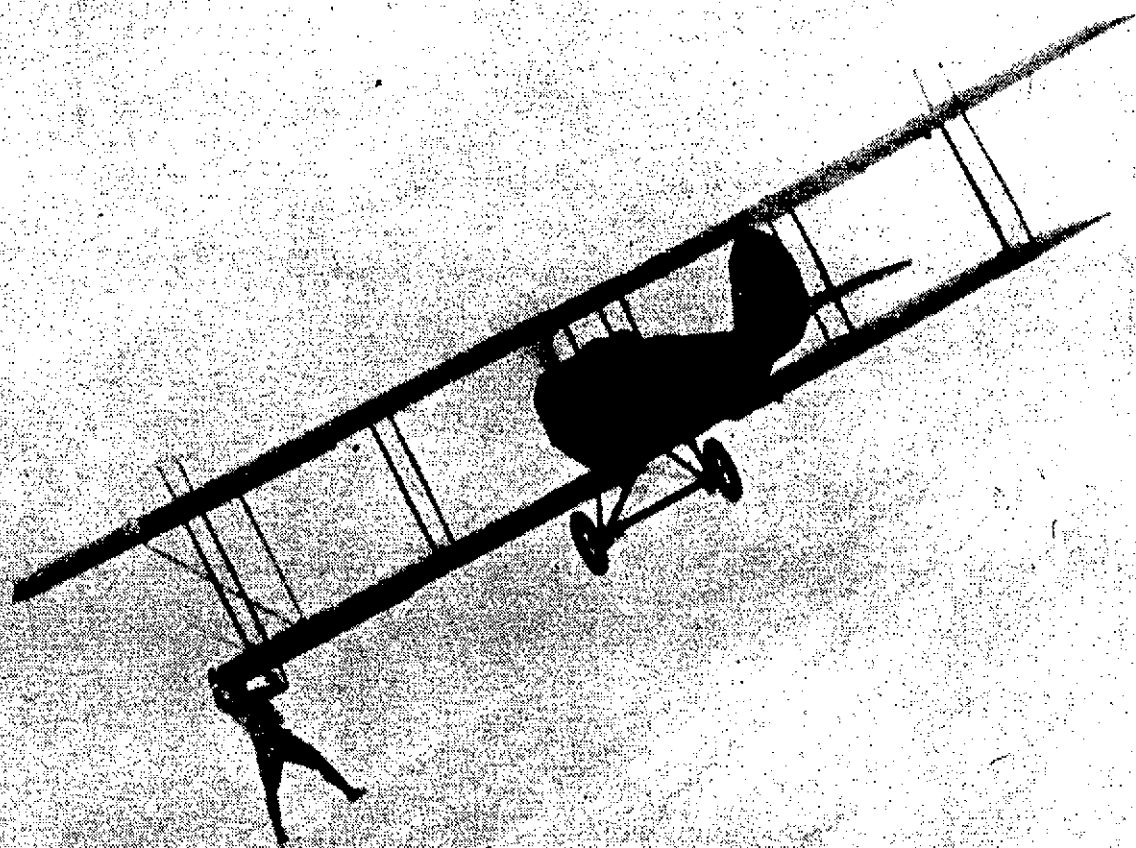
Independent-Press-Telegram

LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

DIAMOND JUBILEE

1888-1963

TRANSPORTATION



C. J. Daugherty

AS OTHERS SEE US

The City Where Everyone Is Rich

By JIM McCAULEY

L. P-T Sacramento Bureau

SACRAMENTO—If you want to convince your distant California neighbors of your wherewithal, say you are from Long Beach. They will assume you are fabulously wealthy. Aren't all Long Beach persons? The seemingly well-to-do from Palm Springs and Beverly Hills are to be mis-

trusted because they could be phonies or the new-rich. But Long Beach? Solid as the U. S. mint! The gold-plated image has been oiled and polished through the years due to headlines throughout the state on Long Beach's prosperous oil industry and the city's role as the state's

trustee over the publicly-owned tidelands fields. The rich-rich legend has been fostered recently by such headlines as: \$500 MILLION OFFSHORE OIL FIELD IN L.B. TO TAP LARGEST PETROLEUM RESERVE IN NORTH AMERICA.

LONG BEACH residents are well aware that the only tidelands revenues spent in the tidelands area are for projects of statewide benefits relating to commerce, fisheries and navigation—such as the harbor. Hence, Long Beach citizens dig virtually as deeply into their pockets for taxes to finance municipal services as property owners elsewhere.

But outsiders are not fully informed always on the trust rules for handling tidelands revenues. They assume that oil revenues are paying for law enforcement, fire protection and paving the streets with gold bricks—and some Long Beach foes compound the confusion by asserting that Long Beach can't possibly think up ways to spend future anticipated tidelands revenues.

Such a rich-rich-rich image possibly works out nicely for Long Beach had check artists and confidence men.

HOWEVER, the gold-plated legend creates many problems for Long Beach in the Capitol. Legislators in recent years have come up with a favorite treasury-house for financing pet projects: funds from the Long Beach tidelands.

Such is the lot of a community with a billion-dollar oil field in its backyard.

One Los Angeles newspaper recently said with tongue-in-cheek to the Long Beach delegation in Sacramento:

"You've got so much money you don't need any tidelands projects. The state ought to send a delegation to Long Beach each year to ask for an appropriation from the city to help run the state government."

IN THE Capitol, oil and Long Beach are synonymous terms—sometimes used in interchange with wealth.

State educators are also buying textbooks that are written to brainwash future California taxpayers into accepting the gold-plated Long Beach image.

The state's new fifth-grade textbook for social studies devotes two pages to Los Angeles. But of Long Beach it says briefly:

"Along the coast north of San Diego near Los An-



MISS LONG BEACH?

geles, Long Beach is a booming city where many kinds of work are carried on. Petroleum wells bring work and wealth to Long Beach. Its harbor makes it a port and fishing center with miles of sandy beach. Long Beach is a popular vacation resort."

RESULT: even the kids think you are oil-rich if you live in Long Beach.

Modern Long Beach is winning its battle for recognition and prominence, however.

For years, one Sacramento newspaper datelined Long Beach news stories as coming from Long Beach, Los Angeles County—carrying out a policy to identify by county. Now the name Long Beach stands alone.

The geographical confusion over Long Beach events is fading. But Long Beach still faces an uphill battle to retain separate identity from Los Angeles.

WIREPHOTO pictures in Northern California papers this year twice printed captions referring to "International Beauty Pageant in Los Angeles." Subsequent stories pinpointed the pageant in Long Beach, however.

The Los Angeles County exhibit at the California State Fair of 1963 had a background of a panoramic view of downtown Los Angeles. But the sole, smaller pictorial view of Long Beach was a stark oil field. The county exhibit made reference to the Los Angeles-Long Beach harbor—always giving Los Angeles top billing and never once mentioning that they were separate harbors.

Therefore, the image of Long Beach as a separate identity from nearby Los Angeles is blurred. Long Beach has fought hard for individual recognition—and a like struggle faces the community in the next 75 years.

LONG BEACH'S most significant strides for recognition have occurred in Washington. Congress has designated Los Angeles-Long Beach as the official federal designation for the metropolitan area.

But in Sacramento, state

Cement Shipping

Southern California's only deep-water cement shipping facility is operated by the Permanente Co. in the Port of Long Beach. Built at a cost of \$400,000, it received its first shipment Sept. 14, 1957.

Lumber Imports

If the lumber shipped through the Port of Long Beach in the past 30 years had all gone into modern 3-bedroom homes, a city housing 1,000,000 people could have been constructed.

tion from Sacramento. Some state officials have been so busy plotting how to raid Long Beach tidelands funds they have not given full consideration to other Long Beach projects.

In the interim, the state has opened regional offices in smaller California cities

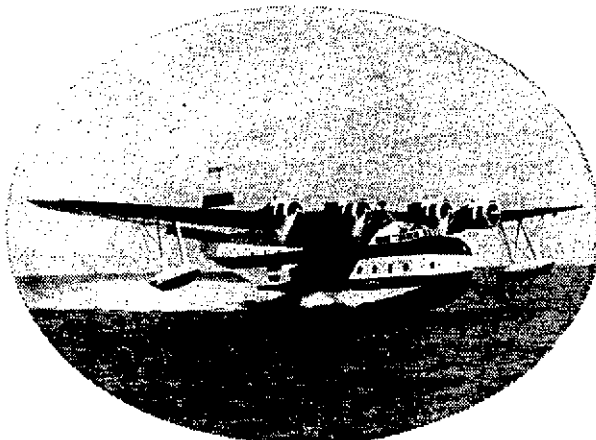
—Fresno, Sacramento, Bakersfield, etc. But most Long Beach offices are branches of Los Angeles state offices.

Money from the Long Beach tidelands is helping build the California Water Plan. Also, someday it is likely to make a signifi-

cant contribution to California education.

Long Beach citizens can be proud of how tidelands oil off Long Beach has helped keep the state's economy well-oiled. It remains to be seen whether the state will say thank you.

FLY to Catalina with Catalina Air Lines, Inc.



When Catalina Air Lines, Inc. (formerly Avalon Air Transport) sent their first land-sea plane skyward toward Catalina Island in August 1953, a company was launched that has literally flown itself to success.

Under the personal direction of Dick Probert, the fledgling air line grew from one airplane to a present fleet of 5 plus a luxury four-engine seaplane capable of accommodating 47 passengers. Over 1,000 passengers per day are carried to or from Catalina during the summer. As the oldest established airline serving Long Beach and Catalina we can proudly say that we have met the challenge of progress by always offering the very finest in courteous, fast, comfortable and dependable service.

Catalina Air Lines, Inc.

Formerly Avalon Air Transport

HA 1-8281

Congratulations to Long Beach celebrating 75 Years of Growth

We also are proud to be a part of Long Beach's history

FOUNDED 1919

Your Fun Car Center
Mercedes-Benz

MG

Midget

Austin Healey

Sprite

Triumph

Sports Cars

The Sport Car Capitol of the Long Beach Harbor Area

JAMES MOTOR CENTER

1350 LONG BEACH BLVD., L. B.

ME 2-7911

**NEWTON
SECURITY
POLICE**

★ Hialeah 5-5325

512 Heartwell Building

Dear Sir:

Perhaps you are one of the people who are already familiar with the Newton Security Police. We have made a lot of friends in our 25 years of service.

If you have a security problem, we have the answers!

May we show you why?

Sincerely,

T.A. Newton

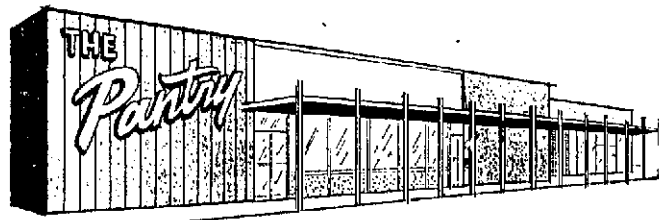
NEWTON ★ DETECTIVE AGENCY Since 1929

The

Pantry

MARKETS

When Pantry Markets first decided to expand this year beyond the San Gabriel Valley-Pasadena Area, it was natural that we turned first to Long Beach. The clean, friendly atmosphere of Long Beach, its outstanding per capita income, and the bright future make Long Beach an inviting city to start . . . or expand a business! . . . Your response to the Pantry to date indicates you are as glad to have us here as we are to be with you! You seem to like those Pantry extras . . . Manning's consistently finest Quality Beef, morning fresh hand picked produce, complete Delicatessen featuring famous Pantry Salads made fresh daily in our own kitchens, and that famous extra Pantry helpful service . . . You have our pledge we'll be continually striving to maintain and improve our high standards; and to grow with Long Beach in the assured happy future for this city . . .



3588 Palo Verde at Los Coyotes Center • 4929 Woodruff at Del Amo Ave.

OTHER STORES IN: • Pasadena • Altadena • Duarte • South Pasadena • Monrovia • Costa Mesa

When Long Beach Was the Lively End of the Line

by JACK BALDWIN

Recorded history shows that Long Beach will be 75 years old this year, but many early timers will claim the city was actually born on the warm, smog-free Fourth of July 1902—the day the first paying passengers rode the Big Red Cars into Long Beach.

The official records show that from that day on Long Beach grew like a weed. No other factor, not the rich subterranean oil fields, nor the mild weather, nor the sea itself would contribute as much to the growth of Long Beach as the Pacific Electric.

For 59 years following the arrival of the first passenger packed Big Red Cars the standard instruction to travelers and tourists wishing to spend a day at the seashore would be to "Take the P.E. to Long Beach."

TWO YEARS before the P.E. came to Long Beach the city boasted a population of slightly more than 2200. Eight years after the first Big Red Car clanged its way up American Avenue, the city had added nearly 2000 residents per year to record a population of 17,809 during the 1910 census.

In eight years Long Beach population increased nearly eight fold!

Many residents still living in Long Beach can recall the excitement of the arrival of the first open-end wooden cars to waddle into Long Beach on dusty and unpaved American Avenue. Population of the city at the time was approximately 2500. The first of the "California Cars"—so named because the front section was windowless so passengers could take advantage of the mild Southern California climate, arrived at 6:15 a.m. the morning of July 4, 1902. By nightfall 30,000 visitors would jam the city. They came on the Pacific Electric by the thousands. Still others, leery about the safety of the new fangled electric trolleys came by steam railroad. Thousands of others came by buggy and wagon or pedaling a bicycle.

proximately 2500. The first of the "California Cars"—so named because the front section was windowless so passengers could take advantage of the mild Southern California climate, arrived at 6:15 a.m. the morning of July 4, 1902. By nightfall 30,000 visitors would jam the city. They came on the Pacific Electric by the thousands. Still others, leery about the safety of the new fangled electric trolleys came by steam railroad. Thousands of others came by buggy and wagon or pedaling a bicycle.

NEARLY every one of the entire 30,000 visitors made a special effort to walk across the tracks of the P.E. at least once during the day. Some ladies of the day declined to accept the dare to cross the tracks fearing the steel rails might be "full of electricity."

Boys wearing knickers and long black stockings daringly balanced themselves on the steel rails mocking the gyrations of high wire performers.

More than one horse was "spooked" by an exploding firecracker tossed between its hoofs by a prankish youngster.

ONE OF THOSE amazed at the tremendous crowds was Charles R. Drake who was building a bathhouse on the strand. Although the bathhouse was not quite complete, he decided to open it anyway.

Reporting on the opening, Spencer Crump, author

of the book, "Ride the Big Red Cars" published in 1962, records the activity at the public plunge—as it was advertised in those days.

"They swamped it. The rush has been so great that because of the lack of dressing room accommodations we have three times had to stop the sale of bath tickets."

TWICE during the day local police raided the Long Beach Social Club for selling beer. It was against the law. The enterprising customers on one of the raids thwarted police by destroying the evidence. They drank it!

Coming of the Big Red Cars meant many things to many people.

To the youngsters of the era a ride on the Pacific Electric was as adventurous as Huck Finn's raft ride down the Mississippi. Proud was the boy and hero of the neighborhood was he who had a penny flattened beyond recognition beneath the steel wheels of a speeding string of Big Red Cars.

Riders of all ages bent on spending a day out in the open, would climb the high steps of the rail clippers, a picnic lunch packed in a basket slung over their arm, and take the 100-mile excursion trip through the Orange Empire. Newspaper advertisements hailed the ride as, "The Penny A Mile Trip—100 Miles for a \$1."

POPULAR TOO, was the rail trip from the sandy seashore to the snowy on the mountain slopes. At Balboa, Newport Beach, Huntington Beach, Long Beach or at San Pedro and Wilmington a travel-minded rider could board the P. E. and ride to the foot of Mt. Lowe. There a new adventure awaited early day travelers: a trip up the steep side of Mt. Lowe in the inclined railway to the viewpoint and lodge high atop the mountain's peak.

During the years uncounted millions of sailors from the mighty warships and ocean vessels which dropped anchor in Long Beach's great harbor would board the P.E. with great anticipation of spending a weekend of liberty in Los Angeles. In the pre-dawn hours on Monday they would return. On unsteady sea legs they would elbow through a crowd of white caps scrambling for a seat whose woven-wicker surface long ago had been polished to a high glisten by

the pocketless flannel backsides of thousands of bell-bottom trousers.

The interurban line to Long Beach brought people by the thousands to spend a day at the seashore—and the people brought money! Lots of it! The land boom was on. Undeveloped land only three blocks from the ocean was selling for \$300 an acre (when it sold) before the P.E. started regular service to Long Beach. After its arrival, promoters were selling land for an unheard of \$700 an acre located a mile from the seashore.

IN THE SAME year that the L.A. to L.B. line was complete, Pacific Electric built the Alhambra Bay Loop—and inter-city line starting at 14th and Magnolia Avenue to Alhambra Bay via Magnolia and Ocean Avenues. The route was serviced by smaller cars so delicately balanced on four wheels almost "amidships" that the car would respond like a rocking horse whenever a passenger got on or off. "Dinkeys" they were called, both by passengers and the one-man crew who served as motorman, conductor, and the clearing house on local gossip.

Christmas time regular riders along the route would bring "their" motorman gifts wrapped in green and red tissue and stack them up front by the window—a place where kids would skirmish among themselves for a spot to stand to preview the adventurous route ahead.

From 1902 and for nearly six decades The Big Red Cars would bring passengers, freight, mail and news dispatches from all over the globe to the still-mushrooming city of Long Beach.

Oddly, the Long Beach interurban line, the first built by Henry E. Huntington, father of the Pacific Electric, was destined to become final survivor of a once sprawling four-county network of rail lines at one time rated as the greatest electric railway on earth.

NEARLY 30,000 persons turned out in 1902 to herald the birth of the Long Beach line.

Two hundred mourners, mostly "Juice Bugs" (electric railroad fans), a few old time employees and a handful of veteran passengers were at trackside when it died on April 9, 1961.

(Continued Page 47, Col. 1)



THE BIGGEST ADVENTURE a boy could dream of in 1902 was to climb aboard the magnificent Red Car and take a clattering, clanging and breathtaking ride to Long Beach. Just how much of an adventure it was is indicated by the attitudes of the two youngsters above as they enviously watch a lady step aboard the brand new car on its inaugural run on July 4, 1902. The Red Car made Long Beach a tourist must.

The Supermarket for Cars Harbor Chevrolet

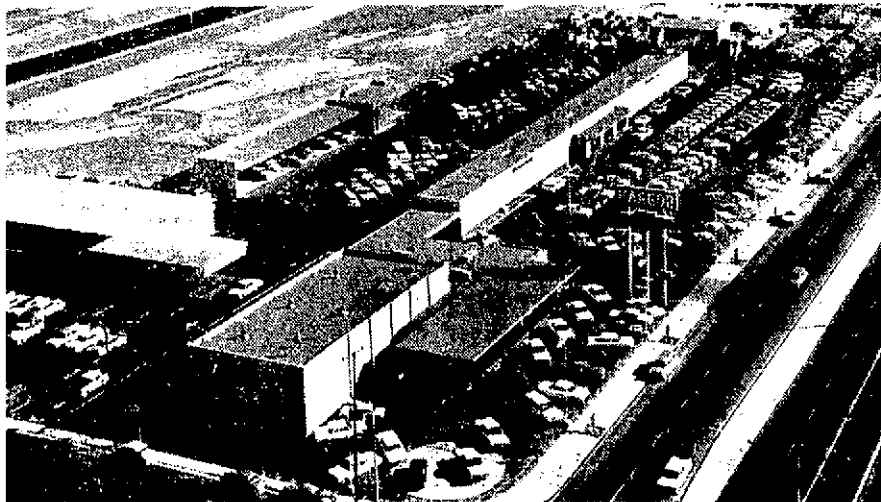


Congratulates Long Beach on its Diamond Jubilee



From our humble beginning 40 years ago to becoming the oldest Chevrolet dealer in Long Beach, Harbor Chevrolet has grown and developed into a Chevy Supermarket at 3770 Cherry Ave. We thank our friends and customers for our growth and progress. We invite you to shop today the Supermarket way.

Something new at Harbor Chevrolet are the mobile shopping carts.



7 Acres of friendly Sales & Service

We invite you to shop today the Supermarket way

HARBOR CHEVROLET

YOUR CHEVROLET DEALER SINCE 1923

Garfield 6-3341

3770 CHERRY AVE.

Garfield 6-3341



WHEN THE BIGGEST of the Big Red Cars were put into service on the Long Beach line, they were fitted with air horns which were probably the hoarsest and most miserably-sounding devices ever made—and there are those who think that for years they were mourning day when the last of the Big Red Cars made its last trip down Ocean Avenue (above) in 1961. Now horns are mourning in Mexico and Korea.

Pioneer of the Wild Blue Yonder

By EV HOSKING

Long Beach's initial climb into the Wild Blue Yonder of aviation progress and the life of Earl S. Daugherty are one and the same thing. A short, rugged but smiling Irishman, Daugherty was equally at home walking the wings of the early "crates" or acrobatically wringing the heart out of an airplane. But his heart was in the development of aviation—safe air transportation for

everyone. DAUGHERTY, and his close friend Frank Champion, were inspired by the first Dominguez air meet in 1910 where "that daring young Frenchman, Louis Paulhan" set a world's distance record by traveling from Dominguez to Santa Anita and back—a distance of 45 miles. In 1911 both Daugherty and Champion received

their pilot's licenses, Champion was destined to be killed during a demonstration flight in the Orient several years later, but Daugherty was to lead the development of Long Beach aviation until 1928 when he met an untimely death in an air crash just north of the present extension of Wardlow Rd. into the west side of Long Beach Municipal Airport.

Actual flying operations in the city began in 1911 when Daugherty and Champion were making successful flights from the beach in front of the site of the present Municipal Auditorium and the Earl Apartments, which were owned by Daugherty's parents.

CONVINCED that aviation was the coming thing, civic leaders in 1911 raised funds to make the city terminus for the first transcontinental air flight which ended here on Dec. 11 of that year.

Calbraith Perry Rodgers on September 9, 1911, took off from Sheephead, N. Y. With numerous minor mishaps he managed to land at the foot of Linden Ave. on the December 11 date. Both Daugherty and Champion, in what is believed to be the first successful aircraft formation flight in history, escorted Rodgers in. The cross-country flier was killed on April 3, 1912 when his plane crashed into the surf just east of Pine Ave. Pier after a flight from Pasadena.

During 1912, Daugherty attended the Chicago National Air Races and purchased a Borel-Morane monoplane which held all European speed records of the time. The aviator flew

this plane to Long Beach. It is now the possession of Mrs. Kay Daugherty, widow of the famous flier. Several offers by the French government and the Ford Museum have been made for the plane, but Mrs. Daugherty prefers to keep it in Long Beach.

ON APRIL 15, 1913, a plane constructed by Daugherty and Champion in the basement of the Earl Apartments was successfully flown from the beach in front of the apartments.

Military fliers were trained on the beach in front of the bathhouse during 1915 when the aviation was growing by leaps and bounds due to World War I.

In May, 1919, Daugherty who had returned from serving as a military flying instructor at Rockwell Field, San Diego, opened the city's first airport which was called Chateau Thierry and located near Long Beach Boulevard and and Bixby Road.

BECAUSE of the constant influx of student pilots and the hope of more passenger traffic, the city's flying field was moved by Daugherty to the corner of Willow St. and Long Beach Blvd. in 1921. The original hangar stood on the site until recently. It was on this field that such famous pilots as Auggy Pedlar, Frank Hawks, Dick Grace and others were trained.

Realizing the necessity of having adequate flying facilities and being thoroughly sold on the idea that the city had great possibilities as an air center, in 1924 Daugherty persuaded the city to establish a municipal

airport on water department land at its present site.

At that time, the city's first aviation commission was formed. It consisted of Daugherty, Al Ebrtie and J. C. Montijo. Ebrtie was a commercial aircraft operator while Montijo combined commercial operations with a partnership in the Belmont Aircraft Co. which manufactured aircraft.

In 1927, Auggy Pedlar of Long Beach, a Daugherty student, perished in the Dole Flight from San Francisco to Honolulu. Also flying was Capt. James L. Giffen of Long Beach in a locally built triplane which crashed into San Francisco Bay on the take-off.

DURING this period of renewed flying activity, Frank Hawks, local Poly High graduate, broke all existing transcontinental speed records. Gladys O'Donnell of Long Beach won every race event in when she was entered in the Cleveland National Air Races. Mrs. C. C. McWhinney of Long Beach, the nation's 37th licensed woman pilot was killed in a crash on Municipal Airport, and on Dec. 8, 1928, Earl Daugherty who had trained all the famous local pilots and founded the city's airport, crashed to his death with Elmer Starr, owner of the Pacific Engraving Co., and W. E. "Monty" Monfort, city editor of The Long Beach Press-Telegram.

Twenty-two years after the development of the city's first airport, Chateau

Thierry, Mrs. Daugherty, turned the first ground for the development of Daugherty Field, the Long Beach Municipal Airport, as it is presently constituted.

And today, Douglas Aircraft's giant DC8s on take-off pass the old Daugherty Hangar—the first structure on a barren piece of land that was to develop into one of the nation's finest multi-million-dollar transcontinental air terminals.



EARL DAUGHERTY

Serving the
Long Beach
Harbor Area
30 Years

General Truck Sales
Congratulates
Long Beach
celebrating it's



75th birthday

Visit Our "Half-Acre" of



TEST DRIVE ONE TODAY

GENERAL
TRUCK SALES

ask about our leasing plan

2699 Atlantic

1 Blk. N. of Willow St.

GA 7-7466

Minnie the Whale

Know the story of Minnie the Whale, Long Beach's largest and for many years its most publicized mammal?

About 6 o'clock the evening of May 20, 1897, two 18-year-old lads, Arthur Hewitt and Lewis Lang, were strolling along the beach, probably discussing girls or the next day's sandlot baseball game.

They spotted Minnie the Whale, 63 feet long, weighing 60 tons, peacefully spouting water high in the air 150 feet from the shore at the end of Alamitos Ave.

They borrowed a rope from an outfit that was moving a house nearby, swam out to Minnie and tied a noose around her. The house mover, who had a team of mules, was will-

ing to try to pull the whale in.

WHEN THE mules started to pull, Minnie started for midocean, dragging the mules after her. The mover drove stakes into the sand to hold mules, rope and Minnie.

Eventually the tide came in and the whale was beached.

The next day the Pasadena, Los Angeles and San Pedro Railway (now the Union Pacific) paid \$300 and the city of Long Beach paid \$300 to the mover for the whale. The mover offered the boys \$150 apiece, cash, or four lots apiece on top of Signal Hill. The boys turned down the bare ground (which a quarter-century later spouted oil) and took the cash.

THE PASADENA, Los Angeles and San Pedro Railway ran "whale" excursions to Long Beach.

Minnie the Whale was exhibited in Lincoln Park and for a time she rested in the basement of the Public Library.

After Pine Avenue Pier was dismantled for Rainbow Pier, Minnie's skeleton was taken to a shelter at Colorado Lagoon. In 1957 the skeleton was dismantled, the bones were packed in boxes and stored in a city owned warehouse on airport property at Wardlow Road and Cherry Avenue.

Three years later boys digging in a barley field at Cherry Avenue and Carson Street came up with seven whopping bones. They had discovered an ancient elephant burial ground, it was reported. Scientists were called in.

Dr. Frank Harnett, then associate director of the Recreation Department, thought the bones looked like Minnie's. He went to the warehouse and found the door open.

HE RECLAIMED the bones and Minnie was moved again—this time to a warehouse on Alamitos Beach Park, at the end of Alamitos Bay Peninsula.

What next? "We hope," says Duane George, associate director of recreation and long-time friend of Minnie, "that sometime State College will reconstruct Minnie and display her as a zoology exhibit."

Ship and Travel Santa Fe
"All the Way"

Congratulations to the City of Long Beach
on its 75th Anniversary



Winstead Bros.

330 PINE AVE. LONG BEACH 12, CALIFORNIA

Cameras since 1927

TELEPHONE HENLOCK 23811

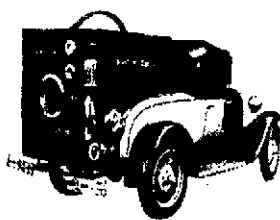
Congratulations to the City of Long Beach on your Seventy-Fifth Anniversary!

We at Winstead Bros. feel very closely allied to the people of Long Beach, having given them continuous camera service for over 36 years—ever since 1927.

Here is a picture of our first store in Long Beach. Then, as now, we offered a complete camera service, including repairs, equipment rentals and credit for photographic products and services.

The appearance of today's Winstead Bros. stores is vastly different, but the service and many of the brand names are the same.

This current picture of our Downtown Long Beach store shows only one of our six stores. These additional stores make it possible for Winstead Bros. to buy in huge quantities, effecting savings which are passed on to your customers.



This truck, with a body in the shape of and old-style box camera, was a familiar sight on Long Beach streets as the twenties merged into the thirties. It helped make the name Winstead Bros. synonymous with the finest in camera service and supplies.

Again, best wishes on your Diamond Jubilee. We hope to be a part of the city's growth for many years to come.

WINSTEAD BROS., INC.

Arthur L. Lee
President

P.S. We have another Long Beach store at 2146 Bellflower Blvd., in the Los Altos Shopping Center.

Best Wishes
to the City of Long Beach on Its
Seventy-Fifth Anniversary

Smith & Thorp
INC.

141 E. ANAHEIM ST.,
LONG BEACH

"The Specialized Parts House for Truck Equipment"

In 1922, Les Smith and Ernie Thorp opened for business in Long Beach as an automotive maintenance shop.

Now, 41 years later, Les Smith and Ernie Thorp are still active in running the business, which has now evolved into a specialized truck parts house.

We are proud of the part we have been permitted to play in keeping the heavy equipment rolling during the tremendous growth of the City of Long Beach.

Big Red Cars

(Continued from Page 45)

1961. They gathered in front of the depot on Ocean Avenue at 2:05 in the afternoon and as the motorman sounded the airhorn the last Big Red Car pulled out. One hour and five minutes later the Long Beach to Los Angeles inter-urban line died at the Los Angeles Terminal of the once giant Pacific Electric.

The final trip was 18 minutes late.

CAUSE OF DEATH? Asphyxiation by strangulation. The Red Car rail system was virtually choked to death by the entwining tentacles of miles and miles of roads and highways in an atmosphere of gasoline exhaust and diesel smoke.

While the great spider-web of rail lines and rolling stock were allowed to deteriorate as more and more riders deserted the system in favor of the automobile, government officials hastened its death by spending millions of dollars of tax money to build new roads and streets.

The death toll already had started to chime when the first freeways opened; their birth was the coup de grace for the Big Red Cars—and the Long Beach Line!

WHILE THE Big Red Cars left the Long Beach scene more than two years ago some of the wide-gauge trolleys still continue to roll. Huge ocean liners hunched aboard many of the newer style cars, secured them to the deck, and sailed for Mexico, Argentina and Korea where the self-propelled coaches have enjoyed a rebirth of service.

Three of the early day cars are part of a collection of "Juice Bugs" at the Orange Empire Trolley Museum located at Perris in Riverside County.

Many however were victims of the cutting torch which diced them into pieces small enough to feed the steel furnaces of Torrance, Vernon and Fontana.

THOSE WITH a watchful and prognosticative eye on public transportation trends prophesy that although the Big Red Cars are gone — they will be back. They will be reborn because they are part of the life cycle of transportation in Southern California.

Pacific Electric was born when other means of getting from one place to another, whether it be in a surly with the fringe on top or in a hand-crank Model T, was still a slow, laborious journey over rough and muddy roads. The Big Red Cars were by far the fastest, easiest means of travel between Los Angeles and Long Beach—before and for a long time after the advent of the horseless carriage. But the automobiles multiplied by the thousands. New roads, highways, and a new concept, the Freeway, were built to handle the millions of automobiles that were due to one day inhabit Southern California.

It became easier and much faster to go by automobile. But the life cycle is about complete. Today there are too many automobiles. It would be easier and faster to go by Big Red car — modernized, of course, to meet today's demand for speed, comfort and convenience.

MANY OBSERVERS noting the deserted rights-of-way abandoned by rail operators have suggested their use for rapid transit systems perhaps completely automated, operating unmanned and controlled by computers and "electronic brains."

While the design, construction and operation of such a "dream system" would be complicated and take years to build, the selection of a color scheme should be quick and easy. Red! What else?

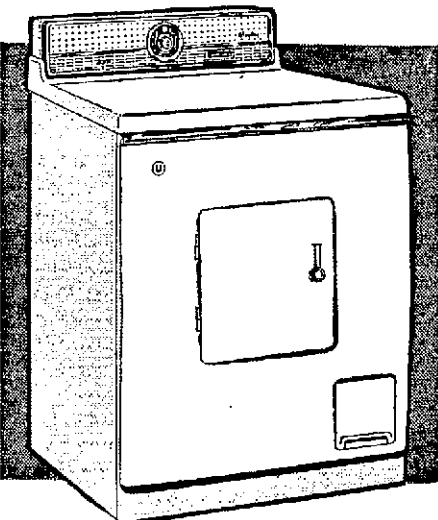


KARL TAYLOR

The HILL'S Way!

HILL'S APPLIANCES, HEADED BY MR. KARL TAYLOR, BELIEVES IN SERVICE, COURTESY AND SATISFACTION TO THE CUSTOMER. LOCATED AT 5650 ATLANTIC AVE. IN NORTH LONG BEACH, HILL'S SELLS AND SERVICES THE ENTIRE LONG BEACH AND SURROUNDING AREAS. MAINTAINING THEIR OWN SERVICE DEPARTMENT, HILL'S APPLIANCES BELIEVE IN STANDING BEHIND EVERY ITEM THEY SELL. ABOVE ALL, AT HILL'S YOU WILL FIND ONLY THE FINEST BRAND NAME APPLIANCE AVAILABLE. YOU CAN'T FIND A BETTER PLACE TO SHOP THAN HILL'S!

Only the finest brand names in TV and appliances!



NEW MAYTAG

Halo of Heat GAS DRYERS

SO FAST AND SAFE FOR ALL YOUR WASH!

The Maytag Halo of Heat Gas Dryer has the big difference in automatic dryers—a gentle circle of even heat and safe, low temperatures.

There are no "hot spots" in a Maytag Dryer so you can dry your most delicate fabrics without worry. Yet the Maytag Halo of Heat Dryer is so fast it can dry a load of 32 diapers in 32 minutes. And its full, family-size capacity lets you dry as much as you can wash at one time. Maytag's efficient lint filter eliminates lint problems too.

And Maytag Halo of Heat Gas Dryers also have an "air fluff" setting that provides tumbling and air flow without heat.

Wonderful for fluffing shag rugs and chenille bedspreads.

SEE YOUR MAYTAG DRYER AT HILL'S . . . TODAY!



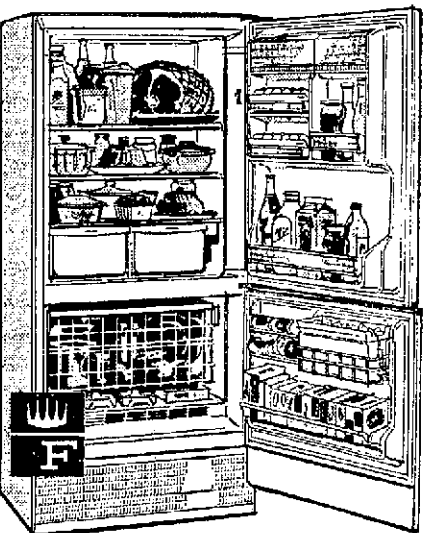
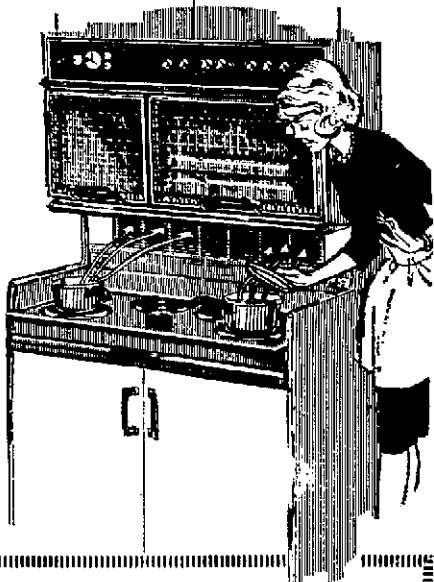
Hotpoint Hallmark

NOW THE NEW HALLMARK ELECTRIC RANGE BY HOTPOINT

FEATURING ELECTRIC BROILING WITH OVEN DOORS CLOSED!

Vacuum-Air System, draws off steam, smoke, grease and odors! Also featuring infinite heat control—pick any cooking temperature you want. Slide out oven walls . . . you wash them at the sink like dishes.

YOU MUST SEE THIS FANTASTIC NEW HALLMARK RANGE AT HILL'S TO APPRECIATE ALL IT'S REVOLUTIONARY FEATURES!



FRIGIDAIRE
PRODUCT OF GENERAL MOTORS

FRIGIDAIRE, THE FAMILY REFRIGERATOR, BANISHES FROST!

Frigidaire features the finest in Refrigerators with their exclusive Frost-Free system that ends frost and defrosting — even in the Freezer! You'll love this fabulous Frigidaire with Flip-Quick Ice Ejector, huge 150-lb. Freezer and Roll-to-You Basket. Above all and most important, too . . . Frigidaire Dependability.

SEE THIS FABULOUS REFRIGERATOR TODAY AT HILL'S!

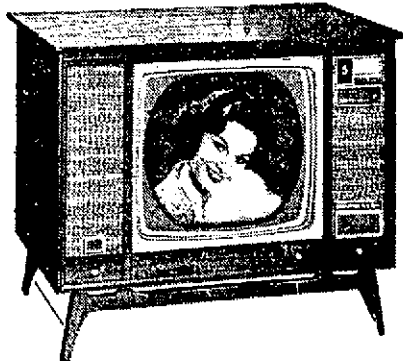
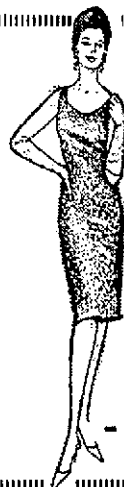
HANDCRAFTED QUALITY



THE ALL-NEW ZENITH COLOR TV WITH SPACE COMMAND

You must see the Beautiful New Zenith Color Television with all the Zenith features. No Printed Circuits, No Production Shortcuts, Hand-wired, Hand-crafted Chassis. Super Gold Video Guard Tuner, also built-in Remote Control TV Space Command. Choose from a large selection of finishes. All this and Zenith Greater Dependability, too!

BUY YOUR NEW ZENITH COLOR SET AT HILL'S



HILL'S

90-DAY TERMS FREE TO CASH BUYERS

It Pays to Buy at Hill's Because:

- WE GIVE HIGHEST TRADE-INS • COMPLETE SELECTIONS • OUR OWN SERVICE DEPARTMENT BACKS WHAT WE SELL • NO DOWN PAYMENT NEEDED

15 YEARS IN SAME LOCATION.

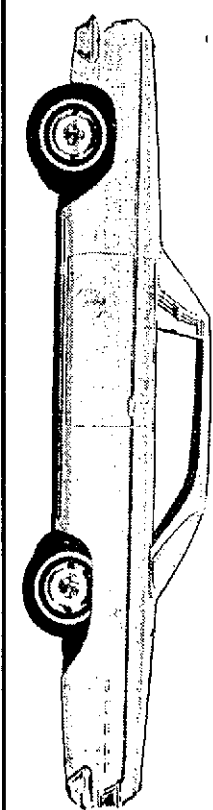
5650 ATLANTIC AVE.

NORTH LONG BEACH

GA 2-0908, GA 2-7078

STORE HOURS:
MON.-THURS.-FRI.
'TIL 9 P.M.
TUES.-WED.-SAT.
'TIL 6 P.M.
Closed Sundays

VERNE
HOLMES Dodge
Congratulates
Long Beach
ON ITS
75th
ANNIVERSARY!



BIG NEW '64 Dodge
At Huge
SAVINGS
PLUS
5 YEARS OR 50,000 MILES WARRANTY!

33

Years in LONG BEACH

OPEN EVENINGS AND SUNDAYS

VERNE
HOLMES Dodge
3449 Atlantic • GA 4-8603



Getting
There
Was
Twice
the
Fun
the Fun



James Schilling, Courtesy of W. L. Phillips, Jr.

Motorists will never again know the sense of high adventure with which travelers embarked on their automobile journeys in 1909, surrounded by genuine leather upholstery, heroic brass lamps and great, sturdy straps to keep

things in one piece. The two autos above were among the first to chug down Long Beach streets. Make of car at top is unknown. Second car has the name "Jackson" written in brazen letters across radiator.

They Rode Gallant Windships

By DOROTHY M. NICHOLSON

News of the discovery of gold in California in January, 1848, did not reach the East Coast until the following September. After a few months, the people became convinced that the news was true, and "yellow fever" be-

There were three ways that a man could get to the gold fields. Most Westerners went by wagon, overland and across the mountains. A second way was by sea to Panama, overland to

the Pacific, and again by sea to California. The third way, by sea around Cape Horn, was chosen by most Easterners for they had been seafarers for generations. People and supplies were transported around Cape

Horn, 15,000 sea miles from New York to San Francisco, and the trip took an average of 200 days. China clippers were the solution for making such a trip, for they could carry much cargo and make good time as well. The SAMUEL RUSSELL made the trip in a record 109 days in January, 1850, but two months later, the SEA WITCH arrived in San Francisco in 97 days. She was the first ship to make the passage in less than 100 days.

WHEN A SHIP was ready to leave New York, it was an occasion of great excitement. Many people crowded the dock, and the mates and boys scurried around to complete their last minute duties. As the passengers, some children, clambered aboard there were many goodbyes, cheers and tears. Pigs, chickens, and a cow or two on deck usually added to the noise. The crew members and their baggage were taken aboard. A sailor was considered lucky if he brought a straw mattress—called a donkey's breakfast—a chest or kit-bag containing oilskins, sou'wester, rubber boots, leather belt, knife, blanket, and a plug of tobacco.

The mate would muster the crew forward to man the capstan bars and heave anchor. Then, at a command, the men would strain against the capstan bars. A shantyman, starting a song, would be answered by the crew while they worked and shuffled their feet in rhythm. When the clipper was on its way, the ship, which had seemed a lifeless thing of wood, hemp, and canvas, was slowly transformed into a beautiful sea bird.

The crew was called together by the captain as soon as they were well under way, and was assured of good food and treatment as long as they spoke when spoken to and obeyed orders quickly and willingly. As the captain talked, this gave the officers the opportunity to search the crew's dunnage in the fore'sle and confiscate any weapons or whiskey. The crew was then divided into two watches: on duty four hours, then off four. Between 4 p.m. and 8 p.m. were two two-hour watches—the dog watches.

They sailed through the variables of Cancer, the belt of calms, and some variable winds called the Horse Latitudes. There was only a slow deep surge of motion and the slap of sails against the masts as the ship reached the calm and the cats paws. The crew had to be ready to brace the yards to catch the breeze which could result in a miniature tempest, and then be gone.

Upon crossing the equator, they welcomed King Neptune on board with great ceremony. He, of course, was a sailor dressed in a canvas robe and wearing a wig and beard of rope.

THEY WOULD pass through the variables of Capricorn and then prepare for the latitudes of the Roaring Forties and the Horn. Rounding the Horn in July meant winter weather with snow, hail, and heavy seas. Snow drifts often had

to be shoveled overboard. Icebergs were an ever-present danger. All of this gave Cape Horn its nickname—Cape Stiff.

Rounding the Horn, they entered the waters of the South Pacific with a hope of kinder weather and winds. However, the Roaring Forties on the west side of the continent had to be crossed, and gales were always expected. Valparaiso, Chile, was a welcomed sight, and a stopping place for replenishing their supplies.

Following up the coast with good S E trade winds to well above the equator, they again entered the doldrums. At this point a complete cleaning of the ship would begin. The heavy Cape Horn storm sails were mended and stowed away, and slack on the standing rigging, caused by the strains of the heavy weather was taken up. The masts were scraped and oiled, all painted work was scraped and repainted, and the decks were holystoned. It was a

matter of pride for officers and crew that their ship appear beautifully new when they entered San Francisco.

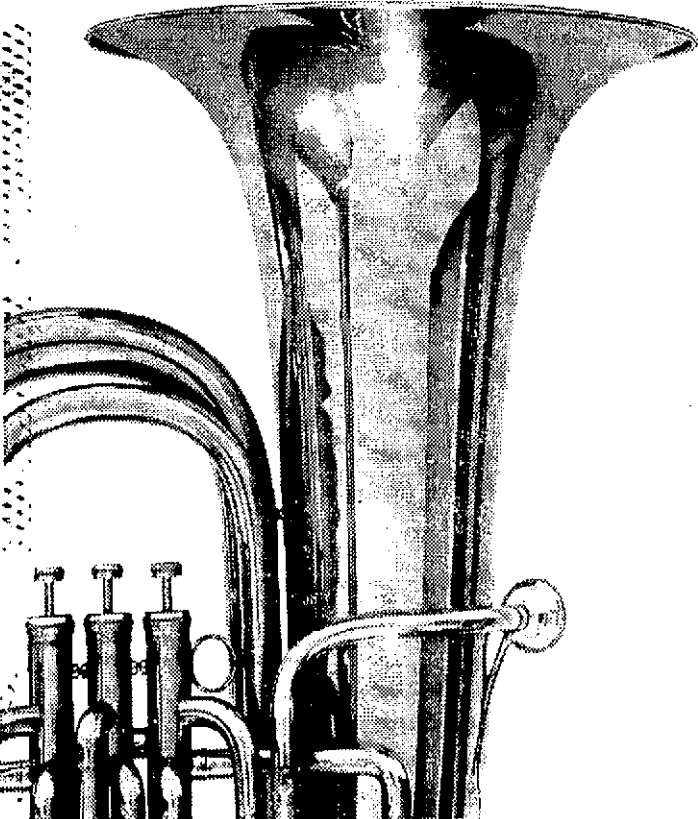
AFTER several days they would pick up the N E trade winds and move on toward their goal. At sight of the Farallons, rocky islands about 25 miles off the Golden Gate, the call was "Land ho!" and all hands and passengers were on deck to watch.

The captain would put a special watch or guard on the sails to prevent the crew from stealing them (for miner's tents) for he expected that they would probably desert and head for the mine fields.

A crowd would gather as a ship headed for Market Wharf. Orders for unbending fore-and-aft sails, yards laid square, gaskets and ropes in position, and finally to pump the ship, and the crew would sing with joy. Their song signaled the end of the passage.

When the "GOP" railroad...abbreviated, by passengers, from "get-off-and-push"...first served Willmore City with horse-drawn cars, Willmore City was still to become Long Beach! Not until 1888, the year Long Beach became a city, did trains replace that early line from nearby Wilmington. Today, with aircraft leading in its industry, Long Beach looks to the skies...and to the world from a harbor that, second in volume on the West Coast, handles 12 million tons of cargo a year and well over 1,900 passenger liners and commercial ships. On its West Beach is the U. S. Navy Shipyard, among the most modern shipyards in the United States. Today Long Beach is host to the world, home to more than 375,000 within the city itself, hub of its ever-thriving area of nearby communities and growing industry. Long Beach long ago learned to look to the future. Congratulations in this your 75th year.

Automobile Club of
Southern California



Gardena, 2416 W. El Segundo Blvd. • Long Beach, 757 Pacific Ave.
Long Beach, 4565 California Ave. • San Pedro, 1616 So. Gaffey St.
Torrance, 2606 Sepulveda Blvd.

We remember the Long Beach of Yesterday . . .

The cattle ranges . . . sheep pastures and barley fields . . . Long Beach, emerging as a seaside resort in 1888 . . . the beginning of our Bank in 1920 to serve the growing financial needs of Long Beach . . . the discovery of oil at Signal Hill in 1921 . . . the population boom and a city is born. World War II bringing the aircraft industry and naval base to Long Beach and creating another population boom . . . MORE GROWTH FOR LONG BEACH!



OUR BANK IN 1920—THEN WESTERN TRUST AND SAVINGS BANK

the Long Beach of Today . . .

We have come a long way since the days of the cattle ranges. We have grown into an all-modern city, alive with industry, shipbuilding, manufacturing, and commercial fishing. And we continue to rank high as a seaside resort attracting thousands of tourists each year to enjoy our beautiful beaches, the excitement of "Rainbow Pier," the band concerts and many other fine cultural activities. Yes—it has been 75 years of continuous growth for Long Beach, and First Western Bank is proud to have played an active part in its history and development.

the Long Beach of Tomorrow . . .

We look forward to new, continued growth by helping you achieve your business and personal financial goals. Whatever your banking needs, we cordially invite you to call on FIRST WESTERN BANK!

FIRST WESTERN BANK

(Member Federal Deposit Insurance Corporation)



LONG BEACH OFFICE
150 East First Street
HElmslock 7-0421
MAX F. NICHOLS
Vice President and Manager

PACIFIC OFFICE
2200 Pacific Avenue
GArfield 7-7941
DONALD S. DARLING,
Manager



IT'S GETTING UGLIER

The Traffic Bugaboo

By CHARLES SUTTON

Call it a paradox, if you will. Or look at it as just another case of human folly.

But in an area where the experts are generally agreed that the automobile no longer holds the key to the transportation problem...

Car ownership keeps going up (the three-car family is already here).

Freeways keep getting built (at least the planners are trying to build them to accommodate the growing car population).

Roads keep getting improved.

Traffic systems keep getting modified.

And rapid transit keeps getting put off.

Perhaps it's not a happy picture; but it's a true one. And it reflects the frustrating state of transpor-

tation in Long Beach and the surrounding area—where the daily traffic jams have become as predictable, if not as navigable, as the tides of the ocean.

"Rapid transit is a time bomb ticking away in our largest cities.

"Unless this county develops a (rapid transit) system—and develops it quickly—you face a... menace to public health from air pollution.

"You face the early adolescence of your freeway system.

"You face the gradual but certain paralysis of your entire economy."

—Gov. Edmund G. Brown

Oldtimers who recall the horse-drawn railroad and, later on, the big red cars and jitney buses, are prob-

ably chortling over the grimly humorous spectacle of a community that seems bent on tying itself up in traffic knots and spreading a noxious haze over its woebegone inhabitants.

Then, too, they're probably sighing for the good old days, when...

WELL, WHEN transportation was getting started in Long Beach, for instance. It was 1885 then, and the horse-drawn railroad was carrying passengers from the northeast end of the village to the old Long Beach Hotel, which was situated on a bluff overlooking the ocean. The town was only four blocks square, and incorporation lay three years in the future.

In those days, if a pas-

senger decided to take a ride on the realroad, he also had to be ready to help lift the car back on the rails if it jumped the track.

THAT HAPPENED so often that patrons soon were dubbing the line the GOP, or Get Out and Push railroad.

The situation didn't improve much when steam power came in a few years later. The cars continued to jump the rails, and the passengers could only resume their journey after they had all got out and exerted their collective muscle power.

In time, the GOP bowed out in favor of the electric trolley, and a period of unprecedented growth and well-being was ushered in for Long Beach. The period started shortly before the turn of the century. But for those who recall the Fourth of July of 1902, it really began then.

BY THAT time, Henry E. Huntington, had formed an SP subsidiary known as Pacific Electric. And communities throughout Southern California were virtually giving away rights of way to become part of what was later to be called "The Greatest Electric Railway System on Earth."

The Red Car era had begun in a blaze of expansion. Its passing, nearly 60 years later, would bring walls of anguish from a generation that had literally grown up with and learned to love the Big Reds.

FOR LONG Beach, the end came in 1961, when the MTA, in the face of determined opposition from city officials and loyal Red Car patrons, discontinued the Los Angeles-Long Beach rail passenger run and shifted to buses. The red cars were laid to rest.

Symbolically, the move to buses marked the end of the fabulous trolley era. It also confirmed what many people were only beginning to sense: the primacy of the automobile in American life.

Someone charting the course of public transportation in Long Beach during the second half of its history might be tempted to steal a phrase from Gibbon and title his work The Decline and Fall of Public transportation in Long Beach.

FOR PUBLIC transportation here has followed a curiously parabolic path since its beginnings in the 1880s.

Roughly speaking, it reached its acme in the early 1920s. At that time, the trolley system, despite some developing cracks in its structure, was still a powerful force in transportation, providing extensive service both within and without the city. Long Beach also was serviced by two transcontinental railroads then (the Salt Lake and the Southern Pacific). Luxury liners were bringing passengers into Long Beach harbor, and there was direct PE service from Long Beach to Los Angeles' Union Depot.

By the end of World War II, most of that had changed.

As Independent Press-Telegram writer Spencer Crump noted in 1956:

"Mounting labor costs and use of the ships in World War II brought an end to luxury liner service.

"LOCAL property owners, seeking to improve the city, found technicalities to force removal of the SP tracks in 1922.

"And the Salt Lake Railroad tracks were removed in 1930 when the city paid \$240,000 to the Union Pacific, then owner of the firm, to 'improve' the city."

He went on to say that "convenient air travel facilities never developed because transcontinental air line operators could not be persuaded to make stops

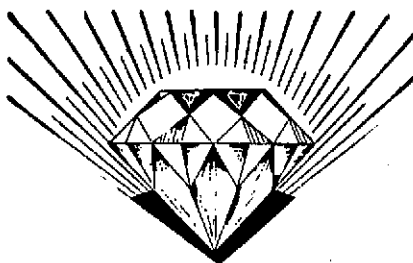


L.B.'S FIRST PUBLIC TRANSPORTATION

The horse-drawn rail car above was the first known public transportation in Long Beach. It hauled passengers from the palatial Long Beach Hotel to the northeast end of the village in 1885, and was known as the GOP (Get Out and Push) because passengers were required to dismount and lift the car back on the tracks occasionally. Later, the line was equipped with a steam engine (lower picture), but the GOP nickname still applied.



RAIL TRANSPORTATION was in its glory in 1925 when this picture was taken on busy Ocean Boulevard as passengers prepared to board the Salt Lake Railroad's train just west of Pine Avenue as streetcar further up the street heads for San Pedro. Today's travelers don't have the same conveniences.



A YEAR OF DIAMONDS.

75 Years for Long Beach
and 55 Sparkling Years in
Long Beach for

GLENN E. THOMAS co.



GLENN E. THOMAS
President



MONTE DAVIS
Vice President & General Mgr.



HARMON DOWNING
Secretary-Treasurer



ART NELSON
General Sales Manager



LEONARD J. CAST
Manager Parts Dept.



HANK FORRING
Manager Body Shop



LEON WALKER
Service Manager



CURT WAGGONER
Used Car Manager



NEWT MARTIN
Used Car Sales



TONY WOLKAMP
Used Car Sales



TOM WILLETT
New Car Sales



RANDY HEINKE
Truck & Fleet Manager



HARRY DIXON
New Car Sales



GEORGE POLHILL
New Car Sales



JEFF SEVERSON
New Car Sales



RON RAPP
New Car Sales



PAUL REYNOLDS
New Car Sales



JACK LEWAY
Used Car Sales



S. C. WILLENBORG
Used Car Sales



ARNOLD STUDIER
New Car Sales



Glenn E. Thomas co.

DODGE

310 E. ANAHEIM (Corner of Elm) LONG BEACH HE 7-6491

(Continued Page 50, Col. 1)

The Traffic Bugaboo Gets Uglier

(Continued from Page 49)
here due to the proximity of Los Angeles."

SINCE Crump wrote, the situation has altered significantly in only one respect—that is in terms of ocean liner passenger service, which has enjoyed a healthy revival in the past few years. Otherwise, except for a minor jump in air passenger business, the condition of public transportation in Long Beach has continued to deteriorate.

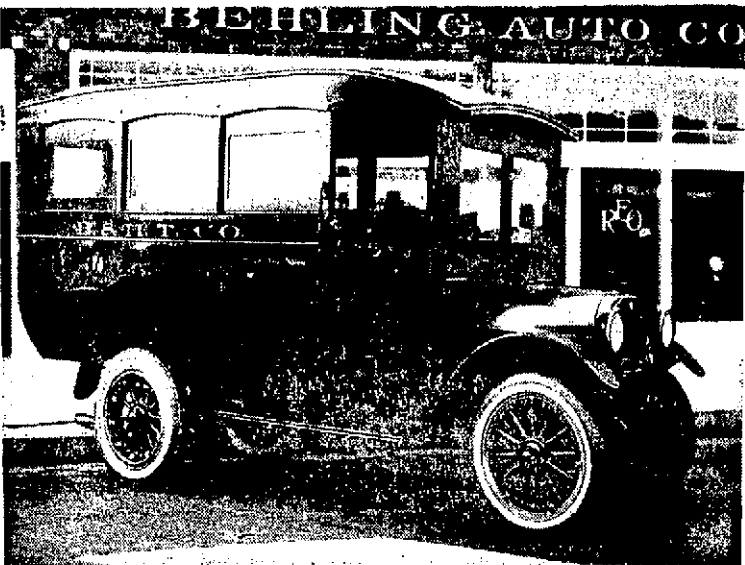
Today, two airlines—Pacific and Western—offer flights from Long Beach Municipal Airport to San Francisco, Las Vegas, Santa Barbara, San Jose and Lake Tahoe while two others—Catalina Airline and Catalina Channel Airline—carry passengers regularly between here and Catalina Island.

At Long Beach harbor, ocean-going traffic now averages about 10,000 passengers a year, with the bulk of the business being handled by P&O-Orient Lines, reputedly the biggest passenger operation in the world.

HARBOR spokesmen point out that while the harbor still trails Los Angeles by a considerable margin, it nevertheless has been closing the gap in recent years. In 1959, for example, Long Beach handled only one-eighth the number of ocean-going passengers that Los Angeles handled. By 1961, it had brought the ratio up to one-fourth.

On the ground, there was no mistaking the continued decline of public transportation here after 1956. The Red Cars, of course, eventually disappeared; but bus service, both intra-city and interurban, also suffered heavy losses.

It was the same story all over the country for buses, says Henry Jordan, chief engineer and secretary of the city's Bureau of Franchises; rising costs forced successive fare increases, which in turn compelled



NICKEL ROCKET
For a nickel, you could climb aboard the spanking new 1920 Reo bus and be whisked almost anywhere in town by the B & H Transportation Company.

patrons to switch to other forms of transportation—primarily the automobile.

ON A FINANCIAL level, the result was a large-scale shift to public ownership, private bus operators finding it difficult, if not impossible, to remain in business and still make a profit. And the trend continues, as evidenced by the recent transfer of Long Beach's private bus line to quasi-public ownership.

The postwar period was perhaps the roughest for public transit in Long Beach. Under the onslaught of the automobile, the once-powerful he-man of public transit shrank to a 97-pound weakling. Patronage on the city bus lines, for instance, dropped 60 per cent in 15 years.

It is now asserted that only a revival of mass transit in modern form can temper the impact of the automobile revolution and save the nation's cities from possible strangulation.

For the Los Angeles metropolitan area, that would mean an efficient

rapid transit system. That, plus the freeways.

In Long Beach itself, say local experts, the solution is not rapid transit—not yet, anyway.

They feel Long Beach can keep pace with the steadily rising traffic volume by a long-range program of street and traffic improvement, as well as by construction of additional freeways through the city.

CITY TRAFFIC Engineer Robert Dier has estimated, for example, that it will take something like \$46 million over the next 20 years to enable the city's east-west arterial system, already heavily taxed, to keep pace with anticipated demands.

Some of the improvements he recommends include the widening of streets, a ban on curb parking during peak travel hours, the prohibition of left turns, establishment of more one-way thoroughfares and refinement of the traffic signal system.

"I'm not concerned about

today," says another city planner. "It's 1980 I'm worried about. By then we'll have two and a half times the number of cars that we have today. (With the human population of Long Beach around 400,000, the city already has almost one car for every two persons living here.)

"Unless we have more freeways," he adds, "it scares me to think what will happen."

IS THE city preparing for 1980?

Yes—and no.

Its master freeway plan, drawn up in conjunction with the state's, now calls for completion within the next few years of the Riverside (or Artesia) Freeway, running along the northern edge of the city; the San Diego Freeway, running diagonally across the middle, and the San Gabriel River Freeway, running north and south along the eastern edge of the city.

On the other hand, the proposed cross-town freeway, a section of the state's

Pacific Coast Freeway and once part of the city's master plan, has been abandoned. And there is every indication that the proposed multi-million dollar De Forest Expressway faces the same fate.

TRAFFIC engineers and city planners had hoped that the De Forest Expressway, running roughly parallel to the Long Beach Freeway for about five miles, would take a lot of the local pressure off the freeway. For there is every indication that the Long Beach freeway will be jammed to capacity within the next few years.

City councilmen, however, sensitive to complaints of intrusion from residents along the proposed right of way, apparently are of a mind to shelve the plan.

"I don't envy the council members," says one planner. "Right now, as they see it, the traffic doesn't warrant all that drastic land development. And there's no denying the fact that a freeway cuts a big gash through a city."

"THEY'RE in a real dilemma," he continues. "Besides, it takes a special kind of nerve to resist even the slightest kind of pressure when your political future is tied to the ballot box."

"As a technician, though, I can't help but speculate on what will happen if we don't build those freeways and expressways."

Privately, most of the planners seem to think the choice of the freeways will be forced on the council by the pressure of events. They merely wonder whether the decision will be made in time to avert a crisis.

"IT'S LIKELY some day that the planners will have to look beyond the freeways for a solution to the city's transportation problem, say

to a municipal rapid transit system. In the meantime, though, they feel the city's population density can neither justify nor pay for such a system. And beyond 1980, they aren't speculating.

Their sentiments are less ambiguous on the question of rapid transit between Long Beach and Los Angeles. On this there is virtually unanimous agreement that not only is the link desirable, but essential to the city's future.

"This business of making giant parking lots of the

freeways has got to stop. We need both rapid transit and the freeways if we're not going to be submerged by cars," says one, echoing the feelings of the others.

CITY TRAFFIC Engineer Dier lends weight to the argument by pointing out that within the next eight to 10 years, the Long Beach Freeway will have reached its saturation point. "This poses a real crisis," says Dier, "because the Long Beach Freeway is presently the only good access we have to Los Angeles."

Rapid transit advocates say the only sure way to relieve congestion is to get people out of private automobiles and into public transit—that is, "to move people, not vehicles." (It is estimated that something like 95 percent of all travel in the metropolitan Los Angeles area is done by automobile—the highest such figure in the country.) If nothing else, say the rapid transit proponents, sheer logic dictates the necessity of rapid transit.

More than that, assert

The oldest established men's store in Belmont Shore, PHIL HAHN'S MEN'S WEAR, observing our city's Diamond Jubilee, presents the "diamond" of the sweater world...

The pro's say, "a real low score sweater should have" ... easy, but not floppy sleeves, a waistband that stays put, relaxing shoulder cut, wool and alpaca ... This sweater has them all, so JANTZEN calls it the Ken Venturi cardigan.

Oh, to have a golf score equivalent to Long Beach's birthday ... 75!!!

PHIL HAHN

MEN'S WEAR
BELMONT SHORE

5211 E. 2nd St. GE 9-7547

Jantzen
sportswear for sportsmen



"Your municipal water department has grown with Long Beach. While working to make the high quality drinking water in Long Beach even higher in quality, your Board is taking all necessary steps to assure an ample supply for the future growth of our community."

—EVERETT HOUSER
President, Board of Water Commissioners

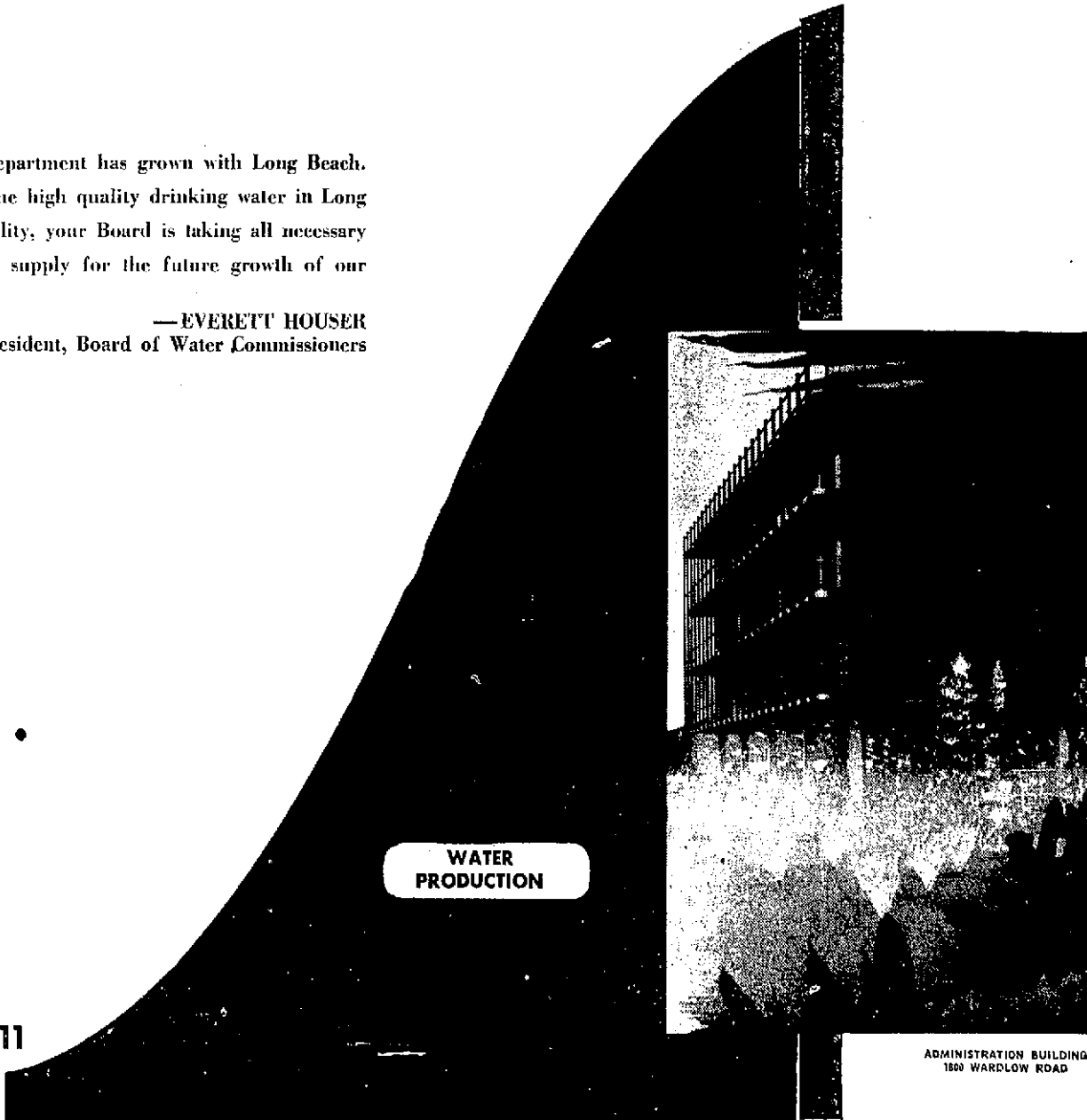
42
YEARS
OF GROWTH...



500,000 GALLONS PER DAY

"PURE WATER - - - LIFE'S MOST PRECIOUS PRODUCT"

1963
50,000,000 GALLONS PER DAY



ADMINISTRATION BUILDING
1800 WARDLOW ROAD

The Traffic Bugaboo Gets Uglier

(Continued from Page 50)

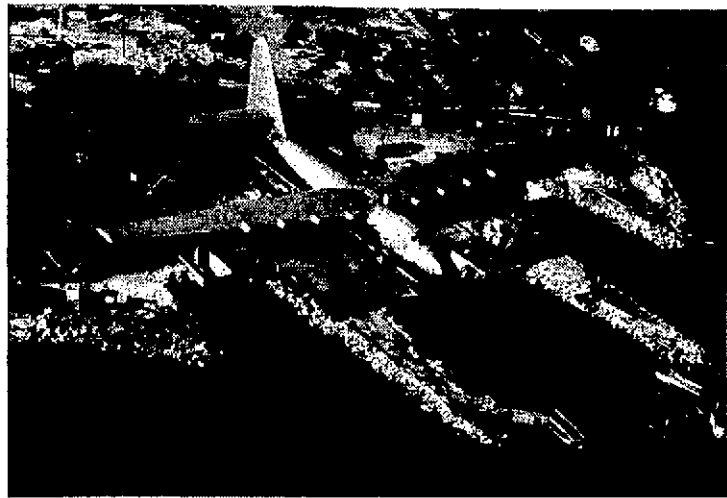
some planners, Long Beach cannot escape the fact that its future is inextricably tied to that of Los Angeles. They also argue that in some respects Long Beach is a bedroom city, with thousands of people living here and working elsewhere, primarily in Los Angeles. And nothing can better serve the interests of both cities than a rapid transit link between them.

MOREOVER, there is concern that if a rapid

transit line isn't built soon, the success of the California World's Fair will be placed in serious jeopardy. The fair is due to open around 1967.

"On a good day, some 200,000 persons are expected to attend the fair," says Henry Jordan of the City Franchise Bureau. "It's obvious that Long Beach can't possibly house all these people. They're going to have to find accommodations in Los Angeles. And there simply isn't enough room on the roads linking the two cities to handle that

kind of traffic." Unfortunately, plans for a rapid transit system in the county have become bogged down in a morass of indecision, financing difficulties, routing problems, legislative squabbling, municipal jealousy and just plain recriminations. Not long ago, some observers thought they saw a faint ray of hope for rapid transit. But if nothing more than hope emerges soon, one thing seems certain to develop — the biggest damned traffic snarl you ever saw.



SHORTLY AFTER he piloted his 200-ton plywood flying boat on a mile-long, 70-foot-high flight over Long Beach harbor on Nov. 2, 1947, Howard Hughes wrote the inscription above for Port Manager Eloi Amar. Since then, the "Spruce Goose" — whose 320-foot wings, 219-foot hull and estimated \$56,000,000 cost make it the world's biggest and most expensive airplane — has been shrouded in mystery in a huge hangar built over the construction site (left) on Pier E. What will be the eight-engine monster's fate? Nobody knows. But Hughes' \$32,000-a-year lease on the Pier E site expires in 1966, and the Goose may at last be forced to leave its nest.



Courtesy of Long Beach Harbor Dept.

Bringing home the good Weber's bread has been a Long Beach tradition for over 33 years!

The Weber's bread you buy in Long Beach is baked in Long Beach by Long Beach people.

We're proud to join in this Diamond Jubilee Celebration.



BUILDING with LONG BEACH...

"The City That Has Everything"

RAY VINES

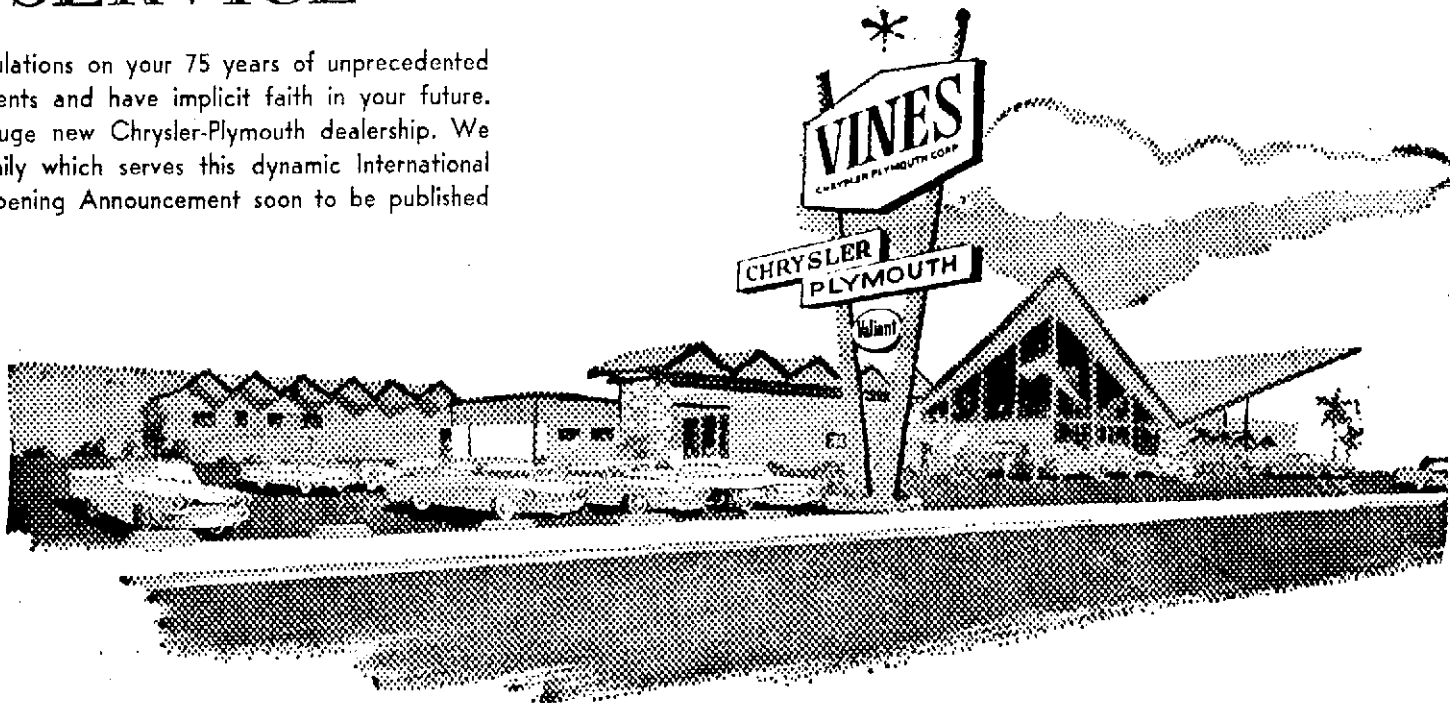
your newest

CHRYSLER • PLYMOUTH

SALES & SERVICE

Long Beach . . . you've got everything! Congratulations on your 75 years of unprecedented growth. We admire you for your past achievements and have implicit faith in your future. That's why we selected you as the site for our huge new Chrysler-Plymouth dealership. We are proud to become a part of the business family which serves this dynamic International City by the Sea. Watch for our official Grand Opening Announcement soon to be published in this newspaper.

Southlanders by the hundreds are stopping by our new home at Willow and Lakewood. Our showroom is scheduled for completion on December 1st; meanwhile, sales are really rolling from our huge open lot display of '64 cars. Why don't you pay us a visit?



VINES CHRYSLER • PLYMOUTH

"SHOWPLACE of the SOUTHLAND" for Imperials, Chryslers, Plymouths and Valiants

4201 E. WILLOW (Katella) at LAKEWOOD, LONG BEACH

PHONE US AT 426-7301

The Traffic Bugaboo Gets Uglier

(Continued from Page 49)
here due to the proximity of Los Angeles."

SINCE Crump wrote, the situation has altered significantly in only one respect—that is in terms of ocean liner passenger service, which has enjoyed a healthy revival in the past few years. Otherwise, except for a minor jump in air passenger business, the condition of public transportation in Long Beach has continued to deteriorate.

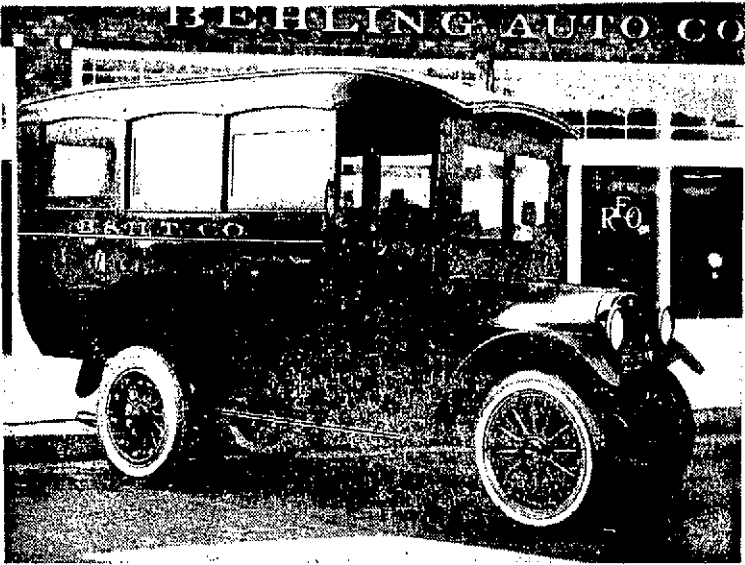
Today, two airlines—Pacific and Western—offer flights from Long Beach Municipal Airport to San Francisco, Las Vegas, Santa Barbara, San Jose and Lake Tahoe while two others—Catalina Airline and Catalina Channel Airline—carry passengers regularly between here and Catalina Island.

At Long Beach harbor, ocean-going traffic now averages about 10,000 passengers a year, with the bulk of the business being handled by P&O-Orient Lines, reputedly the biggest passenger operation in the world.

HARBOR spokesmen point out that while the harbor still trails Los Angeles by a considerable margin, it nevertheless has been closing the gap in recent years. In 1950, for example, Long Beach handled only one-eighth the number of ocean-going passengers that Los Angeles handled. By 1961, it had brought the ratio up to one-fourth.

On the ground, there was no mistaking the continued decline of public transportation here after 1956. The Red Cars, of course, eventually disappeared; but bus service, both intra-city and interurban, also suffered heavy losses.

It was the same story all over the country for buses, says Henry Jordan, chief engineer and secretary of the city's Bureau of Franchise, rising costs forced successive fare increases, which in turn compelled



Winsend Collection, Courtesy of Long Beach Library

NICKEL ROCKET

For a nickel, you could climb aboard the spanking new 1920 Reo bus and be whisked almost anywhere in town by the B & H Transportation Company.

patrons to switch to other forms of transportation—primarily the automobile.

ON A FINANCIAL level, the result was a large-scale shift to public ownership, private bus operators finding it difficult, if not impossible, to remain in business and still make a profit. And the trend continues, as evidenced by the recent transfer of Long Beach's private bus line to quasi-public ownership.

The postwar period was perhaps the roughest for public transit in Long Beach. Under the onslaught of the automobile, the once-powerful he-man of public transit shrank to a 97-pound weakling. Patronage on the city bus lines, for instance, dropped 60 per cent in 15 years.

It is now asserted that only a revival of mass transit in modern form can temper the impact of the automobile revolution and save the nation's cities from possible strangulation.

For the Los Angeles metropolitan area, that would mean an efficient

rapid transit system. That, plus the freeways.

In Long Beach itself, say local experts, the solution is not rapid transit—not yet, anyway.

They feel Long Beach can keep pace with the steadily rising traffic volume by a long-range program of street and traffic improvement, as well as by construction of additional freeways through the city.

CITY TRAFFIC Engineer Robert Dier has estimated, for example, that it will take something like \$46 million over the next 20 years to enable the city's east-west arterial system, already heavily taxed, to keep pace with anticipated demands.

Some of the improvements he recommends include the widening of streets, a ban on curb parking during peak travel hours, the prohibition of left turns, establishment of more one-way thoroughfares and refinement of the traffic signal system.

"I'm not concerned about

today," says another city planner. "It's 1980 I'm worried about. By then we'll have two and a half times the number of cars that we have today. (With the human population of Long Beach around 400,000, the city already has almost one car for every two persons living here.)

"Unless we have more freeways," he adds, "it scares me to think what will happen."

IS THE city preparing for 1980?

Yes—and no.

Its master freeway plan, drawn up in conjunction with the state's, now calls for completion within the next few years of the Riverside (or Artesia) Freeway, running along the northern edge of the city; the San Diego Freeway, running diagonally across the middle, and the San Gabriel River Freeway, running north and south along the eastern edge of the city.

On the other hand, the proposed cross-town freeway, a section of the state's

Pacific Coast Freeway and once part of the city's master plan, has been abandoned. And there is every indication that the proposed multi-million dollar De Forest Expressway faces the same fate.

TRAFFIC engineers and city planners had hoped that the De Forest Expressway, running roughly parallel to the Long Beach Freeway for about five miles, would take a lot of the local pressure off the freeway. For there is every indication that the Long Beach freeway will be jammed to capacity within the next few years.

City councilmen, however, sensitive to complaints of intrusion from residents along the proposed right of way, apparently are of a mind to shelve the plan.

"I don't envy the council members," says one planner. "Right now, as they see it, the traffic doesn't warrant all that drastic land development. And there's no denying the fact that a freeway cuts a big gash through a city."

"THEY'RE in a real dilemma," he continues. "Besides, it takes a special kind of nerve to resist even the slightest kind of pressure when your political future is tied to the ballot box."

"As a technician, though, I can't help but speculate on what will happen if we don't build those freeways and expressways."

Privately, most of the planners seem to think the choice of the freeways will be forced on the council by the pressure of events. They merely wonder whether the decision will be made in time to avert a crisis.

"IT'S LIKELY some day that the planners will have to look beyond the freeways for a solution to the city's transportation problem. Say

to a municipal rapid transit system. In the meantime, though, they feel the city's population density can neither justify nor pay for such a system. And beyond 1980, they aren't speculating.

Their sentiments are less ambiguous on the question of rapid transit between Long Beach and Los Angeles. On this there is virtually unanimous agreement that not only is the link desirable, but essential to the city's future.

"This business of making giant parking lots of the

freeways has got to stop. We need both rapid transit and the freeways if we're not going to be submerged by cars," says one, echoing the feelings of the others.

CITY TRAFFIC Engineer Dier lends weight to the argument by pointing out that within the next eight to 10 years, the Long Beach Freeway will have reached its saturation point. "This poses a real crisis," says Dier, "because the Long Beach Freeway is presently the only good access we have to Los Angeles."

Rapid transit advocates say the only sure way to relieve congestion is to get people out of private automobiles and into public transit—that is, "to move people, not vehicles." (It is estimated that something like 95 percent of all travel in the metropolitan Los Angeles area is done by automobile—the highest such figure in the country.) If nothing else, say the rapid transit proponents, sheer logic dictates the necessity of rapid transit.

More than that, assert

(Continued Page 51, Col. 6)

The oldest established men's store in Belmont Shore, PHIL HAHN'S MEN'S WEAR, observing our city's Diamond Jubilee, presents the "diamond" of the sweater world...

The pro's say, "a real low score sweater should have" ... easy, but not floppy sleeves, a waistband that stays put, relaxing shoulder cut, wool and alpaca ... this sweater has them all, so JANTZEN calls it the Ken Venturi cardigan.

Oh, to have a golf score equivalent to Long Beach's birthday ... 75!!!

PHIL HAHN
MEN'S WEAR
BELMONT SHORE
5211 E. 2nd St. 62 9-7547



"Your municipal water department has grown with Long Beach. While working to make the high quality drinking water in Long Beach even higher in quality, your Board is taking all necessary steps to assure an ample supply for the future growth of our community."

—EVERETT HOUSER
President, Board of Water Commissioners

42
YEARS
OF GROWTH...



1911

500,000 GALLONS PER DAY

WATER
PRODUCTION



ADMINISTRATION BUILDING
1800 WARDLOW ROAD

"PURE WATER --- LIFE'S MOST PRECIOUS PRODUCT"

The Traffic Bugaboo Gets Uglier

(Continued from Page 50)

some planners, Long Beach cannot escape the fact that its future is inextricably tied to that of Los Angeles. They also argue that in some respects Long Beach is a bedroom city, with thousands of people living here and working elsewhere, primarily in Los Angeles. And nothing can better serve the interests of both cities than a rapid transit link between them.

MOREOVER, there is concern that if a rapid

transit line isn't built soon, the success of the California World's Fair will be placed in serious jeopardy. The fair is due to open around 1967.

"On a good day, some 200,000 persons are expected to attend the fair," says Henry Jordan of the City Franchise Bureau. "It's obvious that Long Beach can't possibly house all these people. They're going to have to find accommodations in Los Angeles. And there simply isn't enough room on the roads linking the two cities to handle that

kind of traffic." Unfortunately, plans for a rapid transit system in the county have become bogged down in a morass of indecision, financing difficulties, routing problems, legislative squabbling, municipal jealousy and just plain recriminations. Not long ago, some observers thought they saw a faint ray of hope for rapid transit. But if nothing more than hope emerges soon, one thing seems certain to develop — the biggest darned traffic snarl you ever saw.



SHORTLY AFTER he piloted his 200-ton plywood flying boat on a mile-long, 70-foot-high flight over Long Beach harbor on Nov. 2, 1947, Howard Hughes wrote the inscription above for Port Manager Eloi Amar. Since then, the "Spruce Goose" — whose 320-foot wings, 219-foot hull and estimated \$56,000,000 cost make it the world's biggest and most expensive airplane — has been shrouded in mystery in a huge hangar built over the construction site (left) on Pier E. What will be the eight-engined monster's fate? Nobody knows. But Hughes' \$32,000-a-year lease on the Pier E site expires in 1966, and the Goose may at last be forced to leave its nest.



Courtesy of Long Beach Harbor Dept.

Bringing home the good Weber's bread has been a Long Beach tradition for over 33 years!

The Weber's bread you buy in Long Beach is baked in Long Beach by Long Beach people.

We're proud to join in this Diamond Jubilee Celebration.



BUILDING with LONG BEACH...

"The City That Has Everything"

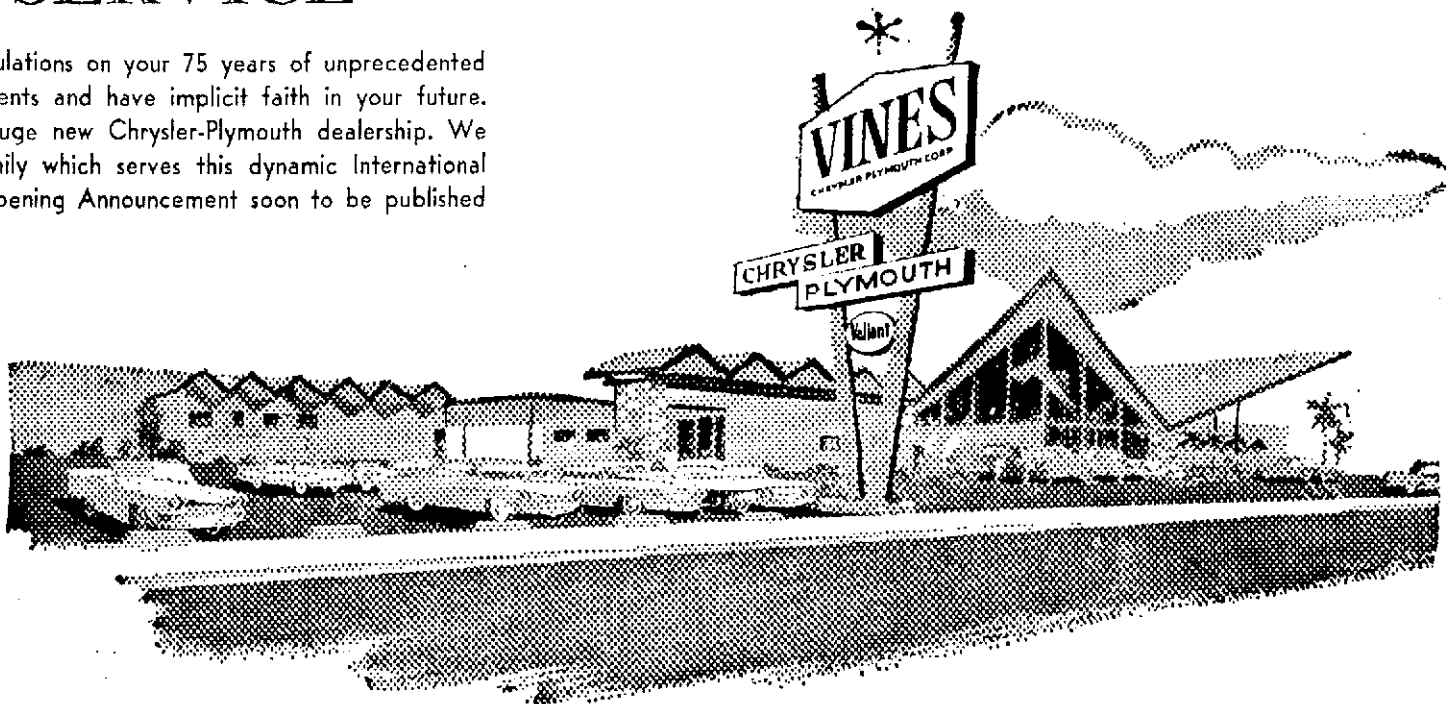
RAY VINES

your newest

CHRYSLER • PLYMOUTH SALES & SERVICE

Long Beach . . . you've got everything! Congratulations on your 75 years of unprecedented growth. We admire you for your past achievements and have implicit faith in your future. That's why we selected you as the site for our huge new Chrysler-Plymouth dealership. We are proud to become a part of the business family which serves this dynamic International City by the Sea. Watch for our official Grand Opening Announcement soon to be published in this newspaper.

Southlanders by the hundreds are stopping by our new home at Willow and Lakewood. Our showroom is scheduled for completion on December 1st; meanwhile, sales are really rolling from our huge open lot display of '64 cars. Why don't you pay us a visit?



VINES CHRYSLER • PLYMOUTH

"SHOWPLACE of the SOUTHLAND" for Imperials, Chryslers, Plymouths and Valiants

4201 E. WILLOW (Katella) at LAKEWOOD, LONG BEACH

PHONE US AT 426-7301

HERE NOW!
THE TOTALLY NEW, OH SO-PLUSH
1964 IMPERIAL

SEE IT! DRIVE IT!

"AMERICA'S CAR OF CARS"



LINCOLN PARK IN 1900

Lincoln Park, then known as Pacific Park, faces an unpaved Ocean Boulevard, a railroad track and a beach without any buildings or other improvements. The park was a major attraction in young Long Beach.

Courtesy of Long Beach Public Library

Fun for Everyone

(Continued From Page 84)

girls, one for boys. Belmont Beach, August.

Camping — Two day camps in town, summer. Day camp facilities loaned other agencies. Three mountain camps, sixth-graders, school year. Week ends, Camp Hi-Hill, by reservation.

Cards — Adults. Bixby, Houghton and MacArthur Parks, and Pacific Avenue Center.

Chess and Checkers — Adults. Bixby and Houghton Parks, Pacific Avenue Center.

Clubs — All kinds. For children, youth and adults. Year round at park centers.

Clubhouses—Many available to groups on rental basis.

Community Programs — Twice monthly (watch paper), Municipal Auditorium. Weekly, June - September, Bixby Park.

Crafts—Children. Schools and parks summer—parks, winter. Adults. Bixby Park, summer — parks, winter. Headquarters, 350 East Ocean Blvd.

Dance — Pre-schoolers' rhythms. All year, every park. Elementary age folk dance, beginning in March. Parks. Junior high social dance, Friday Nighters at Junior highs, winter. Social dance classes at park playgrounds. All year.

Adult dancing—Folk. Silverado and City College. Round. Recreation Community Center, Silverado and Veterans Parks, Square. Houghton and Whaley Parks. Old-time. Municipal Auditorium and Houghton Park.

Dance Contest — City event for social dance classes, February.

Drama—Elementary ages. All year, parks - schools, summer. Junior and senior high Theater Workshop, producing three royalty plays for children. Free admission, Headquarters, Colorado Lagoon.

Family Nights — School

and park playgrounds, summer.

Fishing—Tackle Busters Club, eight parks, summer.

Football — Boys. Flag football leagues on park playgrounds. Junior highs, Saturdays. Adults. Flag football, Pan American Park.

Golden Tours—Adult excursion club, 350 East Ocean Blvd. Trips, in town and out.

Halloween Carnivals—12 parks, October 31, free.

Hobby Show — Annual event at Municipal Auditorium in May. Attracts 50,000.

Horseshoes — Adults. Coolidge, Houghton, Palm Beach and Silverado Parks —also 426 West Seaside, on the Pike.

Kite Tourney — City event, Molino Beach in March. Over 300 kites, winners from all playgrounds.

Lawn Bowling — Recreation Park.

Marble Tournament—City event, Bixby Park, April.

Marine Stadium — Water ski facility.

May Festivals — Every park. Culminating city event in May. 1,000 children in costume.

Music — Children. Included in "Variety" program. Schools. Summer—parks all year. Adults. Civic Chorus rehearsals, Millikan Choral Room. Presents "The Messiah" second Sunday, December—one of four yearly programs.

Paste and Paint Show—Selected children's creative arts and crafts from all playgrounds, August.

Pet Show — Bixby Park, June.

Picnics — Facilities for drop-ins at all parks—reservations for large groups, four parks.

Puppetry—Schools, summer—parks, all year.

Playdays—Girls. Six affairs at parks, July. All playgrounds attend.

Roque — Adults. Bixby and Lincoln Parks.

Shuffleboard — Adults. Auditorium, Bixby, Hough-

ton Parks. Membership open.

Softball — Leagues for girls and boys, every playground, summer. Night leagues for men and for women. Hamilton Bowl, Houghton, Kidd and Pan American Parks.

Slo-Pitch—Adults. Night league at Pan American Park.

Table Tennis—Weekly at Washington Junior High.

Tetherball Tournament—City event, co-ed youth, All playgrounds.

Track—Junior high boys, high school tracks, in season. Boy's Junior Olympics, summer. All playgrounds participate. Girls Powder Puff Derby, summer. All playgrounds.

University by the Sea—Adult discussion group, Rainbow Pier, foot of Pine Avenue.

Volleyball—Co-ed youth. School and park playgrounds, summer. Women. Leagues and recreational play, daytime at parks all year. Men, Women and adult co-ed. Nights, both leagues and recreational play.

Youth Talent—Entertainment available to public.

To wind this all up, we must point out, that there will be further automation which will make free time of even greater significance. As people's habits change, recreation must also change. In order to know which direction to take, recreation must keep its finger on the people's pulse. The present activity list can be expanded to an even larger and finer program, and this is possible, for remember, it was community cooperation and determination that created the program in the first place.

The fact is that the Long Beach Recreation Department can be the most outstanding in the country. Let's face the challenge together. Then we can say "yes" to the question, "have we come of age, leisurely speaking?"

Gulf of California, Greatest Fish Trap

The Gulf of California, often erroneously called the Sea of Cortez, a great body of water between Baja California, a peninsula, and the mainland of Mexico, is beyond doubt the greatest fish trap in the world.

It is a mecca for Long Beach residents and tourists because possibly more fish species can be caught there than anywhere else in this hemisphere or any other.

At its tip are several deluxe resorts, Palmilla, Cabo San Lucas, Rancho Buena Vista and others. Through most of the year an angler can charter a boat at any of those places, run a couple of miles offshore and catch fabulous marlin, dolphin, rooster fish and

other surface fighters.

The water is warm; so is the weather, but gently so. And the Mexicans have seen fit to build air-conditioned hotels and motels to attract the U. S. trade.

THE TIP of the peninsula, offering the best fishing anywhere, is accessible in four or five hours by plane from either Los Angeles International Airport or from Tijuana, just across the border.

The Gulf of California, however, offers more than just marlin and fancy fishing for tourists. There is a road of sorts to La Paz, near the tip, but only high-wheel-drive trucks can make the journey. And it is extremely hazardous.

Most fishermen stop at Ensenada, less than 100 miles south of the border. However, there is another road, paved and of fair quality, that goes down the eastern side of the peninsula to San Felipe, where in the spring the giant totuava, a cousin of the California white sea bass, run in great numbers on their way to spawn in the mouth of the Colorado River.

THE GIANT totuava reach weights of 200 pounds or more and are highly prized by sportsmen for their fighting ability and for the meat they supply.

Usually fishermen catch king-sized corvina to use for bait for totuava, when,

as a matter of fact, the corvina would be delightful fish dishes on anybody's table.

Resorts are plentiful in Baja, especially on the inland side (east) and there are prices to fit most pocketbooks.

Across the Gulf of California is the state of Sonora, where lie the cities of Hermisili, Mazatlan and Guaymas, all famed names in fishing lore. Mazatlan is a delightful city, with excellent fishing for sailfish and marlin most of the year. But the smaller varieties and the large groupers are old standbys that never fail the angler wanting meat on the table or just a plain fight.

DONNELL CULPEPPER

PIONEER SAVINGS SALUTES THE PIONEER SPIRIT OF LONG BEACH

Congratulations on the first 75 years and best wishes for the next! Pioneer Savings is happy to take an active part in the jubilee.

William Greene, Manager

232 Long Beach Boulevard



Nothing
can
dampen
the
spirit
of a
Pioneer
Saver

A Pioneer Saver has the one effective protection for almost any eventuality—**MONEY**. There are now more than 50,000 Pioneer Savers enjoying the cozy feeling of having their savings growing steadily at the high 4.85% current annual rate. If you'd enjoy the snug feeling of knowing you've removed the clouds from your family's future...start now to make payday Pioneer Day.

PIONEER SAVINGS

AND LOAN ASSOCIATION

ACCOUNTS INSURED TO \$10,000

Long Beach Office: 232 Long Beach Boulevard
* * * * Telephone: HEmlack 2-6436 * * * *



Head Office: 3245 Wilshire Boulevard, Phone:
DUmkirk 5-6151 Robert R. Sprague, President

We Congratulate You,

the citizens of Long Beach, on this 75th year of our fair city. Yes, we, the employees... salesmen, manager, friendly credit girls, stock boys... and our employer, LAWSON'S Jewelers, at 250 Pine Avenue, in Downtown Long Beach, join with each and every citizen in celebrating this 75th year in the history of Long Beach.

Why, This Is Our City's Diamond Jubilee!!

Lawson's Jewelers in Downtown Long Beach have always been proud of the fact that we have steadfastly striven to give each of you in our great city of Long Beach your own Diamond Jubilee each year, and this is no easy task. To be able to do this, a Diamond Jubilee for every customer of ours through the years, takes many things.

First, it takes you, the customer. All our efforts in merchandising, advertising, breaking price barriers to give you those BIG DIAMONDS FOR LESS would be for naught without you.

Then it takes merchandising... buying... buying at the lowest prices possible. So we send a buyer to Europe... Asia... Africa... constantly on the alert to purchase diamonds at those low, low prices. That is why we were the first to break the price on half-carat and carat-size diamonds—Remember?

We assemble and manufacture our own rings, to eliminate extra costs and to be able to sell big, beautiful diamonds at the lowest prices.

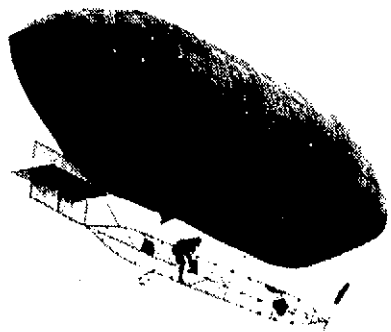
It takes foresight and determination to develop new merchandising techniques, new selling features, and low price policies. We at Lawson's, 250 Pine Avenue, in Downtown Long Beach, are immensely proud of the fact that we have always been and shall continue to be foremost in giving you, our many loyal customers, such advantages as the first to bring new ideas in jewelry such as diamond jewelry, diamond watches, diamond watch attachments, at a price everyone can afford.

Lawson's inaugurated a radical plan for payment to enable you, our valued customers, to purchase those BIG DIAMONDS FOR LESS. Anyone is eligible to purchase on credit... under 21, over 65... teenager, old-ager... without co-signers... as long as you live where you say you live and work where you say you work. Lawson's at 250 Pine Avenue, in Downtown Long Beach, adopted this new credit plan with this amazing feature... the easiest, longest terms ever given in this city's history. A purchaser can take one year... two years... even three years to pay for his or her purchase. We are able to do this because we carry each and every contract ourselves.

Putting all these elements together with the wonderful staff of employees here at Lawson's... from Arch Shinder to Bob Goldblatt, to Al Kaye, to Carmen Roth, to Mary Lee and our many other employees and you have the leading diamond jeweler in this city. We are proud that we have sold more diamonds to more people in Long Beach, and every sale has made someone their own Diamond Jubilee.

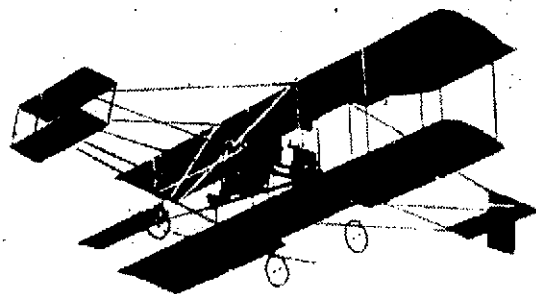
And now our city has its DIAMOND JUBILEE. Luckily for us, we come prepared to top anything we have ever done for this 75th year, this DIAMOND JUBILEE. Look for our ads in this paper to see how we continue to maintain our reputation as the store that SELLS BIG DIAMONDS FOR LESS and we will again make this YOUR DIAMOND JUBILEE YEAR!!

ARCH SHINDER, Manager
LAWSON'S JEWELERS
250 PINE AVE.



ROY KNABENSHUE thrilled crowds in his prop-powered balloon.

SPECTATORS gasped when Glenn Curtiss flew low overhead.



The Fabulous Air Show of 1910

By Larry Allison

The little craft sat on the field, the eyes of 15,000 spectators studying its tubular frame, small spoke wheels, silk-covered wings and puny gas engine with a wood blade facing backward.

Surely this strange batch of wood, steel, piano wire and flimsy cloth could not be a machine that would actually fly.

A stern-faced young man climbed up on the seat, an assistant yanked on the propeller, and after a few moments the machine began to sputter its way down the crude, sloping field. Suddenly it was airborne, as though lifted gently by some unseen force.

THE CROWD gasped. The machine and its pilot, Glenn H. Curtiss, were soaring through the air.

The great Dominguez Field Air Show, the Southland's eager leap into the Air Age, was under way. It was Jan. 10, 1910. Barely six years since Orville and Wilbur Wright had become the first human beings to leave the earth in powered flight.

But to the thousands who made their way to Dominguez Hill, the "aeroplanes" gathered there were as new as the day. For four years the Wright brothers had remained in obscurity, and only in the previous two years had the world come to the astonishing realization that man could actually fly.

CURTISS brought his plane down from that first flight after less than two minutes.

Then Louis Paulhan, a flamboyant little Frenchman with a thick black mustache, climbed into one of his aircraft and made three flights—one of which held the spectators in awe for 29 minutes and 2 seconds. Out over the fields he flew until he was nearly out of sight, then back, and out again. The crowd cheered and clapped at the marvels they beheld.

But greater things were in store. They would see Paulhan and Curtiss match their skill in a speed contest, watch Paulhan soar to a height never reached by an airplane, and would blanch with fear at some of the wild Frenchman's antics.

THE AIR SHOW stirred all America, and was to be the precursor of innumerable others throughout the land. Long Beach took a possessive pride in the meet, staged just northwest of the city's outskirts.

IT WAS the first time an airplane had ever risen in the skies west of the

Rockies, and spectators came from afar. The Pacific Electric rail line scheduled special cars on its Long Beach-Dominguez-Los Angeles route in anticipation of crowds of 20,000 or so. But as the meet progressed, the trolleys were swamped with as many as 40,000 clamoring for seats and hanging to the steps.

The people came also in buggies and in horseless carriages—which themselves were only lately out of the novelty stage.

Some of the most famous of the pioneer aviators competed at Dominguez—Curtiss, who was to become one of the great leaders in the aviation industry; Paulhan, who was to dazzle Europe with further exploits; C. K. Hamilton and C. F. Willard of the Curtiss team; George B. Harmon; Frank Johnson; and balloonist Roy Knabenshue and Lincoln and Hillary Beachey. Knabenshue, who flew the first successful U. S. dirigible, later switched his attention to airplanes, and so did the natty Lincoln Beachey, who became the most daring of the nation's stunt fliers.

THE PLANES to watch at the show, the crowd soon learned, were Curtiss' and the Farman biplane and Bleriot of Paulhan.

Curtiss' machine was a boxy-looking, improved version of the June Bug, in which he had set a world speed record of 43 miles an hour the year before at Reims, France.

Paulhan's mainstay was the Farman biplane, which had a similar but longer framework, a single elevator at the nose, and twin planes at the tail with a vertical rudder between them. Paulhan's monoplane—built by France's Louis Bleriot, who the year before had piloted it in the first successful flight over the English Channel—was small and had a partially enclosed fuselage; in contrast to the others, it bore a distinct resemblance to the aircraft of later years.

THE WRIGHT brothers, embroiled in a bitter lawsuit with Curtiss involving patent infringements, entered no planes in the meet.

On the second day of the show, Curtiss set two world records for short and quick starts. He got his craft off the ground within 98 feet, in only 6 2/5 seconds.

Later, a Prof. J. S. Zerbe wheeled out the strangest-looking contraption of them all, in sheer quantity, this homemade outfit had them all beat—five wings it had, one above the other, in cantilever fashion.

DOWN THE field at 5 miles an hour sputtered and clanked the flying machine of Prof. Zerbe, its two propellers slicing the air feverishly. A thousand feet it rolled, then a bicycle-type chain snapped and the elaborate multiplane upended, never to leave the ground. Zerbe emerged from the wreckage unscathed.

The number of spectators by then had more than doubled to nearly 35,000, and Paulhan was out to please them.

Please them he did. The French daredevil went aloft, nimbly banking and turning his awkward-looking biplane.

Then something seemed to go wrong. Paulhan came buzzing back at full speed, level flight, heading toward the grandstand. On and on he came. The crowd froze in horror. At the last second he pulled up the nose of his plane and zoomed upward, scant feet above the heads of the terrified onlookers, laughing and waving at the people below.

ON WEDNESDAY, Jan. 12, Knabenshue ascended in an Army dirigible to 669 feet. Hamilton flew some laps in a Curtiss plane and Curtiss himself scored by outdoing Paulhan in a speed test in which he circled the 1.6-mile course in two minutes, 13 seconds.

But all the flights of the day paled by comparison to Paulhan's next accomplishment.

The Frenchman was bent on capturing the world's altitude record. Curtiss held it in the United States with a flight to 980 feet, and the world title was in the hands of Hubert Latham of France at 1,400 feet officially, and unofficially 3,280 feet, a towering achievement in what was little more than a kite with a motor.

PAULHAN took off and headed his biplane westward, rising gently. He banked around the grandstand again at about 660 feet and waved to the crowd. The plane climbed more rapidly as he turned into the wind, and the second time around as he passed over the stand the announcer called out through his megaphone that Paulhan was at 1,100 feet, almost the record level.

Again Paulhan circled the course, this time at 1,600 feet over the mark! The crowd roared its approval. Then a silence fell over the field as he continued upward to 1,800 feet and the sound of the motor began to fade. Higher and higher he flew, a speck making slow ovals in the sky. Mrs. Paulhan, up to this point con-

fident and smiling, was seized with fear as she watched her husband climb, and clutched at her friend, the Marquise de Penendreff.

Then, after Paulhan had reached the westernmost point of his sixth arc around the course, his plane pitched downward at a startling angle. He screamed toward the stand.

WAS IT another trick? For a moment Paulhan seemed like the doomed Icarus, who had dared fly too close to the sun. On he came, until, about 1,000 yards from the field he swung the craft around and dropped swiftly and softly to a landing.

He sat motionless awhile, as if the ordeal had drained him. Then he grinned at the crowd and waved jauntily.

There was a mighty roar from the stands, and a group of men ran onto the field and hoisted to their shoulders the conquering airman. The flight was 43 minutes, 16 seconds in ascent, 7 minutes and 30 seconds in the downslide. The new world's record: 4,165 feet.

THERE SEEMED to be no stopping the man from France now. He was the darling of the air meet.

Paulhan continued to woo the crowds. On Jan. 14 he made a series of passenger flights, including one in which he loaded two assistants at once onto his plane and flew without mishap. He even made a round-trip to Wilmington.

Curtiss was undaunted, though, and at least partially redeemed the U. S. flying team by soundly defeating Paulhan in the best speed trial of the show. His time for the 16-mile race: 24 minutes, 54 seconds. Curtiss later lowered his 10-lap speed to 23 minutes, 43 2/5 seconds, or an average speed of 40.71 m.p.h.

ON THE NEXT two days the weather was bad. Rain turned the field into a muddy trap, but 10,000 persons showed up, and the fliers, not about to disappoint them, all managed to get off the ground for short flights.

Paulhan paid a visit to Long Beach Jan. 17 and discovered that his fame was spreading: people swarmed excitedly around their "birdman" hero at the plunge where he went for a swim, on the Pine Avenue Pier and on the Pike.

Later that day at Dominguez Field Paulhan made an endurance flight and managed to stay in the air for 75 miles, a little

less than two hours, before a broken fuel line forced

THEN on the 19th, across country he went on a 47-mile trip to Santa Anita, returning jubilantly after an hour and two minutes to more wild cheers.

Next day, with still more bravado, Paulhan flew out over Palos Verdes, San Pedro and the harbor carrying a passenger—his wife, now somewhat more composed.

On this next to the last day of the air show, Paulhan flew a Signal Corps officer, Lt. Paul W. Beck, on a test that was an ominous portent of a future role for the aeroplane. Newspaper accounts of the time saw some of the significance of it: one called the day the most time saw some of the significance of it; one called the day the most important of the meet. The Farman biplane buzzed in over targets on the field and Beck dropped out dummy bombs.

BUT IT was only 1910, war was far distant, and the witnesses to the practice attack were not much concerned, except for a few newspapermen who almost got hit when one of the sandbags missed the drop area.



The air show had a profound effect on Long Beach and the Southland. It inspired men like Earl S. Daugherty and Frank Champion of Long Beach, who within a few months after the Dominguez meet were among the best known aviators in the nation. They turned the west beach into an airstrip and in 1915 Daugherty built his own airplane in the basement of his family's Earl Apartments at 425 E. Seaside Blvd. and at the Virginia Hotel.

The air didn't give itself up easily to these men who set out to subdue it. In 1910 alone, 32 of the small band of aviators were killed. Crashes later took

the lives of Daugherty, Champion, Beachey, and countless others.

"Sixty miles an hour," Curtiss said at one point during the Dominguez meet, "is about as fast as any man wants to travel by any method of locomotion."

BUT CURTIS himself, who had set a 55 m.p.h. world speed record at the meet, went on to leave 60 m.p.h. far behind. Faster, higher and farther flew the pioneers until they proved that airplanes had surpassed the broadest hopes ever raised for them.

Curtiss made another prediction that proved to be more accurate. He said

Southern California would be fertile soil for aviation. And it was.

On Wilmington Boulevard between Victoria Street and Del Amo Boulevard stands a marker commemorating the Dominguez Air Show of 1910, and another, more difficult to find, is atop a hill north of Del Amo about 300 yards east of Wilmington Boulevard.

Now, in aerospace industries within a few miles from where Curtiss, Paulhan and the others flew, thousands of pioneers of a new sort are looking beyond the skies. The Southland, at the forefront during the birth of aviation, is helping to chart another leap into another age.

CELEBRATING OUR 30th YEAR WITH LONG BEACH

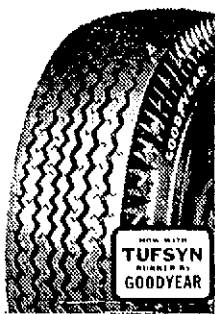


More People Ride on GOODYEAR TIRES

Than on Any Other Kind!

TAKE YOUR CAR WHERE THE TIRE EXPERTS ARE

Retreading . . . Batteries . . . Car & Home Supplies . . .
Television . . . Stereo . . . Industrial Rubber Products . . .
. . . Rainwear . . . Power Transmission Equipment . . .
Rust-Oleum Paint . . . Polyken Pipe Coatings.



BARNES

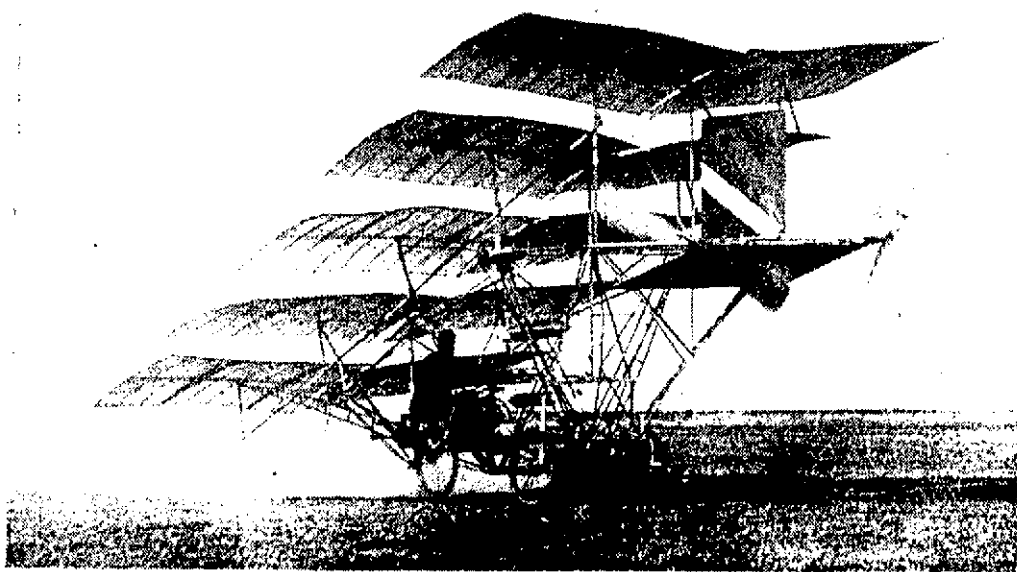


DELANEY

ATLANTIC AT WILLOW

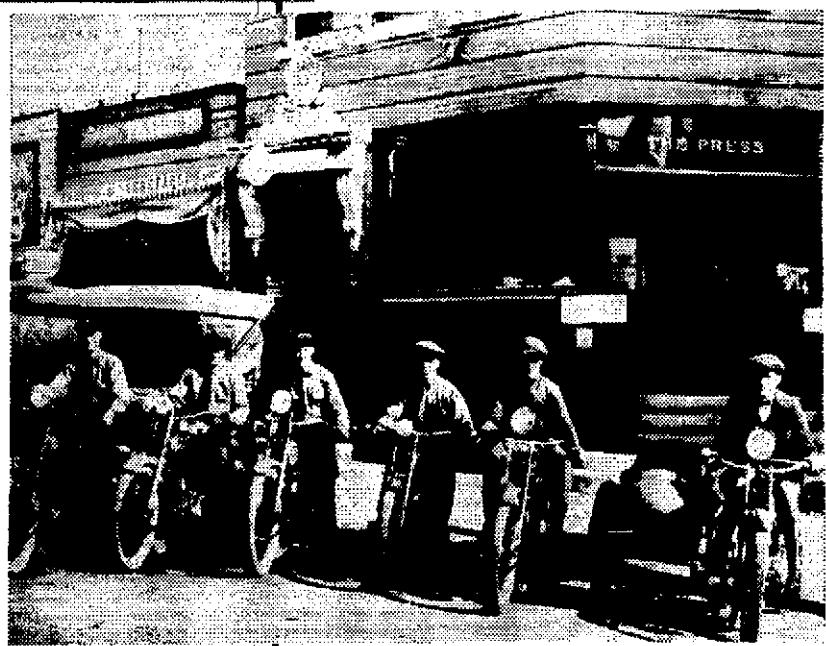
PHONE GA 4-1601, 636-1785

LONG BEACH



"IT'LL NEVER GET OFF THE GROUND," scoffed the critics when Prof. J. S. Zerbe trundled down the runway in his twin-prop multiplane. And they were right. The weird craft folded up like a Japanese fan.

75



The Story of the Independent, Press-Telegram is the Story of Long Beach

In 1895, just five years after Long Beach became an incorporated city, this newspaper started publication as a daily newspaper. For 70 years, it has been recording the pulse of our city . . . the municipal activities, growth, culture, business and industry . . . and its people.

From a humble beginning with circulation in the hundreds, this newspaper today goes into more than 160,000 homes. It has more than 800 full-time employees and 2,000 newspaperboys. Rolls of newsprint used by the Independent, Press-Telegram in a year would reach 111,125 miles or more than four times around the world. Its presses can print 52,000 ninety-six page newspapers an hour.

The story of the Independent, Press-Telegram is a story of progress in step with that of Long Beach and its thriving area. We are proud to salute our city on the occasion of its Diamond Jubilee.

*Independent
Press-Telegram*

Independent, Press-Telegram



'The Golden Age of Music' Lives Again

(Continued From Page 88)
the whole program in the dark.

"With a group of interested citizens in music, we started a concert series with a recital by Nelson Eddy." Mrs. Durham related.

THE TICKET sale wasn't going so good so, during recess at Poly High, where I was the accompanist, I sold tickets to the teachers and pupils in the amount of \$1500!"

Eldon Frey also contributed much to the musical culture of Long Beach.

It might surprise many to learn that our original symphony orchestra was organized in 1920 and was composed of 10 young women whose concerts were sponsored by the City Recreation Department. Under the leadership of Eva

Anderson, the group grew to a membership of 100 players and were known as the Women's Symphony Orchestra. For 28 years Miss Anderson conducted and after that Robert Resta was the conductor for 20 years. Now our Long Beach Symphony, under the direction of Lauris Jones, numbers 91 players, both men and women, professional and amateur and has an annual budget of \$65,000.

Symphonic concerts are given during the season and for the past two years a pops concert series has flourished in Bixby Park with an average attendance of 10,000. There are also free concerts for elementary school children given several times during the season.

AN ORGANIZATION which has contributed much to our musical life is the

Schola Cantorum. Organized by Royal Stanton in 1952 as the College Singers, it brought together over 100 mixed singers for concerts in the auditorium at Long Beach City College. Now the group is under the able direction of Wayne Gard and the performances have been outstanding.

One of the greatest cultural influences in Long Beach has been the concerts given here by the Los Angeles Philharmonic Orchestra. An indefatigable worker, Mrs. Philip M. Thompson, was asked in 1935 to be the Long Beach representative on the board of the Los Angeles Philharmonic Orchestra to develop the Long Beach Auxiliary. With a local committee, she has contributed much to our musical life is the

themselves with symphony procedure. Thus was the Long Beach Auxiliary of the Southern California Symphony Association organized.

TWO LIGHT opera companies are flourishing in our midst. The Long Beach Civic Light Opera Company and the Community Music Theater. But the beginnings of successful light opera productions in Long Beach are attributable to the untiring and artistic efforts of Henri Scanlon, who in 1948 produced his first Gilbert and Sullivan opera, "H. M. S. Pinafore" in the auditorium of the old Elks Club, with a cast of 30 and

a budget of \$35.00. During eight years the performances improved to a point of professionalism when the annual budget became \$30,000 and the cast numbered 108. This was the fore-runner of the now very successful Long Beach Civic Light Opera Co. with James Boyd, president, and Harvey Waggoner, general manager.

The Community Music Theater now in its second season has brought us star performers, with Sven Runolfson as president.

Several churches of Long Beach have contributed much to our cultural growth. The First Congre-

gational Church has been the place where much beautiful music has been produced, especially since the advent of its magnificent four manual pipe organ, which has been played by the greatest organists of the world, sponsored by the Long Beach Chapter of American Guild of Organists and the Congregational Church.

Rolla Alford for many years gave evening musical programs of exceptional merit in the First Methodist Church. And I am told that the largest and finest choir was that of the First Presbyterian Church when over 100 sang under the direc-

tion of Ada Potter Wiseman.

JANE STANLEY worked for years for the betterment of music among us. She organized the Pianists Association in 1940 and presented frequent piano programs. She was the fourth president of the Long Beach Auxiliary of the Southern California Symphony Association, preceded by Mrs. Gail Hudson and Mrs. R. D. Bowman, and Mrs. Philip M. Thompson.

Another contributor to Long Beach music has been Fred Ohlendorf, whose years of unselfish labor have done wonders for our schools. Thousands of pupils have gone on from his

inspired tutelage to become music connoisseurs.

The foregoing are the facts I have gleaned from extensive research and from helpful information received from Ethel Willard Putnam, Alice Durham and Jane Stanley to whom I express my heartfelt gratitude.

Long Beach is slowly coming back to its early musical culture. What it really needs is a suitable auditorium to house its growing audience. It needs public-minded citizens to back financially music of the best and it needs a discriminating music manager who knows music of the best.

The Newcomer's L.B.

The newcomer to Long Beach finds a world at once familiar and excitingly new.

Thousands come to this area every year. They come from Kansas and Arkansas and Iowa and Canada. They come from more exotic lands—Mexico and Japan and even Samoa.

And always there is the feeling of having never really left home. There is something here for everybody. No alien is alien here. No matter how far he has come, there is something of home here. So you are a Yugoslav. You will find those who speak your tongue.

Perhaps the best way to come to Long Beach is by plane on a clear night. The entire coast is a mosaic of lights. It is breathtakingly beautiful. The immigrant knows that each light represents human beings. There are millions of lights.

Long Beach is only a large patch of those lights. But that patch is something distinct and individual, a city with its own personality. It is not part of Los Angeles, nor is it closely related to the romantic suburban jewels up and down the coast.

THE NEWCOMER'S first view of Long Beach should be Ocean Boulevard, the whole length of it. Is there a more charming street in the world or one that more clearly represents the spirit of a city? One should start in the harbor area, admiring the great ships of war and commerce and the heavy industry of a port area. Then he crosses a beautiful bridge into a district where he can, if he wishes, get a drink and a tattoo very quickly. He

passes the perpetual carnival of the Nu-Pike and goes on to good hotels and shops, the Arena and Auditorium, fine homes overlooking Bluff Park and the ocean, through jolly Belmont Shore to the Peninsula between the Marina and the sea, where the people are amphibious.

If he travels leisurely, he will see a cross-section of the people of Long Beach—seafaring men, foreign and American, Navy, respectable bars and those not quite respectable, elderly people, tourists, beach bums, sedate and quiet living families, the well-to-do putting out to sea in \$50,000 yachts.

It does not take long to learn the prevailing characteristics of Long Beach. Above all, it is a friendly city, a city of first names. Strangers say "Hello" to each other. There is none of that sullen aloofness, that fear of people, which one finds in some Eastern cities.

AND YET, friendliness in Long Beach does not mean invasion of privacy. Here, within very wide limits, one can live as he wants to live. At the lowest level, this means the right to be eccentric. No one thinks ill of the elderly gentleman walking down the street and holding earnest conversation with the green parrot on his shoulder. But one is also free to develop his personality, his talents, his ambitions and his social life just about as far as he wants to go.

California has been called "the land of the second chance." In Long Beach, which has grown into a vast city in 75 years, one soon finds that most of the people are second-chancers. They came here because of

something unpleasant at home—lack of opportunity or failure or family trouble or a distaste for blizzards. Whatever it was, you don't ask people "What have you done?" You ask, "What are you doing?" The difference is that of accomplishment vs. accomplishing. Long Beach lives in the present.

THE RELATIONSHIP of Long Beach to its neighbors baffles the newcomer. If he says, "I have to go to Los Angeles," someone will remark, "How terrible. What on earth for?" And yet, he goes and goes and goes—to Malibu and Palos Verdes and Newport Beach and Orange and Whittier—and even, in a moment of desperation, to Los Angeles. The constant mobility charms, hypnotizes and sometimes horrifies him.

But Long Beach is a point of departure and return. It does not take the new citizen long to acquire civic patriotism. Manhattan Beach is all right to visit—but would you want to live there?

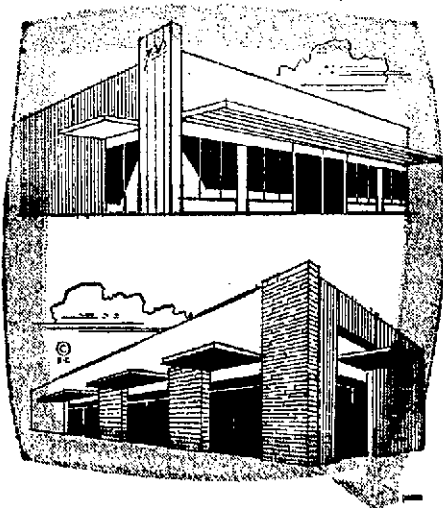
THE CHARM of the city never lapses because the founders had the radical idea that a city was a place where people should live. Industry, great as it is here, is secondary. This care for people shows itself in great and small facts. Consider, for instance, the leveled curbs for the benefit of elderly people in electric cars. People grumble about the electric cars, but the city does respect the oldsters. In most American towns they are forgotten and ignored.

Such is Long Beach to the newcomer, a city of rich and charming personality.

We Salute the City of Long Beach

on its

75th Anniversary



MILLIE & SEVERSON

INCORPORATED

General Engineering and Building Contractors

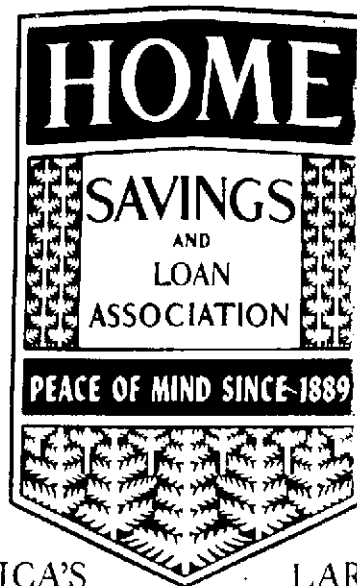
Markets — Factories — Hospitals — Office Buildings
Warehouses — Shopping Centers — Bowling Lanes

2679 Redondo Ave., Long Beach, Calif. GA 6-3951, NE 6-0276

HOME SAVINGS

joins the City of LONG BEACH
in Celebrating

OUR **75th** anniversaries



AMERICA'S

LARGEST

ASSETS IN EXCESS OF 1½ BILLION DOLLARS

SERVING THE GREATER LONG BEACH AREA

LONG BEACH

201 East First Street
Long Beach, Calif.
HEmlock 6-8231

LAKEWOOD

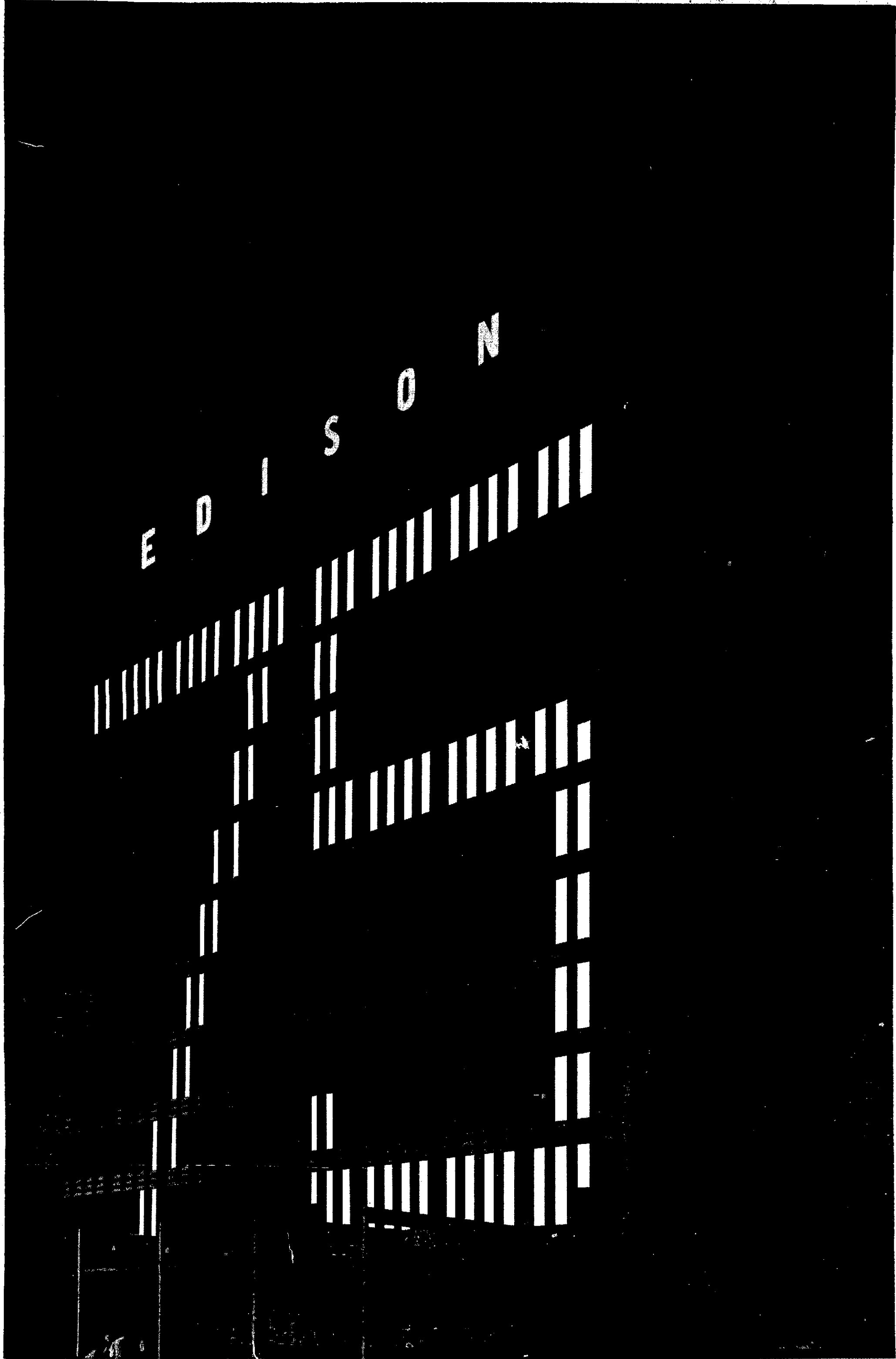
4909 Lakewood Blvd.
Lakewood, Calif.
MEtcaif 4-4909

COMPTON

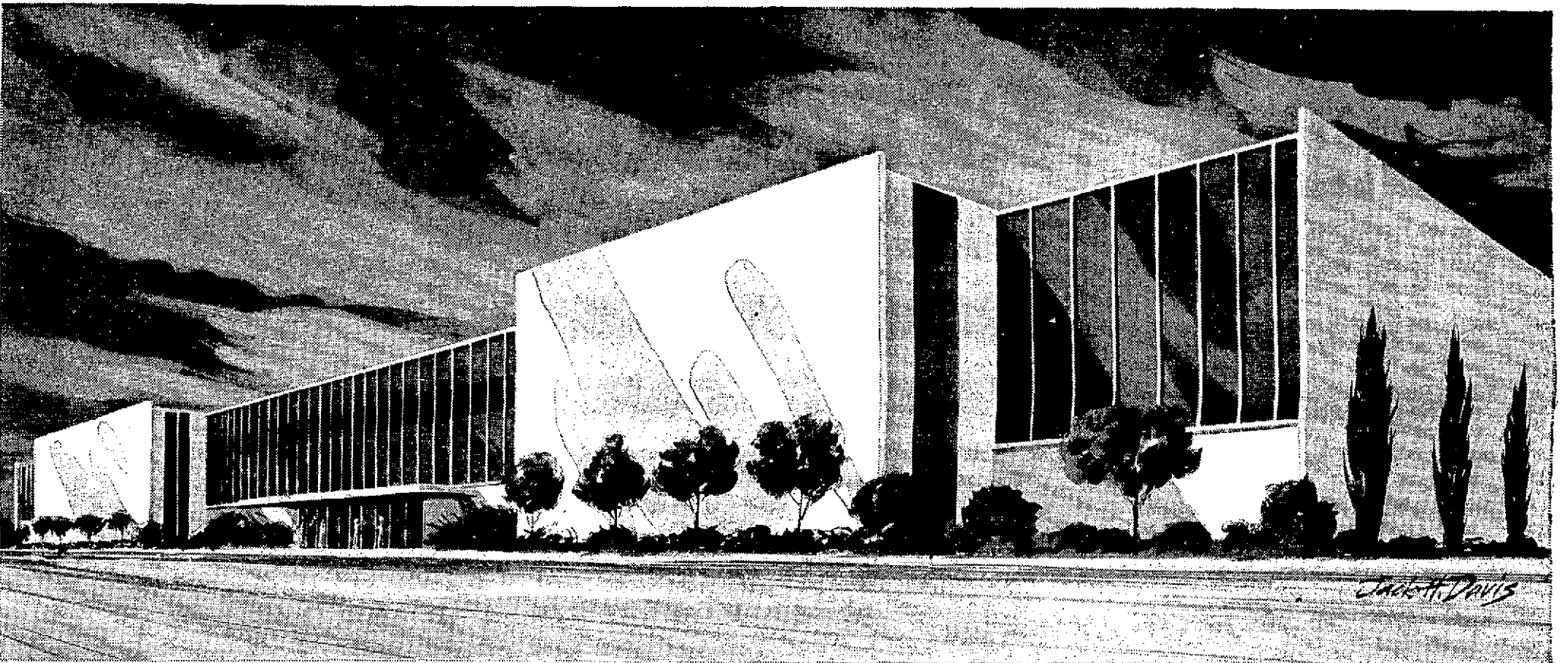
1801 N. Long Beach Blvd.
Compton, Calif.
NEWmark 8-8735

Other Offices In:

Los Angeles (main office), Anaheim, Arcadia, Barstow, Beverly Hills, Buena Park, Burbank, Encino, Garden Grove, Glendale, Highland Park, Hollywood, Huntington Park, La Mirada, Pasadena, Pomona, Santa Ana, Studio City, Torrance, Victorville and Whittier.



Douglas and Long Beach have been “going steady” for 23 years



New Donald W. Douglas Engineering and Product Development Building

Ever since 1940, Douglas Aircraft Company and the City of Long Beach have been partners in progress.

The latest affirmation of a continuing partnership is the new Donald W. Douglas Engineering and Product Development Center. It was dedicated only last October and integrates an engineering building of advanced design with the newest and most complete research and test laboratories.

Adjacent to the new Center is the birthplace of the Navy's powerful A-4E fighter-bomber, each one packing the fire power of a World War II cruiser, and yet so small it can fit a carrier's elevator without folding its wings.

Just across Lakewood Boulevard from the new Center are acres and acres of manufacturing facilities, covering as much ground as 125 football fields.

From these huge buildings come the commercial DC-8 and DC-8F jets now flying for airlines around the world. And soon to make its appearance will be the newest Douglas transport, the DC-9, which will bring jet service to thousands of smaller communities which the big jets cannot serve.

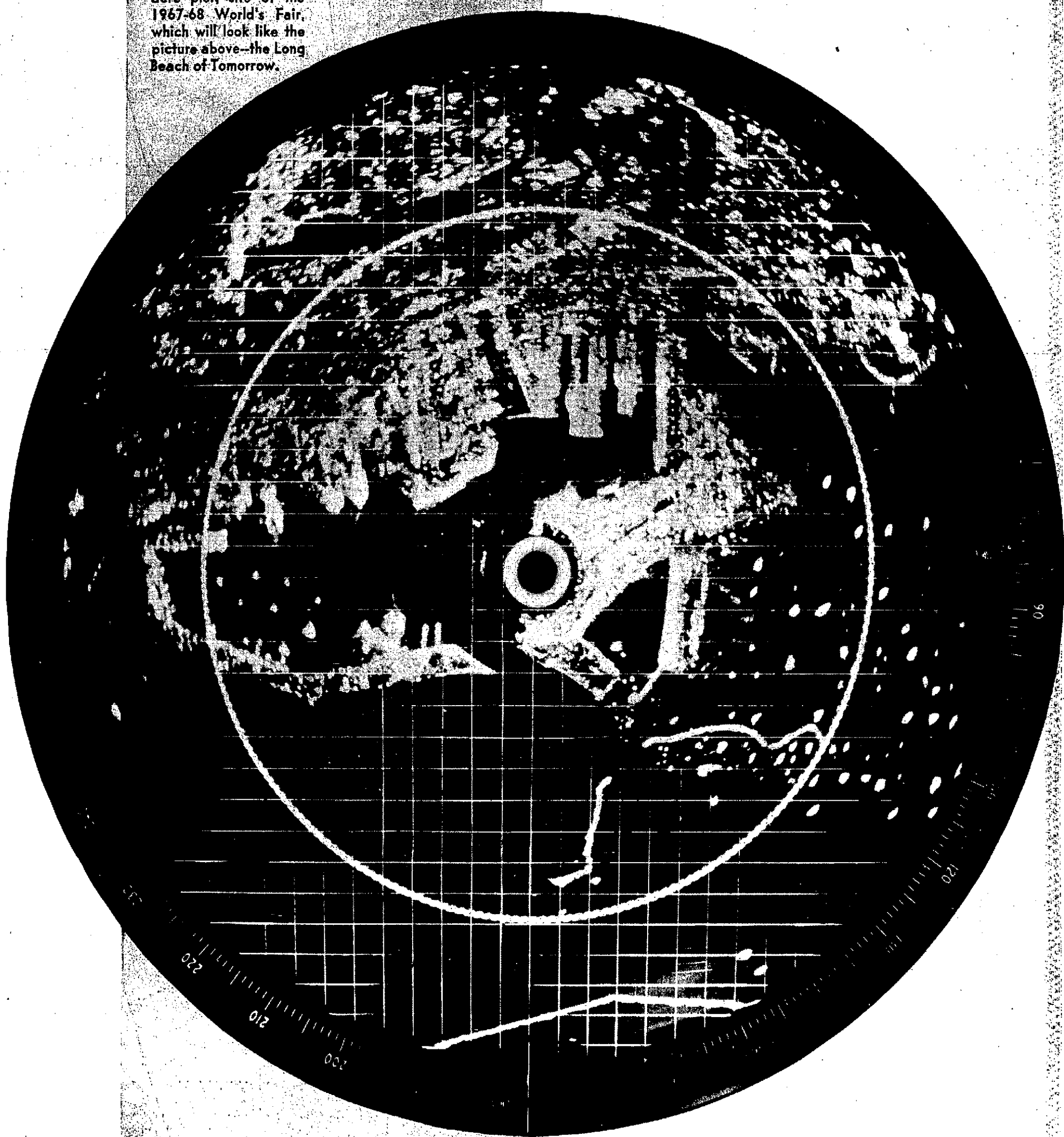
As Long Beach celebrates its Diamond Jubilee, Douglas adds its congratulations and thanks to the forward-looking city planners who have given us so much assistance in our efforts to make this one of the nation's leading aerospace communities.

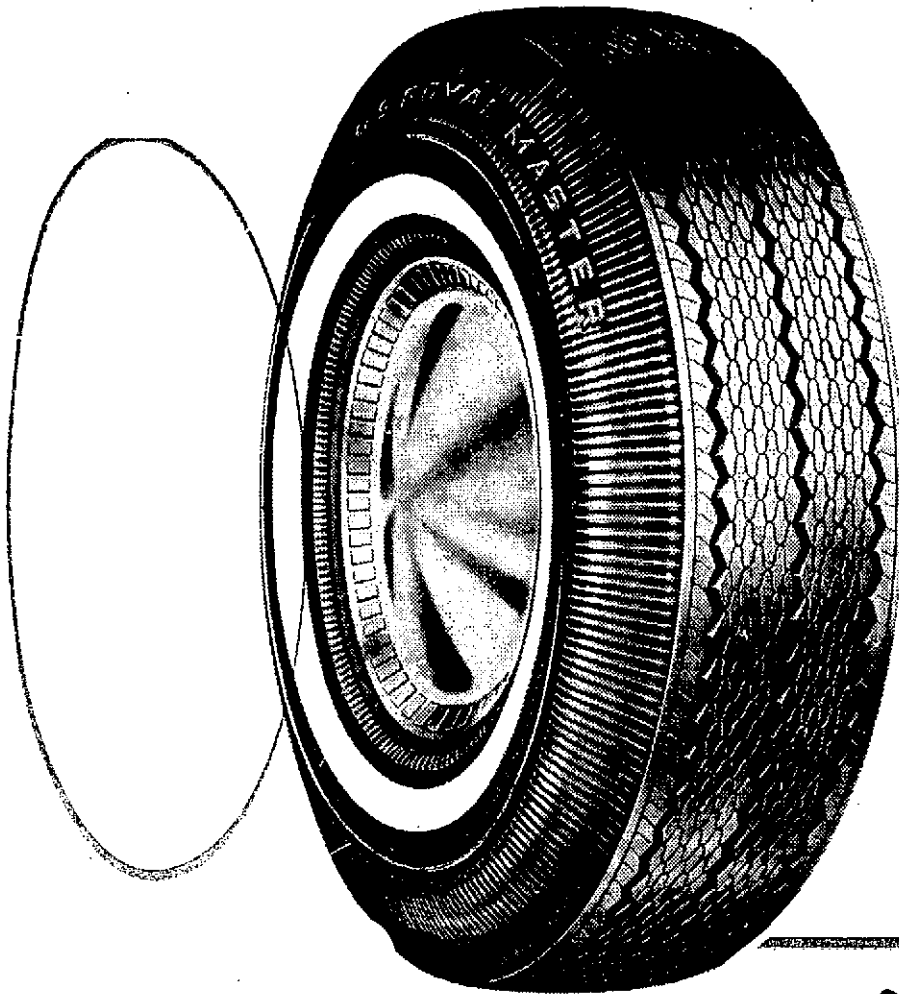




Radar reports the present. But the screen at Long Beach Harbor looks into the future, too. At low tide, it registers dozens of blips (right) which are the first portions of the man-made peninsula called Pier J to appear above water. Dredge lines (zig-zags) are pumping 1.5 million cubic yards of sand each month to build the 311-acre pier, site of the 1967-68 World's Fair, which will look like the picture above--the Long Beach of Tomorrow.

TOMORROW





**Thank you, Long Beach
for being so
LOYAL to ROYAL
these past 10 years**
JOHNNY GILLETTE

**THE RED CIRCLE OF SECURITY™
MARKS THE ULTIMATE TIRE . . .**

New U. S. ROYAL MASTERS

Engineered to meet the unexpected

When you shop for tires, look for the red circle of security. It marks the ultimate tire, the U.S. ROYAL MASTER. Here's what the red circle can mean to you as a motorist:

- 20% **DEEPER TREAD** that means up to 30% more mileage than standard new car tires.
- 28% **MORE TREAD RUBBER** than standard tires for active skid protection and stopping power!
- 48% **STRONGER TIRE BODY** than standard tires!
- 18% **THICKER PLIES** than standard tires to give great stability and handling ease!
- **EXCLUSIVE CVC PROCESS** fuses rubber and tire cords into a virtually inseparable unit for added tire strength.
- **FULLY GUARANTEED** without limit to time or mileage!

HI-SPEED RETREADS

**WITH PROVEN GREATER SAFETY AND
ECONOMY AT HIGH SPEEDS**

FACTORY TO YOU SAVINGS!

Manufactured here in our own retread factory . . .
and sold directly to you at big savings

IT'S REMARKABLE! . . . our revolutionary new production equipment now enables us to offer you HI-SPEED "DUAL CONTOUR" Retreads at what you would pay for the old style retreads. The new Johnny Gillette Hi-Speed is unquestionably the safest and most economical retread ever produced. The simple secret is in the world's newest, most advanced equipment, and best of all, it costs you no more!



QUALITY CONTROL! THROUGH EVERY STEP IN PRODUCTION IN THE MOST MODERN RETREAD PLANT IN THE UNITED STATES



✓ **SAFER**
✓ **LONGER WEARING**
✓ **BETTER BALANCED**
NOW at no extra cost to you



JOHNNY GILLETTE SAYS:
"Price is important
but **QUALITY plus PRICE**
is **UNBEATABLE!**"

Every tire is carefully inspected for any weakness, breaks, or separations to insure a perfect casing. We use only perfect casings. Those that do not meet our high standards are rejected.

This newest electronically controlled system insures the uniformity of size and roundness for perfect casing bonding. . . . tire is buffed to compare with actual road conditions. This assures safest high-speed travel.

Tire is scientifically balanced. Tread is then applied on the initiated tire hydraulically and perfectly centered. Aolled pressure is then even, accurate, assuring perfect bond between casing and tread rubber.

Each tire is perfectly centered by the automatic centering device. The matrix is silicone lubricated for base removal. Mold is hydraulically locked and drilled for rolling in the curing station. Resulting in a perfect retread every time.

Stage 1, **HEAT** . . . This is supplied by steam at 60 lbs. per square inch developing 302° needed to properly cure tread. Stage 2, **PRESSURE** . . . This is applied at about 135 lbs. per square inch.

1. Fully Inspected
2. Finished and Trimmied
3. Whitealls buffed
4. Wrapped
THIS . . . Offers the appearance of a **FACTORY NEW TIRE.**



**All Johnny Gillette HI-SPEED RETREADS ARE
APPROVED BY T.R.I.** This Seal certifies the tire's Sound Casing—Superior Craftsmanship—Top Materials—Quality Production—and that the retread tire has been produced in a shop inspected and approved by the U. S. Testing Company, Hoboken, New Jersey, as having complied with the Tire Retreading Institute's national quality standards.

**WE HONOR
CREDIT CARDS**



JOHNNY GILLETTE TIRE CO.
3910 CHERRY AVE., LONG BEACH GA. 4-8609

**Johnny Gillette HI-SPEED RETREAD
GUARANTEE**
When used in normal passenger car service, Johnny Gillette Hi-Speed Retreads are guaranteed, without limit to time or mileage but subject to the following conditions—if failure should cause their removal from service they will be replaced on the following basis to the original purchaser:
• **UP TO 1/2 WORN (NOT MORE THAN 5/32'S OF TREAD WEAR)—NO CHARGE**
• **OVER 1/2 WORN (4/32'S OR MORE OF TREAD WEAR) \$6.50**
All claims hereunder must be accompanied by a duly authenticated guarantee certificate issued at the time of purchase. This guarantee is strictly limited to the replacement as provided above and does not cover the consequence of a tire failure and does not apply to retreads used on commercial vehicles. Tread depth will be gauged in the center of the groove.

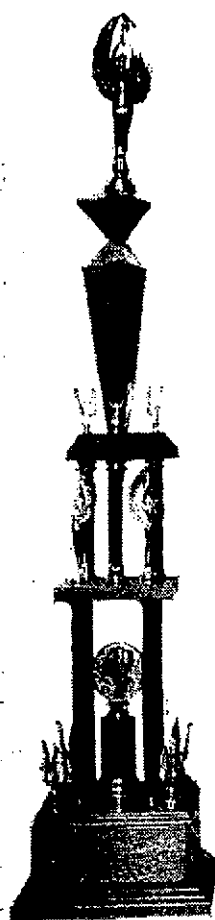
4 CONVENIENT WAYS TO BUY
• BankAmericard • Open Account
• Instant Budget • All Major Oil Credit Cards
OPEN ALL DAY SATURDAY!

**Easy
Budget
Terms**

Hi: I'm both PROUD and PLEASED to be able to offer you the remarkable new Johnny Gillette HI-SPEED retreads . . . the most advanced retread in history . . . with proven greater safety and longer wear at high speeds.
PROUD, because our new retread equipment, (the world's most modern and scientific) enables us to give you the finest retreads ever produced.
PLEASED, because we can offer you HI-SPEED retreads at NO MORE than you would pay for the old conventional type.
I would enjoy having you visit our modern shop and see how our new equipment does the job. It's fascinating!
We'll be looking for you . . .
Sincerely,
Johnny Gillette
Johnny Gillette
President

Richards BEAUTY SALON

Long Beach's
NEWEST and FINEST



Creative Hair Styling by Richards...one of the finest beauty salons in Long Beach, specializing in better coiffure styling with emphasis on the casual look. Salon is located at 1151 E. Market St. in North Long Beach. Appointments 9 a.m. to 7:30 p.m. Tuesday through Friday, Saturday 9 to 5. Ph. GARfield 3-2452.

Richards Beauty Salon

1151 EAST MARKET ST.
LONG BEACH, CALIFORNIA
For Appointment Call GARfield 3-2452

New Public Library Is a Civic Need

By FRANCES HENSELMAN, Assistant Librarian

Space research should be a matter for space scientists, but local librarians think they spend more time on space research than anybody. Of course, it's a different kind of research; the constant analysis of the use of every cubic foot of the Main Library Building in Lincoln Park.

In 1909, the year of the first model T, the library corner stone was laid. When the building opened it had a staff of six people. Today over 100 people punch the time clock in its basement. Space is at a premium.

Along with space research, librarians indulge in space projection. Beyond the Diamond Jubilee celebration they project the dedication of a handsome, functional building designed for a main library's dual role: serving as a headquarters for an active city-wide library system and as the central depository of the specialized materials and trained library specialists needed for research in depth by the professional, business, governmental, cultural and educational interests of the community.

IN THIS projected building telegraph, telephone and closed circuit television may bring the rich resources of the State Library and neighboring university libraries into the immediate ken of the questing patron. These items will eat up space but the results could quickly show in economic benefit to the local businessman, in better local government and in the improvement of individual library users.

Some place readily accessible for public service there may be a univac unit of the type in operation at Library 21 at the Seattle Fair. Quick factual questions could be answered without the assistance of a librarian. Book lists on popular subjects may be

obtained with professional help, too; since the librarian's part would be complete with the programming of the machine.

The appearance of the newspaper and magazine reading room will gradually change as the present 1700 rolls of microfilm multiply. Microfilm reading machines will line the wall. A facsimile newspaper receiving room may have several papers dropping from radio-broadcast-activated units giving the very latest news and advertisements.

NEARBY MAY be the library's film service office, with films, film strips and slides available for group or individual home use. The collection will have grown tremendously from the 528 owned by the library in 1963. Even sponsored films which were valued at over \$17,000 in 1963 will have more than doubled in number and value.

The library's phonograph record collection, reported at just over 12,000 discs in the Jubilee year will have expanded rapidly and had a greater than ever impact on the musical life of the city as facilities for listening in the library have been made adequate. And as more records are heard with pleasure in the library more will be borrowed for home use. Teen-agers will continue to be an important segment of the phonograph record borrowers, sampling new sounds with the gusto of youth.

The Children's Room with its model library and other aids for parents, youth group leaders and state college educational majors will also offer special opportunities for city-wide participation of children in new library experiences. International children's art shows, prize-winning arts and crafts displays, and natural science exhibits too large for branches will be available for all children "just-off-

the-freeways" or at the middle of the bus route loop.

THERE WILL be changes in subject department groupings, bringing materials which are similar together. Will the municipal library be adjacent to the government document section? Will both be near the business services? Some planning calls for these arrangements.

Music and the fine arts will be separated from religion and philosophy. Near the fine arts will be the phonograph record collection, framed pictures for home and office use and music scores. Will this area have special art features incorporated in its architecture? Will it have indoor-outdoor reading facilities and perhaps a fountain?

The Bertrand L. Smith Sr. collection of rare books, augmented by additional gifts, will be housed in a separate room which will provide the reader with an opportunity to enjoy seeing and using the finest examples of typographical and book-binding arts. Most of these gifts will remain in dead storage during the Jubilee celebration.

SIMILARLY, the petroleum collection, gift of the Petroleum Production Pioneers, will have a special place with the indexes and catalogs necessary to make this unique historical material available to students of this phase of California history.

Teaching machines programmed for foreign languages, mathematics, history, etc. will be housed near the materials on education. Since many homes will be equipped with teaching machines, extensive files of programmed "cartridges" to be borrowed for home use will be stored in this area to be loaned as are the books and magazines.

Books will continue to be the heart of the Main Library's resources. To provide for a minimum standard of 60,000 volumes basement shelving will augment that on the public service floors. Continuous belts or other automatic equipment will move these less used items quickly and economically from the stack area to the patron. They will also expedite the reshelving

of books and other materials which are returned to the Circulation desk.

EVERY SPACE and money-saving idea will be explored. Centralized purchasing, cataloging and processing of books and non-book materials will continue, but in areas planned for a logical workflow impossible in present cramped quarters. Branch

needs will be met more quickly and more cheaply as unit costs drop through partial automation.

Extension and bookmobile headquarters may share loading ramps with central supplies and inventory deliveries in the basement. Exhibit preparation and storage for the library system with a sink and specially constructed cup-

(Continued Page 106, Col. 5)

"Happy 75th to You
Happy Birthday to You
Happy 75th Dear Long Beach
Happy Diamond Jubilee
to You"

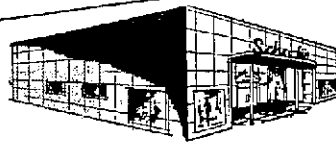


Wilma Hastings

FINISHING SCHOOL
& FASHION MODELING

430 E. OCEAN BLVD.
LONG BEACH
HE 2-4511

25 Years of
Fashion Leadership
in Long Beach



Twenty-five years ago in a small Norman-English building at 936 Pine Avenue, Grace Schick opened the doors of the Apparel Shop. On this day a new concept in Style Merchandising was born. Today, twenty-five years later, in our spacious store at 701 Pine Avenue, the same Fashion Tradition prevails. Through the years, "that Schick Look," has become a Fashion byword with women. In our Salon the chandelier reflects the brilliance of noted Designer Creations, as well as moderately priced apparel and accessories, styled with the same emphasis on quality.

Our decorative staircase leads to the Bridal Boutique, where happy brides find treasured wedding gowns. Lovely memories, carefully cherished by Schick's, linger on in this white and gold room. This store takes pride in being a vital part of the community and in actively participating in civic life. The growth of an institution is determined by its character, and an honest desire to serve the people. Some may call this old-fashioned, but we call it progress... the progress of a single idea, to make Schick's one of the nicest stores you'll find anywhere.

This year, Long Beach, Queen of the Beaches, wears a crown studded with diamonds. Each diamond signifies another year of progress in truly becoming an International City. This year, Schick's wears a crown marking a quarter of a century of Fashion Leadership. May the next twenty-five years witness our continued growth aided by our fine personnel, and the many friends who have made Schick's success possible.

'Southern California's
Distinctive Fashion Store'

Schick's
701-703 Pine Avenue

LOCKWOOD
Furs



1917
~
1963
for
the
finest
in
fur
fashions
for
nearly
fifty
years

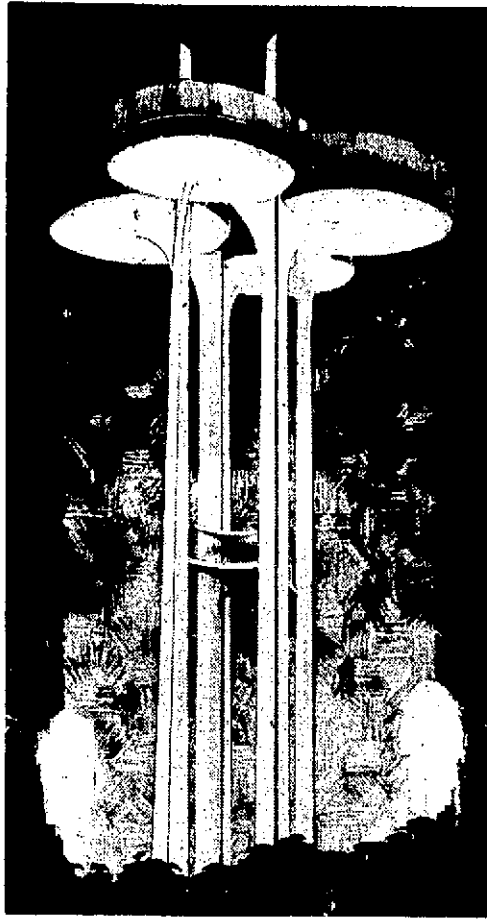
LOCKWOOD
Furs

SEVEN ELEVEN PINE AVENUE

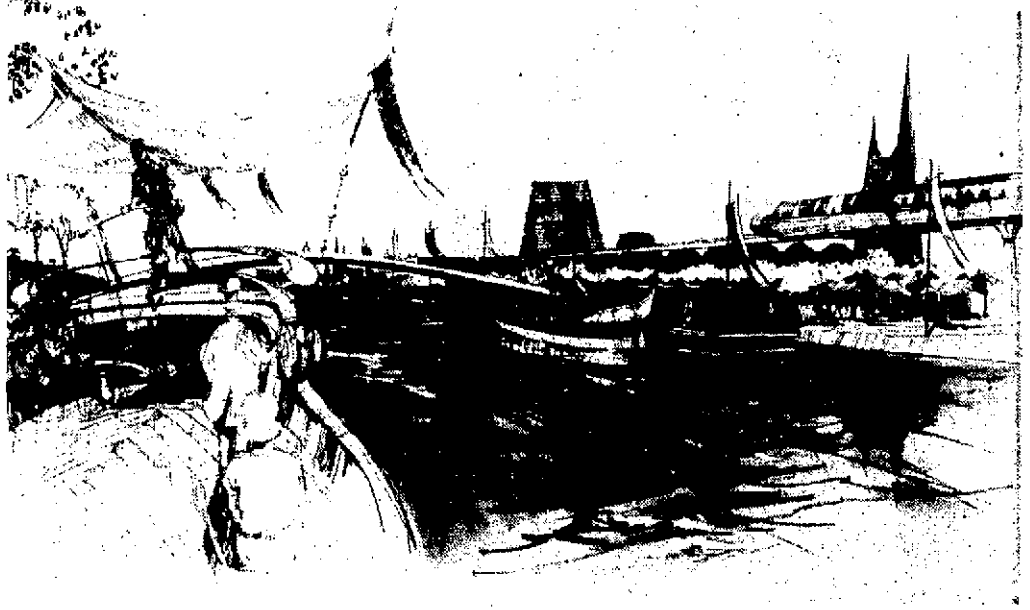
DOWNTOWN LONG BEACH

One Dream Coming Up

By VERN ANTHONY
I, P-T Real Estate and Business Editor



Symbolic of the dramatic future which awaits Long Beach are these two concepts of attractions for the California World's Fair of 1967-68. At left is a graceful, 400-foot tower topped by restaurants and observation areas and featuring a huge platform-elevator in the center section which will carry more than 350 passengers to the top at one time. Below is a view of the proposed two-mile system of picturesque canals which will be plied by a variety of craft, including gondolas piloted by singing Venetian gondoliers. At bottom of page is a map showing proposed locations of features on the Pier J site.



"A silvery strand by a sapphire sea, where golden dreams come true."

Know the place?

It is Long Beach, Calif., says Melvin L. Mould, president of the port city's District Board of Realtors. He was quoting a former board president, Henry P. Barbour, who also once served as president of the California Real Estate Association.

"It is my pleasure to report to you that the outlook for the City of Long Beach is good . . . The past 30 months have been one of the most significant periods of economic growth in the history of Long Beach. Nearly every economic indicator reflects this fact."

This, too, is Long Beach—in the opinion of City Manager John Mansell as voiced in a recent speech.

"Long Beach entered its Diamond Jubilee year on the upward curve of a business and industrial growth cycle that reflects the new forward movement of California's fifth largest city . . . Long Beach citizens are too often inclined to overlook the fine industrial situation which exists here. It is one of the most productive and well-balanced cities in the state."

And this also is Long Beach, as viewed by Harry Krusz, executive vice president of the Chamber of Commerce.

"Promising growth indications are evident in almost every measureable area of business activity," adds Ernest LaBelle, Area Development manager for the Chamber. "Population, employment, family income, retail sales, harbor commerce and building activities are firmly entrenched in the upward curve."

Thus it is with the able counsel of these civic leaders, who are in positions to keep right on top of local developments, good or bad, and of Harry Fulton, assistant to the city manager, that we present this portion of the Long Beach Story.

This is the city:

Economic forecasters for Southern California Edison Co. expect a 13.3% population increase in the present decade. A 6.4% gain from 1970 to 1980 will boost the city's census count past the 400,000 mark.

Projections by General Telephone Co. show 415,000 telephones installed by 1970, and 620,000 by 1980. The company reports 218,888 units now are served by the local exchange.

LATE FIGURES from the California State Department of Employment place the Long Beach-Wilmington-San Pedro work force at 174,600 and registered unemployment at about 9,500. Unemployment insurance payments have been dropping the past few months.

Long Beach residents make more money than ever before. Effective buying income in 1962 rose to \$7,472 per household, highest on record.

Twenty-one percent of the families within the Greater Long Beach area from Torrance to Garden Grove and inland to Norwalk have incomes of \$10,000 or more, according to a recent study.

Retail sales tax returns to the city were \$5,100,595 in the 1962-63 fiscal period, an 8.2% increase over the previous year, and first quarter advance payments are ahead of the 1962-63 first quarter.

GRAND TOTAL of all retail sales, taxable and otherwise, was \$551,547,000 in '62, a 9.4% increase over the preceding year.

The Port of Long Beach set a tonnage record the past fiscal year, with 11,365,729 tons, a 5.6% gain over the preceding year. This meant more than a billion dollars in business for Southern California and the Southwest.

Harbor expansion is at an all-time peak. After depreciation, port operations this year will yield a profit of more than \$650,000.

What about new construction?

Take a ride around the city. What you see will amaze you.

VALUATION OF building permits for 1962 hit an all-time high of \$76,454,939, according to Edward O'Connor, head of the Building Department. And valuations for the first seven months of this year ran to \$48,509,776—\$3 million ahead of the comparable period of '62. A great future is seen for high-rise structures.

Increased activity at the Municipal Airport has placed that facility fifth in the nation in total aircraft operations. Daily flights are now operated by Western Airlines to San Francisco and San Diego.

Bank deposits, which dropped nearly 7% in 1959, are on the rise now.

Real Estate sales are highest since 1955.

DOUGLAS AIRCRAFT has given the local economy a healthy shot in the arm in its decision to consolidate its airframe division here and to develop the DC9 short-range jet. Over in Orange County, Douglas is erecting a large Space Age plant which also will help Long Beach economy. In nearby Seal Beach, North American is constructing a major missile plant.

With the bothersome land subsidence problem whipped by a water injection program, the city now can be confident of new expansion of naval facilities—long one of the top economic factors.

WHAT ABOUT taxes? Let City Manager Mansell tell:

"Because of this favorable outlook, and despite rising costs of operation, it has been possible for my office to recommend to the City Council a budget which envisions no increase in the property rate of \$1.37 per \$100 assessed valuation. This is possible only because we enjoy a high level of economic growth."

End of subsidence is of utmost importance, for now outside investment capital is taking a solid look at Long Beach and recognizing its tremendous potential.

Mansell is impressed with a "new attitude" of Long Beach citizens toward progress in recent years. Support, and not just lip service, is being given to city officials in promoting this area as a good place to live, play, work, visit and invest money.

THEN THERE is oil!

Many problems, but many millions of dollars—even

with the state moving in on the city's black gold resources.

The way is being smoothed for a major shoreline development program; for urban redevelopment in the West Beach Area; and for improved public transportation.

But these, too, involve problems. Great strides must be taken, and soon; especially with all that must be done to assure success of the projected California World's Fair to be located on Pier J, now under construction.

Smoother flow of traffic is of paramount importance. Answers must be found to business building vacancies.

Will there be a downtown Mall?

There must be proper planning for high-rise buildings, an era which already has begun.

Problems? Yes. But, as Krusz says:

"A review of present business conditions makes it clear that the economy of Long Beach is on solid ground and will continue to expand in proportion to the courage and vision of the business, government and civic organizations and the citizens of the community."

SO, TAKE A LONG LOOK at Long Beach on this, its 75th anniversary:

For its front yard, an ocean and miles of beach; air conditioning by Nature herself.

Realty Board President Mould puts it this way:

"Your panorama is high, wide and handsomely garnished with stately palms, exotic South Seas flora. It has the best of two worlds; the vitality of a self-sufficient metropolis and the leisure of sun-tanned suburbia."

"Compare its varied facets—shimmering white-caps;

poinsettias in radiant bloom; the graceful sway of tall palms; a fiery sunset; the annual pageant of feminine charm vying for the crown of Miss International.

"Within an hour's drive via network of freeways lie a month's supply of the nation's most frequented attractions, including Disneyland, Marineland, Knott's Berry Farm and Santa Anita and Hollywood race tracks. You are two hours from Catalina by steamship."

"ONE REQUEST . . . lead off your itinerary with our high points: the Long Beach Marina (there's none larger); a day-long deep sea fishing cruise; the historic Rancho Los Cerritos; a tour of the ultra-modern port facilities. We provide 'instant vacation' here, or near, if you can wrench yourself away from that broad expanse of beach."

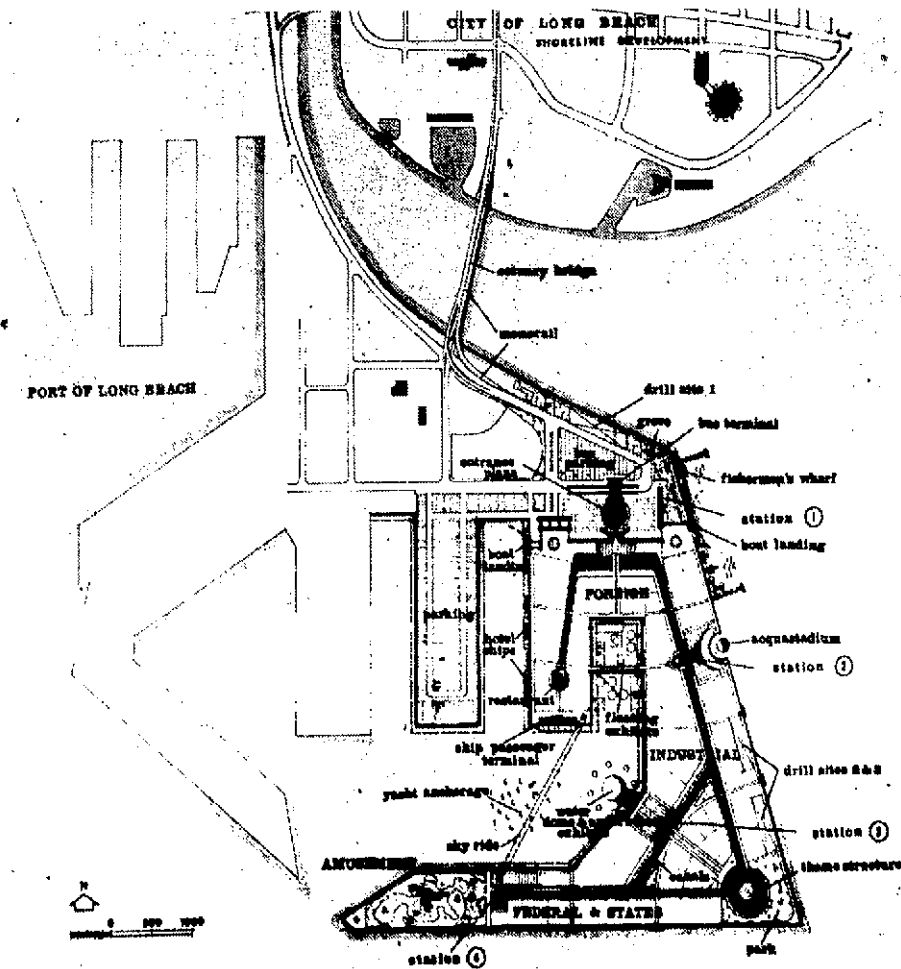
"This International Port City is no sleepy-eyed resort. Its economic muscles flex with long established oil, aviation and shipping industry. A new-business influx is creating fresh sinew."

"From oil has sprung the world's most modern port—a network of 32 operative docks with more on the drawing boards."

"Terminal Island provides a major haven for the U.S. Pacific Fleet. And California's largest beach city plans just as vigorously as it toils, growing up and out—skyward in spacious new high-rise office and living structures."

Coming soon, Long Beach will host a World's Fair . . . Fair . . .

"The Long Beach District Board of Realtors extends . . . (Continued Page 102, Col. 5)



FORTY-SEVEN YEARS AGO . . . WOOLWORTH

OPENED THEIR FIRST STORE IN LONG BEACH!

When Long Beach received its charter in 1888, Woolworth's was already a nine-year-old successful chain of "five-and-dime" stores . . . but it was 28 years later, in 1916, when the first Woolworth's was opened in Long Beach. This store had just seven employees . . . today the five Woolworth stores in Downtown Long Beach, Los Altos, Lakewood and Bellflower employ over 268 people. Each of Woolworth's 2700 stores is an integral part of its community, actively participating in all civic enterprises.

YOUR MONEY'S WORTH MORE AT

WOOLWORTH'S



America's Favorite Store Since 1879

5 CONVENIENT LOCATIONS

DOWNTOWN LONG BEACH

LOS ALTOS CENTER • LAKEWOOD

TORRANCE • BELLFLOWER

How to Charm a New Yorker

By TEDD THOMEY

Somewhere in the stone canyons of New York City dwells a gentleman I would dearly love to amuse and entertain.

His name is Scott Meredith. He is a literary agent. He is also a millionaire. He lives in an electric world of high-level conferences, multi-million-dollar movie and book sales. TV spectaculars and coffee breaks with such clients as Sammy Davis Jr., Evan Hunter and P. G. Wodehouse.

But Meredith is also a man of more common stuff, human enough to enjoy making a lowly \$35 first sale for a budding writer. His fee for such a sale is a modest \$3.50—his usual 10 per cent.

In addition, Meredith is a man of mystery. His clients include hundreds of writers who have never met him. He works with hundreds of the nation's top publishers, editors and film and TV producers—a majority of whom have never met him.

MEREDITH'S MAGIC instrument is the telephone, which enables him to conduct dozens of long-distance conferences every day with writers and editors in Hollywood, Chicago, Miami, London, Paris, Tokyo—and even Long Beach, California.

Meredith has been my literary agent for over 15 years. I have never met him, but I have talked with him on the phone. I know he is still a comparatively young man, approximately 40. His voice is calm, polite and restrained. He has a dry, crackling sense of humor.

For years I have had a seething ambition. I don't merely want to meet the man who has been the master of my literary fate for, lo, these 15 years. I don't merely want to visit New York and spend a half hour with the great literary lion in his office.

NO, INDEED. I want Scott Meredith to come to Long Beach and spend a week with me. I want him to forget his jangling telephones for seven days and nights while he and his wife have the time of their lives relaxing in our clean, fresh city by the sea.

Have you ever seen a real New Yorker? They are often funny. They are pale and have a hunted look. They have no smoke too much and have sour stomachs from chewing their food improperly while conversing at top speed with clients at El Morocco, Twenty-one or Luchow's.

I'm not sure that Scott Meredith fits the foregoing physical category. He might turn out to be an Atlas with bulging muscles. But no matter. I am sure after his years in New York's stone and neon jungles he is in need of at least the mental rejuvenation which a week in Long Beach would produce. Naturally, in order to woo him here, I would vow on bended knee to refrain from discussing literary or business matters during his entire stay.

I AM CONFIDENT that Meredith would be pleasantly surprised by the size of youthful-looking, 73-year-old Long Beach. Its sweeping beaches, its clean (generally) streets, beautiful amounts of palms and fragrant pepper trees would doubtlessly begin his enchantment at once.

The first afternoon I would suggest something as modest as a stroll with our wives around Rainbow Pier, where the golden sunshine and brisk, antiseptic ocean air would cleanse us gently.

Dinner that night would also be an easy affair—perhaps fine, juicy swordfish steaks at Welch's on Atlantic Avenue. Welch's would give our visitors a good impression of what to expect in Long Beach's better restaurants—spaciousness, refinement and casual elegance.

I would recommend that the Merediths go to bed early that first night to get plenty of rest for the enjoyments to come. Their suite at the Breakers International Hotel, Edgewater Inn or Lafayette Hotel would not be costly, by New York standards, but their comfort would be serene.

THE SCHEDULE the next day might go like this: A leisurely outdoor breakfast beside the sparkling blue pool in the Lanai area at the Lafayette. Then a drive to Signal Hill where our visitors would be delighted by their views of Catalina Island basking in the blue offshore waters, gray warships at anchor off the hulking breakwater and the city's skyline.

The latter naturally cannot compare in size to New York's. But is size everything? Of course, not. Even so Long Beach's skyline, with its new civic center buildings, Edison building and steel skeletons of skyscrapers to come, can be ranked proudly among the most beautiful sights in the world.

Luncheon might be the time to impress our friends with one of Long Beach's most dazzling restaurants—Mr. C's, a Pacifican extravaganza owned by Councilman Robert Crow. Located at 5305 E. Pacific Coast Hwy. near an exclusive residential area sometimes called Pili Hill (because of the preponderance of physicians who live there), Mr. C's is a lavish tropical palace in which are displayed artifacts representing all the cultures of the Pacific's island groups, China, Japan, and other nations.

THE MID-AFTERNOON TREATS could be a visit to the quiet cool waters of Colorado Lagoon followed by luxurious sun baths at the beach. We will be in no hurry. We will waste pleasant hours on the sand and then proceed to find some wave-washed rocks where sea life abounds. See those strange plant-like objects fastened to the rocks? Those are sea anemones. Touch one with a fingertip and it will close up like a flower, rewarding you with a strange rubbery kiss.

By this time Mr. Meredith and his gracious wife should be captured entirely by Long Beach's charm. I can hear the literary lion's enthusiastic comment now: "A wonderful place for fun. I hope I never see New York again."

He's fibbing, of course. The kind of a fib you expect from a happy guest.

THE DAYS WILL PASS in calm but intriguing ways. There will be trips to Long Beach's fresh, salad-like parks, Recreation, Bixby, Lincoln and El Dorado. We'll listen to an open air concert by the Municipal Band—and I'll bet it's been a long time since Meredith encountered anything as pleasantly enjoyable as that.

From time to time we'll drop in for a bite to eat at small places like the Hot Dog Show on Broadway, or maybe have a hamburger at the Rancho on Anaheim Street. I wish the Merediths had arrived in town a few years ago so I might take them to an even more interesting small place—Martin's Alley Cafe.

BILLY MARTIN and his wife were among Long Beach's first restaurant operators. Forty years ago they owned a cafe in a downtown alley. Among their regular customers were such early silent screen stars as Fatty Arbuckle, Mabel Normand, Hazel Tranchell and Slim Pickens who made flickers at Sixth Street and Alamitos Avenue when Long Beach rivaled Hollywood in film making.

Billy Martin prepared wonderful steaks and baked potatoes. He's gone now—but the memory of his food lingers on. I am sure our visitors from blase New York would have enjoyed an hour in Billy's company. Billy was a great story teller who might have given our literary friend some brilliant ideas for TV or film scenarios.

From the site of the old Alley Cafe it's only a hop and a skip back to modern Long Beach and such attractions as the Long Beach Arena, a really fabulous place for sports events, ice shows and circuses. Nearby is the Pike, which is sort of honky-tonk but its rides and carnival concessions are fun, no matter who you are or how old you are.

Soon we might go from the carnival atmosphere of the Pike to the sublime elegance of the Skyroom atop the Breakers International Hotel. Sipping our beverages beside a broad picture window we would see a Technicolor spectacular more magnificent than Cinerama or Todd-AO.

ALL AROUND US would be twinkling lights, shining like the gems in a maharaja's treasure. There are the red and green jewels of a seaplane making a landing. Nearby are the lights of destroyers, minesweepers, oil drilling rigs, the naval shipyard and manufacturing plants. To the north march the lights of Long Beach, offering perfect geometric patterns in glistening colors, stretching as far as the eye can see, even to an outlying village known as Los Angeles.

I could go on and on, imagining more treats for the palate as well as the eye. I would love to take our guests to such fine local restaurants as Brower's Continental, the Parisian Room at the Edgewater Inn, the Apple Valley Steak House, Jack's Corsican Room, the Manhattan, Alfred's, De Palmas Little Italy, Hoefly's, the Hawaiian, Jones Dining Room, Ashley's, the Reef and Sam's Sea Food in nearby Surfside.

But, of course, all good things must terminate—even Scott Meredith's sojourn at Long Beach-by-the-sea. Thoroughly refreshed, perhaps a bit sunburned, he and his wife will fly back to New York brimming with stories about a wondrous, never-never land they hadn't realized existed.

Naturally I will have picked up the tab for everything they enjoyed. It will cost a small fortune, but I won't mind. When he returns to the literary wars of New York, Mr. Scott Meredith will quickly crush all opposition. He will also quickly make another million.

And because his vacation in Long Beach had been responsible for his vigorous new strength, he should look with favor upon my next request.

I'll only ask for 10 per cent of everything he makes.

World's Greatest Cornet Soloist

For many years Long Beach numbered among its residents the "world's greatest cornet soloist."

Herbert L. Clarke, who won that title as cornet soloist with John Philip Sousa, directed the Long Beach Municipal Band from 1923 until 1943 when he resigned because of ill health. He died two years later.

Clarke played with Sousa's band at the Ellis Brooks and Victor Herbert bands; he directed the Seventh Regiment Band of New York, and the Huntsville, Ontario, band.

During his career as a cornet soloist he traveled 800,000 miles; he played 5,000 programmed cornet solos, including 473 in one season (then considered a world record); he played in 1,000 different cities and 14 countries. He made a world tour, four European tours and 34 tours of the United States and Canada.

In 1934 Phillips University in Enid, Okla. conferred on him the degree of Doctor of Music.



HERBERT L. CLARKE
Friend of Sousa

sa's band at the Columbian Exposition in Chicago in 1893 and the World's Fair in Paris in 1899. He was associated with Sousa three times, the last period from 1904 until 1917.

HE ALSO was cornet

First Traffic Law Didn't Cover Autos

The first Long Beach traffic law was enacted Feb. 8, 1898.

The statute declared it unlawful to "ride or drive a horse or other animal, or propel a bicycle, tricycle or other vehicle on any street in the city at an immoderate or dangerous rate of speed."

Cheap Real Estate

The Board of Education bought an entire city block on Long Beach Boulevard (then American Avenue) for \$1,520 in 1896, as a site for a high school.


red on him the degree of Doctor of Music.

HE SERVED as president of the American Bandmasters Association.

Clarke built the Long Beach Municipal Band from 27 members to 52 members. A civic birthday party was given him in Municipal Auditorium in 1938, marking his 70th birthday. Several thousand persons attended and telegrams and greetings came from over the world.

At Dr. Clarke's request, his ashes and the ashes of

Mrs. Clarke, who had preceded him in death, were interred beside Sousa's grave in the Congressional Cemetery in Washington, D. C. A long-time friend, Frank McGrann of the Conservatory of Music, Cincinnati, Ohio, who succeeded Dr. Clarke as cornet soloist with Sousa, directed a band made up of 15 musicians from the Marine, Navy and Army Air Force bands stationed at the national capital. Among other numbers, the band played Dr. Clarke's arrangement of "Nearer My God, To Thee."



AN INSTITUTION IN MUSIC SINCE 1922

1922 began the musical teaching career of CORTLAND GILMORE. Since that year he organized the famous Gilmore Boys Bands, taught over 10,000 youngsters the art of playing musical instruments, and enriched their lives through the world of music.

One of these students was his eldest son GLENN GILMORE. During his Long Beach school years, Glenn participated in many musical activities. His dance orchestra was well known to the social set of the '30s.

Gilmore Music is now an institution in Long Beach, specializing in what Father and Son knew best. Selling the finest musical instruments in the world and maintaining the finest professional teaching staff in this area. Among professionals, Gilmore Music is known to have the finest instrument repair department in Long Beach.

When you walk through the doors of Gilmore Music, you will find yourself in the most beautiful and modern music store designed and owned by GLENN GILMORE.

"Home of the Long Beach Symphony Orchestra"

GILMORE MUSIC

1935 E. 7TH ST. . . . AT CHERRY, L.B.
HE 7-7469

Speed Laws Date to 1915 Locally

First defined speed limits for the City of Long Beach were established by the City Council in 1915. "One mile in three minutes" was the maximum any vehicle could be driven. The area between Main and Alamitos Avenues and south of Seventh Street was designated as a "congested" area and the limit there was a mile in not less than four minutes.

Barney Oldfield Didn't Like City


When pioneer auto racer Barney Oldfield came to Long Beach in 1904 to test the "racing strip" along the beach from Pine Avenue to Alamitos Bay, he left in disgust. He was able to get his Oldsmobile up to 70 miles an hour but had to load it with sacks of wet sand, he said, because the beach was "too rough."

First Shipbuilder

The shipbuilding industry began here in 1907, when the Craig Co. constructed a plant that, at the time, was surrounded by sloughs and marshland.

Original Grounds

The Virginia Country Club, a private golf course, occupied the site of Recreation Park, which contains the now two public golf courses.



Pacific Theatres and Pacific Drive-in Theatres

IN LONG BEACH SINCE 1933

Pacific Theatres and Pacific Drive-In Theatres in Long Beach since 1933, bringing the finest in movie entertainment during the growth years of our great city.

TOWNE THEATRE 4125 Atlantic "JOHNNY COOL" "LOVE ME OR LEAVE ME" ★ ★ ★	CIRCLE DRIVE-IN A1 Traffic Circle "MONDO CANE" "SKY ABOVE, MUD BELOW" ★ ★ ★
STATE THEATRE 104 E. Ocean "MONDO CANE" "SKY ABOVE, MUD BELOW" ★ ★ ★	LAKEWOOD DRIVE-IN Carson & Cherry "TWILIGHT OF HONOR" "THE BREAK" ★ ★ ★
RIVOLI THEATRE 525 Long Beach Blvd. "WOMEN OF THE WORLD" "LOVER COME BACK" ★ ★ ★	LOS ALTOS DRIVE-IN Bellflower & Spring "JOHNNY COOL" "LOVE ME OR LEAVE ME" ★ ★ ★
LONG BEACH DRIVE-IN 22120 Santa Fe Ave. "BEACH PARTY" "LOVE IS A BALL" ★ ★ ★	HI-WAY 39 DRIVE-IN Nr. Gdn. Gr. Blvd. "TWILIGHT OF HONOR" "THE BREAK" ★ ★ ★
COMPTON DRIVE-IN 2111 E. Rosecrans "TWILIGHT OF HONOR" "THE BREAK"	ROSECRANS DRIVE-IN 8844 E. Century "IRMA LA DOUCE"

FOR OVER 44 YEARS

Harris Furs have served this area with one of Southern California's largest selection of quality furs.



CAPES—STOLES JACKETS—COATS

Our reputation is our hallmark!

Quality need not be expensive. There is a Harris Fur within Everyone's Budget. A fur for you... a fur for everyone.

AIR CONDITIONED FOR YOUR SHOPPING COMFORT



HARRIS FURS

4260 ATLANTIC AVE.

BUDGET TERMS AVAILABLE

GA 7-7447
Free Parking

FAMILY OWNED AND OPERATED IN LONG BEACH SINCE 1919



Independent-Press-Telegram

LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 27, 1963

DIAMOND JUBILEE

1888-1963



C. J. Dougherty, Courtesy of Long Beach Public Library

INDUSTRY

Fire and water have always been the source and sustenance of Man's industrial progress. In the agricultural Long Beach of 1881, artesian wells (like that at left on the Bixby ranch, spurting higher than a man's head) banished the specter of drought. In 1926, as the city's fuel needs grew, throngs of laborers gathered to create the remarkable scene below during construction of the municipal gas holder on Signal Hill. The bottom of the 270-foot-diameter tank was assembled on jacks above ground to permit workers to "buck" rivets from below. Then scores of two-man teams, working in unison, lowered the huge assembly to the ground. Visible at left in background is the site of today's busy Municipal Airport.



Winstead Collection, Courtesy of Long Beach Public Library

Movie 'Cleopatra' Long Beach Production

A long time before Elizabeth Taylor made "Cleopatra," Theda Bara made it.

Only Theda Bara's movie was "The Serpent of the Nile."

And it wasn't filmed in Rome, England, of the coast of Sicily, etc. at fabulous expense.

It was shot at Dominguez Slough, on a budget that might—just possibly might—cover one day's shooting of the current shocker.

The femme fatale of the silent screen—we're talking about Theda Bara—was rowed through the tulcs on a barge, manned by Central Avenue "slaves" in gunysack breech-clouts.

THE BUXOM Miss Bara (her figure was described as "carved with a spoon from peach ice cream") made a good Cleopatra, even though the daughter of the Ptole-

mies was a diminutive lass. That was back in the 19-teens, when Long Beach had what was described enthusiastically as the largest motion picture studio in the world. Certainly it was the largest independent studio, Hollywood at the time still was a sun-drenched patch in the mesquite, no glamor at all.

The Balboa studio, operated by the Balboa Amusement Co., occupied an eight acre lot at Sixth Street and Alamitos Avenue behind a high fence with guards to be sure there were no gate crashers.

IT HAD several buildings one with more than 10,000 "props." There were 250 regular employees, and the daily payroll of \$2,000 was one of the largest in town. Most of the featured players lived at or near the four corners and when they

stepped off the porches they were in business.

However, some of the high-paid stars lived on Ocean Boulevard. Roscoe (Fatty) Arbuckle had a fine home on Ocean, and Theda Bara lived across the street. The two houses were the centers of movieland entertainment.

WHEN THEDA Bara finished "The Serpent of the Nile," she threw a party for movie folks at the Seal Beach Inn at Seal Beach. (Long Beach was dry in those days, but Seal Beach

Employment
A survey made in 1962 by the Security First National Bank disclosed that total employment in Long Beach, Signal Hill and Lakewood was 132,800, an increase of 5.5 percent over the previous year.

wasn't.) Thick steaks and champagne were served.

Even at the party, Theda Bara wore a dark veil over her face. It gave her mystery, she and her studio thought. However, her deep throaty voice was unmistakable, even if it came through a hundred veils. (Ask Granpa if he remembers Theda Bara's order, "Kiss me, my fool!")

Other Balboa stars were Al St. John, a nephew of Arbuckle; Pearl White—that's right, of "Perils of Pauline" fame; Jackie Saunders, Ruth Roland, Mabel Normand.

One-reelers were made in a week, often without a script, the actors ad-libbing as they went.

Films were shot inside the studio gates, on railroad tracks that ran along Alamitos Avenue, plus the beach, the Pike, Naples Ca-

nals and other locations around town. Westerns were made on Signal Hill (long before oil was discovered there) or in a field near Alamitos and Orange Avenues. One-reelers were ground out in a week; three reel serials took up to three weeks to film.

Townpeople often earned \$5 a day as extras. Hazel Tranchell, 312 St. Joseph Ave., who appeared in 150 pictures for the Balboa studio, recalls that she earned all the way from \$250 a week to \$2,000 per month. She appeared in authentic "cliff hangers,"

Honored by Navy
Clint T. Furrer, Chamber of Commerce armed forces committee chairman for 15 years, was the first recipient of the Long Beach Naval Base "Friends of the Navy" award in 1963.

hooked up in a harness and thrown off a cliff, dangled by piano wire from tree tops, etc.

SHE PARTICULARLY remembers "The Uneven Match," filmed on the plain at Los Alamitos, Hazel, 4 feet 8 inches tall, and her "bridegroom," towering 6-foot-6 Slim Pickett (also known as Slim Pickens) were blown up in a model T.

"I went through the roof and he was blown down through the floorboard," she says. To film the sequence, she had to chin herself on a high bar to get the effect of flying through the air.

E. M. Horkheimer, former New Yorker, started the studio in 1913 with one building and \$7,000. Shortly, his brother, E. D. Horkheimer joined the enterprise. By 1920 Balboa Studio

was worth a half-million dollars. Although it was an independent company, its films were released through Fox, Paramount, Mutual, Comedy-art and others.

LONG BEACH was a good movie town for the distributors. Along the Pike roughly from east to west, there were the Theatorium, Fairland, Joyland, Wigwam, Rialto, Hoyt's, Bijou and two stock company theaters, the Bentley Grand and the Boston. Later the Laughlin was built at Fourth Street and Pine

Avenue. What happened to the Balboa, its luminaries and its bright promise?

After World War I, Hollywood came into its stride as a movie town. The Horkheimer brothers cut down on productions. There was less and less activity at Sixth and Alamitos, and the buildings grew shabby.

In the early 1920's the whole works—structures, cars, costumes, furniture and countless properties—were sold at auction—Vera Williams.

First Railroad
The city's first railroad was the "American Colony Railroad" that operated horse-drawn cars between the Long Beach townsite and the end of the Los Angeles-Wilmington Railroad in 1882. The Southern Pacific took over the three-mile right-of-way in 1884.

Cash Crop

The Long Beach Board of Trade boasted in 1903 that the commercial raising of violets was becoming an important local industry. The cash value of the commercial crop that year was placed at \$1,057.

2 LOCATIONS-1 QUALITY-THE BEST!

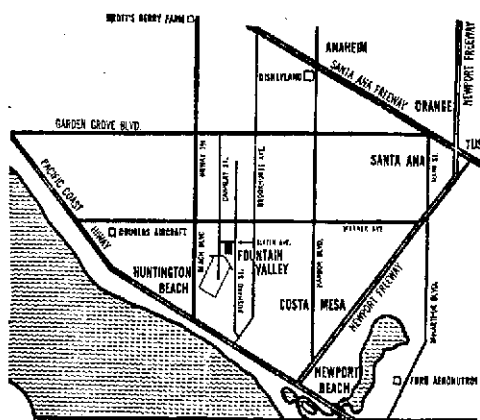


IN FOUNTAIN VALLEY

The Huntington Beach area's first luxury home community... just five minutes from the Beach. Big! Luxurious! And now with the big FREE second story "Bonus Room"—wonderful for playroom, rumpus area or two extra bedrooms. Up to 2300 sq. ft. on a big 7200 sq. ft. deeded lot—largest in the beach area! Brand new unit—choose plan and choice of Far East, Provincial, or Contemporary designs. Flexible terms.

PRICED TO THE MODERATE INCOME

3-4-5 Bedrooms—Up to 3 Baths



From Long Beach and Douglas area, drive East to Highway 39. Then go South about 3 miles to Warner. Turn left (East) on Warner about 1 mile to Cannery, then right (South) to Slater and the models.



Visit the New Westmont Unit Today... Make Your Reservation for Delivery This Fall! Some homes also available now for immediate occupancy.

Record sales say "don't wait." We are selling now for Christmas delivery... three months ahead of our projected schedule!

From Long Beach and Douglas area, drive East to Highway 39. Then go South about 3 miles to Warner. Turn left (East) and stay on Warner 1 mile to the tree-lined entry to Model Homes.

new WESTMONT

In Fountain Valley... The Huntington Beach Area's Complete Planned Community

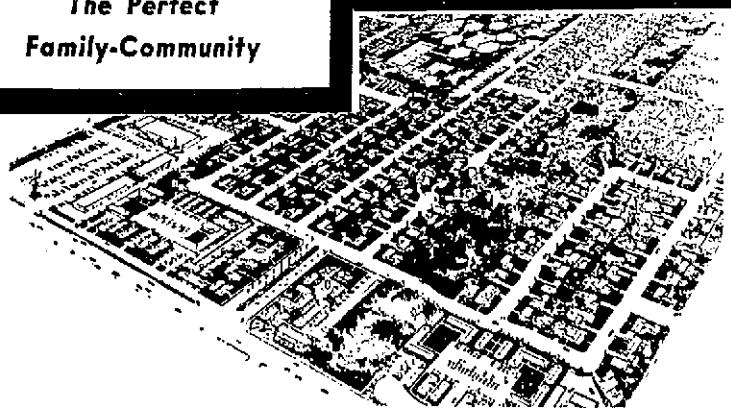
3-4-5 Bedrooms
With Family Room
and Bonus Room
Moderately Priced

FHA-Vet Terms

Also Low Bank Financing

A brand new unit now available... select plan, exterior, colors, location! Or choose from homes available in current unit for immediate occupancy. Every home includes—without extra charge—the big, wonderful "Bonus Room"... and it's only at Westmont.

The Perfect
Family-Community



One of California's true master planned communities. Here you'll live adjacent to schools, a park, shopping center, enjoy true suburbia—yet be within minutes to beaches, freeways and metropolitan centers.

In the
fabulous
Huntington Beach
area

Balanced
Power
Homes



'Monster That Shouldn't Work---but Does'

By GEORGE WEEKS

Long Beach's city government is a "hybrid monster that shouldn't work but does."

Such is the opinion of a veteran city official, Brennan S. Thomas, general manager-chief engineer of the Water Department. The quotation is only approximate — Thomas, a former Army colonel, owns a rich, expressive vocabulary. But his meaning is clear.

The city government does not conform to any of the textbook models. It evolved out of painful experience during which Long Beach tried and discarded three forms of organization — board of trustees, mayor-council and commission.

WHAT HAS emerged is a council-manager system, with some unique variations.

In the Harbor Department, a five-member commission with a staff of 380 employees exercises semi-autonomous power from a new eight-story, \$3-million building.

The commission has a budget in excess of \$26 million and is responsible not only for the port but for an oil operation with a combined actual and potential yield approximating \$1 billion.

FIVE MILES to the northeast a similarly-constituted Water Commission, also housed in a handsome new building and with a complement of 240 employees, wields comparable powers in its own field. Its budget is well over \$7 million.

In the new Board of Education Building a Recreation Commission exerts considerable authority over a pioneering Long Beach innovation the coordinated city-school recreation program with a municipal budget of more than \$1.4 million.

And in the downtown civic center sits the City Hall, headquarters for the general city government — the mayor and city council, the city manager and most of the departments.

IT IS the nerve center for direction of the activities of 3,766 employees, for a normal operating budget of \$33 plus \$16.7 for a Gas Department, a tideland oil fund and a projected \$3.5 billion offshore oil development that can't be budgeted.

As a physical symbol, the City Hall is not up to par for a community of 358,634 population. Its exterior walls are cracked and peeling. Two of its eight floors — former city jails — are unused and unusable. Its offices are crowded and inefficiently arranged. It lacks even a dedication plaque to commemorate its history.

The building was opened in 1922 after an expenditure of \$600,000 voted in two bond funds. (Even 41 years ago building costs were being constantly underestimated.) Almost wrecked by the 1933 earthquake, it remained vacant for many months while the voters turned down a \$100,000 bond issue for repairing it. Eventually it was fixed out of funds granted by federal and state work-relief agencies.

But the appearances are misleading. The cracks and peelings are merely skin deep, reaching only into a thin coating of ornamental plaster applied after the earthquake.

MORE IMPORTANT, the wide dispersal and seemingly anomalous structure of the city government have proved sound.

For the real power is in the City Hall. The nine elected city councilmen and their principal agent, the city manager, can prevail in a showdown through their control over appointments to the commission. Also, the manager can remove harbor and water commissioners, with approval of the council.

There are added controls in charter amendments adopted in 1954 enabling the council to modify harbor and water budgets, requiring uniformity of salaries and providing for central purchasing. Recreation budgets are under the direct

control of the council and manager.

IN NINE years the city hall's final authority over the harbor and water budgets has been exercised but sparingly. In the whole history of the Harbor Department only two commissioners have been summarily removed. That was in 1939, during the troubled early days of oil development.

In spite of occasional flare-ups, the city's operations are coordinated. City Hall prodding was responsible at least to some degree for the massive water injection operation that saved the waterfront from being flooded by subsidence. More recently, City Hall and harbor have worked effectively together to bring out a form of contract for continued harbor oil development.

The huge income from oil so far and the development of the port itself attest to a successful operation under the commission, in the opinion of most observers.

AS FOR WATER and recreation, they have flowed smoothly.

The absence of textbook conformity is of no significance to the top administrator in the city government, City Manager John R. Mansell.

"No textbook rules can handle the intricate problems of this city," he said. "If our system is unique, so are some of our problems. For instance, no other city has a large and legally complex tideland oil operation combined with port development."

Mansell himself—16th in a line of city managers since 1921—is a good example of unconventional methods.

REFUSING to immerse himself in his office, he often visits other departments instead of calling in their heads.

"It's as easy for me to go to a harbor meeting," he remarked, "as to drag six or eight people to the City Hall."

He delegates more responsibility than has any other manager of recent years.

"Any success an administrator may have depends on surrounding himself with people who are dedicated, capable and loyal," he said.

HIMSELF professionally trained as an accountant and auditor rather than in formal public administration, he relies on a professionally-trained and experienced staff for routine, day-to-day decisions. But he originates the more important managerial policies and follows their development closely in the critical stages.

Observers who have known Mansell during most of his 17 years in the city government describe him, and not disparagingly, as an intuitive political expert, one who knows what will work with the pressures constantly interplaying at City Hall—from the council, from the public, from the special interests.

His subordinates are generally a different order of technicians, more inclined to follow the established procedures, many of them equipped with specialized university degrees.

ROBERT C. Creighton, assistant city manager, has a master's degree in public administration from USC. Byron W. O'Neil, executive assistant, and Lee Risner, administrative assistant, also have public administration degrees. Both served in municipal internship programs before becoming full-time employees.

Among department heads, professional education and experience are also the rule.

Some examples:

Police Chief William J. Mooney began his career as a patrolman in 1941 and is a graduate of the FBI Police Academy as well as the USC Public Administration College.

HIS COUNTERPART in the Fire Department, Chief Leonard V. Foster, has taken many courses at Purdue University and Long Beach State. Like Mooney, he has risen through the ranks. His first appointment dates back to 1938.

Samuel M. Roberts, who heads the catch-all Administrative Management Department, has a master's degree from Syracuse University. He held important offices in San Diego and Kansas City, Mo., prior to his appointment in 1951 as Long Beach director of finance.

Also the holder of a master's degree (from USC) is Duane George, who directs the city's share of the recreation program. He has been with the department since 1930.

THE HEAD of the Gas Department, L. L. Bender, was the co-owner of a pipeline construction company and vice president of a lubrication firm before joining the city in 1950.

Some of the most highly trained personnel are to be found in the Health and Library Departments. Dr. I. D. Litwack, health officer, not only has a medical degree from the University of Illinois but has taken public health training at Johns Hopkins. He has worked for the city since 1936.

Miss Blanche Collins, librarian, has degrees from Mills College and Carnegie Institute. She began her city career in 1925.

THESE AND other administrators are responsible for running a municipal corporation owning assets valued at \$500 million, exclusive of the vast oil deposits. (The latest figure, as computed by the budget and research division, is \$498,817,445.)

Included are such items as streets, \$170 million; harbor, \$117 million; structures and improvements, \$67 million; sewers, \$47 million; water facilities, \$35 million; land \$22 million; gas facilities, \$21 million.

The city's total authorized annual budget comes to more than \$120 million. This figure, however, is inflated by many millions in oil-financed projects carried over from the previous year. There is also a matter of some \$10 million in tideland oil revenues reserved for forwarding to the state.

Of the \$33 million-plus allotted to what might be considered routine governmental expenses outside of utilities and oil, nearly \$12.5 million goes for public safety, \$7.5 million for construction and operation of community facilities and \$5.3 million for cultural and recreation purposes.

FROM A beginning of less than three square miles, the physical expanse of the city has grown through 193 annexations to a current figure of 46.7 square miles.

This jungle of large statistics, representing a contemporary city, contrasts with nine scattered houses which constituted the community when it was first called a city. That was in 1882, and the unofficial name was Willmore City, honoring W. E. Willmore, who planned the original town site. Contrary to a local legend, there never was an official city with that name.

The name was abandoned, unofficially, in 1884 at a meeting of the early residents. Thereafter the settlement was known as Long Beach, a name said to have been selected after one of the first of the hamlet's civic controversies.

ACCORDING to one account, several proposals were written on slips of paper and the one marked Long Beach was selected by chance.

In any event, that was the official name when the first incorporation election took place Jan. 30, 1888, at one polling place—a downtown real estate office.

Of the 106 votes cast, 103 favored incorporation. On Feb. 10, 1888, the Board of Supervisors issued a proclamation establishing the new city of the sixth class.

According to the official papers filed with the bid for incorporation, the population was "more than 500." Boosters of that day claimed 1,000. A few detractors estimated 300.

THE FIRST trustees who went into session at The Tower, at Pacific Avenue and Ocean Boulevard, were John Roberts, president; M. H. La Fetra, George H. Bixby, Thomas Stovell and I. L. Fetterman. Their term lasted only until April of the same year—the shortest for any Long Beach governing body.

The 75th Jubilee ignores, for the most part, the city's brief period of disincorporation. This is just as well, for the early residents soon came to regret their hasty abandonment of local government.

In contrast with the first vote for incorporation, the decision to disincorporate was a close one—132 to 126 at an election July 27, 1896. Because of court actions, it wasn't declared official until June, 1897.

MEANWHILE the original causes of the disenchantment—taxes and liquor—had waned in the public mind. On Dec. 1, 1897, the electors reincorporated by a majority of 237-27.

By some mischance, 1897 is still the year listed in nearly all the city's current records as the date of incorporation. Even the city seal thus ignores earlier history.

But City Manager Mansell says this will be

changed. The files and the seal will be corrected eventually to recognize the 1888 origin.

LONG BEACH was content to be a general-law city until Feb. 26, 1907, when the first charter was approved. When it was ratified early the next year, the mayor-council form of government came into existence.

But the voters were still restless. On Jan. 29, 1915, they changed to the commission form of government, under which each of the five commissioners was a combined policy maker and administrator.

The present charter with its council-manager system became effective April 26, 1921. At first it provided for only seven councilmen.

The number was increased to eight in 1924 and to nine in 1938.

The drift away from the classic form of council-manager government began in 1929 with the creation by charter amendment of the Recreation Commission.

IT PROVED a fortunate experiment. The closely-coordinated city-school rec-

(Continued Page 67, Col. 4)

Way back in 1923 A.D. . .

It was two years after Signal Hill's black gold gush began. The big earthquake was ten years away. That same year the City Commissioners decided to accept the inevitable trend of fashion, and repealed their 1920 ordinance which outlawed bathing suits that did not completely conceal from view among other things, "each leg from the hip joint to a line around the legs one-third of the way to the knee joint."

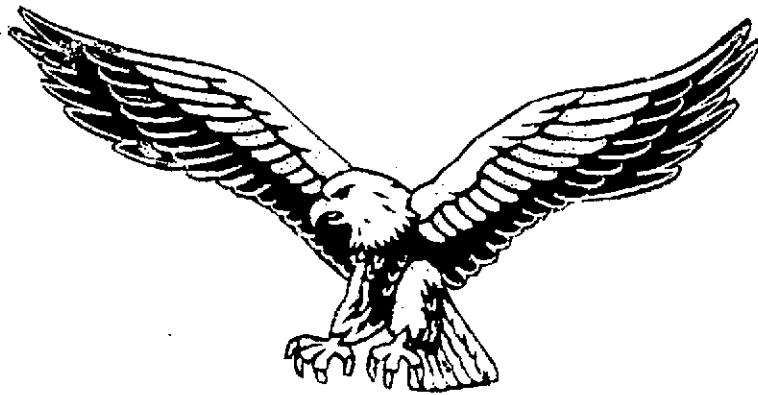
This was the year the office which was to become E. F. Hutton & Company in Long Beach opened its doors and switchboard to serve investors of the area. Two years later, in 1925, Bill Ferguson, now the manager of the office, joined the firm.

We're naturally proud of our four decades of service to Long Beach investors. But most important, we're looking forward to our continuing role in the growth and prosperity of our home town during the years to come.

E. F. HUTTON & COMPANY INC.

Member New York Stock Exchange • 41 Offices throughout the Nation
219 East Broadway • Telephone 437-2979
William C. Ferguson, Manager

Serving Southern California Arizona & Nevada



AMERICAN Wholesale Hardware Co.

Long Beach, California

P.S. You're a Wonderful City, Long Beach! Congratulations on Your 75th Anniversary—Judge Andersen

ORCHID CLEANERS AND DYERS

Serving Long Beach
since 1942



★ QUALITY CLEANING

Orchid cleaners has always catered to those who demand the very best cleaning and care of their clothes; to accomplish this we have continually modernized our plant to assure prompt service of the finest quality.

★ CUSTOMER SERVICE

Many of our customers now use our convenient drive in drop off—pick up window; others rely on our courteous home pick up and delivery service—either way we're at your service.

★ OUR SPECIALTY

The bulk of our business is keeping your clothing neat as a pin, but our specialty is fine drapery cleaning. We have a completely automatic cleaning and folding machine that treats your draperies tenderly, we are equipped to clean any fabric with scientific precision—just give us a call and you'll learn why we're proud to say "drapery cleaning is our specialty."

2706 Broadway

GE 8-7380



They Smashed the Fashion Barrier

By MARY ELLIS CARLTON

I, P-T Fashion Editor

Women, like Long Beach, have been busy the past 75 years changing the structure of things.

During that short span of time, they've shed the handicaps of hoops and hobbles. They've demanded—and won—emancipation from the tortures of wood, steel and whalebone corsets.

Today, they wear bikinis on the beach and pants on street (but dress to the teeth for important occasions). They run businesses, pilot planes, hold public of-

fice, build buildings and invade all fields once held sacred to men.

They've thrown off shackles in custom and clothes—and, in many instances, California women have led the way.

MOST SAY it was a happy coincidence of history and social upheaval.

Seventy-five years ago, when Long Beach and its coastline lured the first settlers, in cross-country train excursions from the Midwest, the New Woman was emerging in this country.

The chief liberating force, chroniclers say, was a new national enthusiasm for sports, feminine variety—mainly roller-skating, cycling and lawn tennis.

The whole idea was a natural for our adventure-some forefathers (and mothers) who, leaving behind cold climates and the rigorous life, swept West for a new, unprecedented rendezvous between man and nature.

Here—in their fertile frontier, their sunny playground—transplants were to give impetus to the country's rising zest for sports—adding swimming, boating and fishing to the list of national pastimes.

They were to become, women not excepted, the greatest outdoor sports enthusiasts in the world. Outdoor living was to become a way of life, a way of dress—an influence that today has spread to the four corners of the world.

BUT IT didn't happen overnight.

The first women settlers, coming to a land of which they knew nothing but rhapsodical rumor, brought along their heavy coats and overshoes, their corsets and corset covers, their high collars and leg-of-mutton sleeves, their bustled skirts and high-topped shoes.

They swept through the

90s in their long skirts (stirring up quite a dust on unpaved Pine Avenue) and minced through the early 1900s in hobble skirts.

Decorum, rather than weather or activity, was the early-day concern.

Women picnicked on the beach in clothes fit for Sunday go-to-meeting, including all the trimming and trappings from corsets and petticoats to hats and gloves.

The same attire, a bit more tailored, was also par for the golf course.

AND THEY WORE more clothes for swimming at the beach than the modern woman wears to church.

Most generally the costume consisted of a blouse, a circular or pleated skirt (usually mid-calf length or longer) and knickerbockers. Bathing stockings were a must, usually black silk or ribbed cotton. Some wore shoes.

And then, of course, there was the corset.

This fashion note is from the June, 1900, issue of Harper's:

"It is hardly possible to conceive of a figure so perfect, according to present rules of fashion, as to permit the swim costume to be worn without corsets, but the new bathing corsets are very flexible and do not compress the figure, so it is possible to swim."

And to top that, a hat was worn. Usually it was a straw brimmed affair that undoubtedly made swimming more difficult than the corset.

SWIMWEAR in those early days brought wave after wave of controversy and lifted not a few Midwestern eyebrows.

As witness this letter, written by Miss Hattie Whitney to the City Council in 1911 and reprinted in the May 21, 1930, issue of the Long Beach Press-Telegram:

"I have been in Long Beach over two years, and I am making an art of my swimming, aspiring to do fancy and fearless work. I am designing a suit that I can wear without endangering my life. I do not want to go to the expense of making it unless I will be permitted to wear it."

"The suit is a modest jersey with drawers that reach to the knees, covered by a skirt of knee length. It will have either very short sleeves or be sleeveless and will have a low neck. With this suit I will wear shoes and stockings."

"Now, I want to know if I can wear my coat to the water's edge, have my swim and put my coat back on without being molested? I don't want to break any of your laws, but it is impossible to swim in the long full skirt that the ordinary bathers wear."

"Assuring you that the suit will be perfectly modest, I await your reply."

The permit, according to the report, was granted.

PERHAPS it was just such laxity as that on the part of the City Councilmen that led to a growing tendency for exposure on the beaches," wrote an early-day news reporter.

Climaxing all previous efforts to stem the wave, Councilman William Peek

fathered the Peek Ordinance which brought wide comment from paragraphers in metropolitan newspapers both far and wide.

The ordinance, passed Oct. 19, 1920, provided that "no person over the age of six shall appear on any highway or public place or on the sand or beach in the Pacific Ocean in Long Beach clothed in a bathing suit which does not completely conceal from view all of that portion of the trunk of the body below a line around the body even with the upper part of the arm pits, except a circular armhole for each arm with the maximum diameter not longer than twice the distance from the upper part of the arm pit to the top of the shoulder and which does not completely conceal from view each leg from the hip joint to a line around the leg one-third of the way to the knee joint and without such bathing suit having attached a skirt made of opaque material completely surrounding the person and hanging loosely from the waistline in the bottom of the suit."

The penalty for violation: \$500 fine or imprisonment in city jail for six months.

THE LAW came to be known as the "anti-Peek-a-boo Ordinance" and gave the Long Beach police force

a man-sized job. Just how were they to measure the armholes of women's suits or determine whether lengths conformed with the Peek idea of propriety?

Three years later (November, 1923), the law was repealed.

Not many years after, the flapper era hit, sending skirts on the streets higher than they had been on the beach.

And you can bet your old tin lizzy that California and its flickers did more to shorten the dress and lower the waistline, bow the lips and crop the hair of the nation's flapper than all the designers of Paris and New York put together.

IN FACT, it was during this period that California emerged as the fresh, new fashion influence of the nation.

Clothes inspired by the examples of glamorous movie sirens and a climate uniquely suited to patio and poolside living inspired California designers to establish a school of casual fashion that, in its own way, is the most stimulating in the world.

While other parts of the country... the world, really, lived their lives in the "little black dress," the chic, casual, peripatetic California woman turned heads wherever she went.

SOON AN entire industry was born.

Today, Los Angeles ranks as second largest apparel manufacturing center of the world and makes two-thirds of the bathing suits worn in the nation.

It takes lead over Chicago, Philadelphia, Boston, St. Louis, Paris and London, and is second only to New York, both in number of firms, unit production and dollar sales.

From California came the first latex swimsuits and the first soft-collared sports shirts for men, also the first up-lift bras and panty briefs for women. It was California that brought cotton out of the kitchen and into fashion significance, took the one-season look out of clothes and gave nature lovers their first culottes, shorts and patio pants.

And the California influence is still destined to go places.

Robert E. L. Johnson, board chairman of Woodward & Lothrop in Washington, D.C., predicted in Women's Wear Daily recently: "The world fashion center 50 years from now will be in Los Angeles."

So there's the moon, ladies. By 2000, perhaps 10 years ahead of schedule, you may be setting the fashion pace for women in their race to outer space!

There was a time in fashion history when a visitor from outer space might have been excused for thinking that women were all wool, a yard wide and mounted on rollers. Thanks to the pioneering ladies above, there's very little doubt today about what little girls are made of.

PHOTO CREDITS
Hal—James Schilling, Courtesy of W. L. Phillips, Jr.
Gail—Security First National Bank
Bathing Suit—Bacon
All others from the Winstead Collection, Courtesy of Long Beach Public Library

Pat Walker says

Time Was

when a lady gained a slim waist by being torturously laced into a corset.

But Now They Prefer the Pleasant, Easy



PAT WALKER STAUFFER SYSTEM

way to a slim figure

FREE TRIAL TREATMENT AND FIGURE ANALYSIS

Under Pat Walker's scientific personalized guidance, women can slim down as quickly and easily as the 5 million women who have successfully reduced with this service. You can lose where you need to lose and you'll enjoy doing it. Pat Walker's personalized, comfortable service makes slenderizing a pleasure.

Try it! You can have a complimentary treatment and figure analysis at no obligation. Most women see changes in 10 days. Visits are only \$2.00.

For more information phone MEtcalfe 4-0672 or MEtcalfe 2-2973, 8 a.m. to 9 p.m. Monday thru Friday. Collect calls invited!

PAT WALKER'S STAUFFER SYSTEM SALONS

LONG BEACH
423 EAST FIRST ST.
MEtcalfe 2-2973
Hours: 8 a.m. to 9 p.m.

LAKEWOOD CENTER
4996-98 FACULTY
MEtcalfe 4-0672
Hours: 8 a.m. to 9 p.m.

THE VALLEY
7254 RESEDA BLVD.
DiCkens 5-1213
Hours: 8 a.m. to 9 p.m.

PASADENA
532 SOUTH LAKE
SYcomore 5-8888
Hours: 8 a.m. to 9 p.m.

HONOLULU
1551 KAPIOLANI BLVD.
Phone 95-296
Hours: 8 a.m. to 9 p.m.

One Dream Coming Up

(Continued From Page 99)

Its congratulations to the City of Long Beach in celebration of 75 years of advancement."

★ ★ ★
THUS, THE CHALLENGE of the "future unlimited" lies ahead for Long Beach. The city has begun to "toot its own horn"—in contrast to previous years of just trying to be a quiet seaside resort. It is in tune with modern living.

Expanding freeways are a valuable asset to growth of the city as a prime industrial center and a great place to live.

Think of the thousands of persons "back east where winters are cold" who even now are dreaming of moving to California. They are part of the business prospects of Long Beach.

Three-quarters of a century have been good, on the whole. Lucky, indeed, are the coming generations with such a heritage.

Acknowledgements

It is not possible, except in this general way, to acknowledge the assistance given by the citizens of Long Beach and the officials of the many public agencies and private companies in gathering material for this Diamond Jubilee edition. Wherever possible, picture sources have been identified, both to give credit and to provide a reference for future Long Beach historians. We sincerely hope that the material itself, and the manner of its presentation, will serve as a tribute to the efforts of all involved in its production.

MARK CLUTTER, Editor

BRYAN HODGSON, Art Director
Diamond Jubilee Edition

The Play's the Thing in Long Beach

By GEORGE ERES

Theatrical traffic between Long Beach and the world for a long time was one-way—away from Long Beach. All the action was somewhere else.

But in the past 10 years there has been a change in the picture. Long Beach is not quite the jumping-off place it used to be.

The change here is part of the drama change throughout the country. There is more intense interest in "live" theater. Theater is decentralizing. Milwaukee has a major repertoire theater. New York drama can be found in the city elsewhere than on Broadway. Eva LeGallienne is starting off on another National Theater tour; tent theaters are pitching their wares with first rate casts throughout the country.

LONG BEACH groups have been turning from the strictly non-professional to part professional theater.

And Actors Equity, the union which has jurisdiction over legitimate stage and musicals up to the stature of grand opera, is beginning to look at Long Beach as something beside breeding ground for drama fodder.

Name actors from the Hollywood area are getting more interested in Long Beach, said Lee Harris, West Coast representative of Actors Equity.

"We are making a survey of the situation in Long Beach at the direction of the board of directors. Our policy will be evaluated on the basis of the survey," he said.

WHAT THAT means is there is a possibility that Long Beach will be able to come under the Hollywood area type of contract which calls for payment of lower minimums to professional performers than it currently does.

What caused Equity to sit up and take notice of Long Beach was first, the operation of Magnolia Theater, which moved into the part-Equity field; and Community Music Theater, a newly formed musical theater production group, which jumped in with both feet into major productions here with use of not only "name" players but "star" performers.

The previous impression of Long Beach was based on the policy—still adhered to by Civic Light Opera and Community Playhouse as the best policy for their operations—of use of non-professionals.

COMMUNITY PLAYHOUSE, at 5021 E. Anaheim St., has presented weekend performances since 1929 when it was organized as the Long Beach Theater Guild and produced its first plays in the Courtyard Theater of Wayside Colony—a structure recently demolished to make way for a motor court at Atlantic Avenue and First Street.

Community Players prospered. By 1951, they had their own theater at the present site—the first center-stage theater in the United States. It was un-



EARLY-DAY THEATER-GOERS in Long Beach saw such dramas as "Through Many Waters," starring Mrs. Russell Pray and Stuart Ogborn, and presented by the Long Beach Community Players, which was then known as the Players Guild.

subsidized, non-profit and solvent. It seats 200 and is currently valued at \$150,000, according to Mrs. Walter Case, administrative business manager, who almost from the first was the guiding light of the organization. Mrs. Case and full-time director Larry Johns share the view that little theater should continue nonprofessional—at least in Community Playhouse.

In addition to the philosophy of non-Equity performance, Community's policy is that of "family theater." It can be said that Community puts on plays that will not irritate anyone—although there are some of the players and members of the group who do not agree with this policy.

NEVERTHELESS, Community Playhouse has been a force in the community. It has presented entertainment and served a useful education purpose as well as—by remaining continu-

ously in operation—provided a place for players to perform. It is quite possible that with some other policy, it would never have been able to "stay in business."

It is self-evident that it fills a need in the community—it has a large, influential body of vigorous supporters and has been the training ground for a large number of stage, screen and television performers, some of whom have become the biggest box office attractions in the country.

Onslow Stevens, actor and director, was active at the Playhouse as a "volunteer" in the early 1930s when the group was doing theater in an improvised playhouse, "Green Court," on the site now occupied by Sears and at the Pacific Coast Club.

LARAIN DAY, who adopted the name of Playhouse director Elias Day, played her first role at 13 in 1934 at the Playhouse and was discovered there by an MGM scout in 1937.

Robert Mitchum, one of the films' top box office attractions, began acting at Community in 1938. His first big role was as Duke Mantee in "Petrified Forest." Forest Rucker, known professionally as Galen Drake, has his own national radio and television shows, was a player and director at Community.

Robert Cornthwaite, one of television and films' best actors, trained at Community as did Hugh Beaumont, of screen and TV.

MARVIN CLOYD, president of the organization, has spearheaded a drive to raise \$50,000 for an addition to the structure which will greatly expand the program of the playhouse. A two-story Dramatic Arts Center is on the drawing boards. For the lower floor,

a 34-by-39-foot studio room adjoining the present lobby is planned. The second floor will house a 62-seat Balcony Theater with an end stage and dressing rooms.

Cloyd's proposal is for expansion of Playhouse activities to include "acceleration of the program of one-act plays and concert readings; lectures by pro-

fessionals; production of original plays and experimental theater; increased dramatic opportunities for teen-agers; workshop in drama and technical skills; a talent showcase to serve as a clearing house of performers from all segments of drama and music for special showings before major studios and agents;

establishment of a drama library.

In Cloyd's view the theater in Long Beach is in "a pretty healthy condition." He sees Community as filling a need as well as Magnolia and Off-Broadway. "Young people—if they are interested and want to work in theater

(Continued on Page 104)

THE OLDEST BUSINESS HOUSE IN BELMONT SHORE



back in 1927

this shopper

looked with confidence to Egyptian Drug Co. for her pharmaceutical and beauty needs. More than likely she is still a customer today because she relies on our long-standing good reputation.

Our 1963 store is new, modern and beautiful! Our sense of responsibility is still as dependable as it was 36 years ago!



no wonder people keep coming back to . . .

Egyptian
PHARMACY

5128 East 2nd Street . . . corner of Nieto . . . BELMONT SHORE

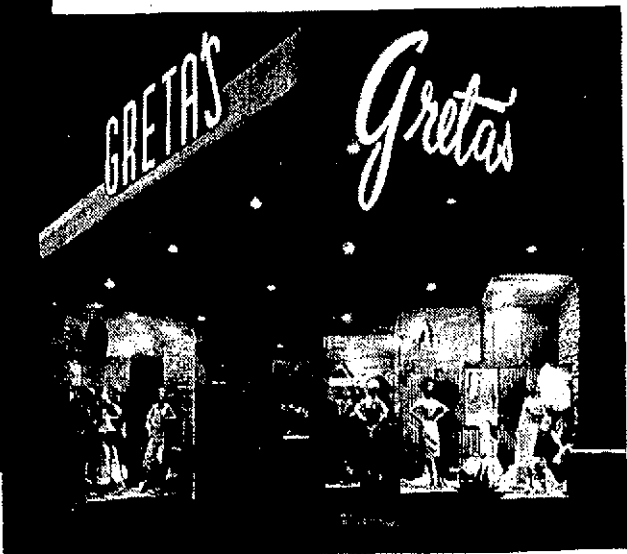


MRS. WALTER CASE
Long Beach Drama Pioneer



Something wonderful has happened...

. . . and you, Long Beach, have helped it happen! From this small narrow shop, we've grown to an exciting complete fashion store. It is deeply satisfying to be in the business of helping the fashion-conscious women of Southern California to be more fashionable . . . and we thank you, Long Beach, for making it possible!



*in our 24th year
of fashion
leadership*

Greta's

BELMONT SHORE'S FAMOUS FASHION STORE . . . 5012 E. 2nd STREET

The Play's the Thing in L.B.

(Continued From Page 103)
have every opportunity here."

THE PHILOSOPHY of theater as practiced by Community Playhouse was not satisfying to many people in the theater and two producing groups in the past decade have established themselves to fill what they believe corresponds more with what a "live" theater should be. They are Magnolia Theater and Off-Broadway.

Magnolia Theater, now starting its tenth year here, was organized by Gerry and Pat Brown, who after some homeless years settled down in a remodeled supermarket at 2400 Magnolia Ave.

The original intent was for a theater that would play every night in the week, but it soon became evident to the Browns that there was not a big enough theater audience here to support this type of activity and it settled back into the routine which most little theaters have found workable — weekend performances. The Elizabethian name, "The Theater," was dropped and the more localized name, "Magnolia Theater" was adopted.

THE BROWNS came to Long Beach with theatrical background and soon were engaged in a program of presenting some plays which Community perhaps never would stage as well as a few off-beat productions.

The Browns embarked on a policy of bringing professionals to the theater as leads, selling the productions on a "name" basis. The theater was able to work out an agreement with Equity whereby "name" actors could appear at less than the \$150 a week set minimum for non-Hollywood areas. Established actors with an honest desire to appear in live theater—after long stints before TV and film cameras—appeared at Magnolia. In some cases, they appeared for the minimum plus percentage of the house.

Not all plays featured "name" performers, but enough Hollywood people appeared to fix Magnolia in the public mind as the playhouse where professionals appear more or less regularly. Some of them returned for more than one show. Among the more or less regular group of professionals who have played at Magnolia are Robert Dine, Lyle Talbot, Richard Erdman, Juanita Moore, Vanessa Brown and William Talman along with other lesser known professionals.

MAGNOLIA'S aim is for professionalism in the theater, and the "nut" is not

always easy to crack where the overhead runs \$1000 a week for three staff members, advertising, mailing, program actors, utilities, lease and royalty fees plus production costs and other expenses that crop up. The Browns report an average 65 per cent of their capacity attendance for their subscription series of shows.

The subscription series concept for Magnolia was introduced three years ago. The first season Magnolia attracted 250 subscribers; the second year, 1000. This year's goal is 2500. A total of 72 productions have been staged in the nine years the theater has been in existence.

So while Community Playhouse over the years has been engaged in developing actors and sending them off to the white ways, Magnolia with a different concept has been bringing back performers who have made "names."

WHILE THE use of equity people in the little theaters has certain obvious advantages of draw, better performance for audiences and giving the non-pros the experience of acting with professionals, it has the obvious disadvantage of possible financial strain on the playhouse. Theater is a gamble and sometimes it doesn't pay off.

Off-Broadway Theater, 211 Lime Ave., is a case in point.

Off-Broadway, in existence about five years in a made over dance studio that seats 136 in its end-stage theater, took a chance on William Talman.

Talman did outstanding business at Magnolia where he played in "Born Yesterday." His leading lady was Doreen Porter, (Mrs. Rod Whaley) and whereas she might not be a major attraction elsewhere, in Long Beach, where she is well known, it is possible that she was a major draw. At any rate, between the two of them, the theater played to sold-out audiences and was held over.

OFF-BROADWAY took a chance and cast Talman in two one-acters, "No Exit" and "Way and Means."

But at Off-Broadway, whether because of Talman over-exposure here—he had recently concluded the Magnolia run — or choice of plays, the theater lost money.

As the youngest of the three little theaters here playing regularly, Off-Broadway is probably the theater least able to suffer financial loss.

Nevertheless, Eleanor Shibley, vice president of the players, says the experiment paid off in publicity and prestige. Talman is a publicity-conscious performer and sells the shows

he appears in in TV and other public appearances. Reviews in the trade publications in Hollywood rated his performance as excellent and incidentally got Off-Broadway notice in the professional field.

THE OFF-BROADWAY people come the closest to the philosophy of "the hell with the box office — we want exciting theater" school. It has more than any other group, brought contemporary theater of the "off-Broadway" variety to Long Beach. It is not entirely blind to the need for money however, and has not hesitated to throw in "something sexy" to feed the box office.

But Off-Broadway has steadily been building a reputation for doing the off-beat. While musicals and the partially draped female figure have helped financially, they have played such works as "The Chairs," "The Respectful Prostitute," "Playboy of the Western World," "The Immoralist," "The Connection," "Waiting for Godot," "A Taste of Honey,"—the latter directed by Jay Adler who for a time conducted a workshop at the theater without pay.

The Off-Broadway has been more willing than other theaters to experiment with original plays by local authors and has a Children's Theater which has staged three productions.

Mrs. Shibley, a product of the New York theater, said the theater grossed \$10,000 last year and should do better this year, but without the support of a long-established community backing such as Community Playhouse has or the support of "name" players such as Magnolia has drawn, there is a constant air of desperation — a not unattractive quality in little theater that confesses itself willing to take chances on plays and has not too much concern with building a big treasury.

"Our name," says Mrs. Shibley, "suggests the type of plays we do. We have complete freedom in our theater—freedom of ideas, freedom to experiment. We do family type plays to avant garde—as long as it is good theater. No play is ever censored. We develop directors as well as actors and writers."

THE EQUITY VS. non-Equity viewpoint carries over into the two musical theaters here.

Civic Light Opera, established as Singers Workshop by Henri Scanlon here in 1948, makes a point in its casting calls of its non-Equity status, but at the same time boasts with some justification of its professional standards of performance. It incorporated in

1952 and in 1960 took the Civic Light Opera name. Approximately 50,000 people attended productions of Civic Light Opera in the 1962-63 season and average production costs were about \$30,000, said Harvey Waggoner, general manager for the non-profit organization.

Civic Light Opera makes its way with receipts from subscription ticket sales, individual ticket sales, contributions and allocations from the City of Long Beach and the County of Los Angeles.

WAGGONER said the big stumbling block to further growth of the Civic Light Opera is need for a theater "which would be available for continuous use and occupancy for a regular, sus-

tained period of time."

A Long Beach Civic Light Opera Guild has been organized dedicated "to raising necessary funds for expansion and increasing the social prestige of the CLO association."

A total of 37 productions have been staged by the association, growing from the four performances of two productions in 1952 to the current season's 32 performances of four productions.

Four productions are scheduled for the 1963-64 season: "South Pacific," "Unsinkable Molly Brown," "Vagabond King," and "The Sound of Music."

"We feel we are fulfilling the twofold purpose under which the organization started," said Waggoner: "to raise the cultural level



ACADEMY AWARD nominee Juanita Moore thrilled audiences at Magnolia Theater with her portrayal in the famed drama of Negro life, "Raisin in the Sun."

of the community through the production of musical theater and to provide the medium of expression for the talents of those who are interested in actively par-

ticipating in the theater."

COMMUNITY MUSIC THEATER, organized in 1962 with emphasis on use of Equity players in leading

roles staged its first four productions with not only "name" players but "star name" players and grossed about \$110,000—but will (Continued Pg. 105, Col. 1)



J. Murray Yunker, President, Certified Grocers, the world's largest retailer-owned wholesaler

Just 3 Years in Long Beach

But very much
in the picture!



In fact, we have one of the largest selections of pictures . . . prints and original paintings . . . in the Long Beach Area. Come in and see our tremendous display.

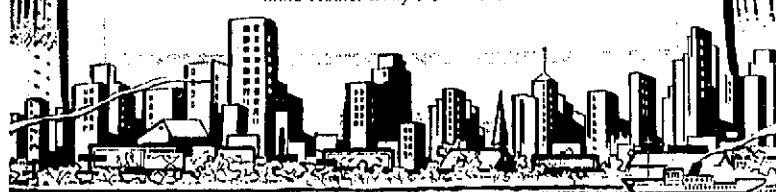
Frames . . . we have hundreds of stock frames. Most any standard size in a wide variety of style. Custom framing, too.

PICTURE & FRAME MART

4435 Atlantic Avenue GA 8-1549

In Bisby Knolls adjacent to Towne Theatre

Store Hours: Daily 9:30 to 5:30



"We're not health insurance claims experts. And we don't want to be. Blue Cross man Herb Kinsman showed us why it pays to let their people handle claims administration. Our claims are handled fairly, promptly, accurately—and at no extra cost to us. It's all in a day's work for Blue Cross, and it saves us plenty of headaches." (Find out more about the health plan that's professionally run. In Long Beach, get in touch with Blue Cross man Bob LaBarthe at GARfield 6-6101.)



Works more ways to give more value

The Fleet's In —to Stay!

"The bay is acquiring a naval as well as a commercial repute. A squadron of the Pacific Fleet recently cast anchor before Long Beach. Before his departure Admiral Glass stated that he found the bay in front of Long Beach, with its clear atmosphere and its broad placid expanse, so admirably adapted for naval maneuvers . . . that he was certain it would be frequently used for such purposes."

—from a pamphlet written by The Rev. Sidney C. Kendall and published in 1903

By BOB SANDERS

Truer words than those of Adm. Glass were never spoken. His prediction of future use of the waters off Long Beach by the United States Navy needs only the substitution of the word "continually" for the word "frequently" to bring it up to date.

Today 109 ships of the Pacific Fleet ply in and out of the Naval Base on Terminal Island, with some of them arriving or leaving almost every day. Today civilian and Navy personnel at the base spend an estimated \$200 million a year in the Long Beach area, not counting official Navy expenditures of another \$65 million.

No doubt Adm. Glass would be almost as surprised as the average Long Beach citizen is today to learn that all this Navy activity began inauspiciously when a Navy sloop of war, the Cyane, brought the first Navy personnel to the Long Beach harbor way back in January, 1843.

IT SEEMS that the then commander in chief of the United States Pacific Squadron, one Commodore Thomas A. C. Jones, brought the sloop here for an interview with the Mexican governor of California, Manuel Micheltorena, to explain how he had mistakenly captured the city of Monterey in October of the preceding year under the mistaken assumption that the Mexican War had started.

The war had not started so Commodore Jones gave the city back to Mexico but his explanation to the

Mexican governor marked the first official Navy visit to Long Beach waters.

Five years after Adm. Glass' visit another historic landmark in Long Beach's Navy history occurred when 16 ships of the Great White Fleet, on an around-the-world cruise ordered by President Theodore Roosevelt, stopped off here for what citizens of the time called "the most momentous occasion in the history of the city."

THERE IS no doubt that the intermingling of the personnel of 16 great warships on a population of several thousand Long Beach citizens presaged the future times when the cry of "The fleet's in" heralded the arrival of Navy men in force.

These gleeful times began officially in 1919 when the United States Navy was first divided into the Atlantic and Pacific Fleets and Adm. Hugh Rodman brought nine dreadnaughts and supply ships, the first Navy ships to be "homeported" off Long Beach. In these early days there were no shore facilities to speak of here and it wasn't until 1921 that Adm. E. W. Eberle, commander of the Pacific Fleet, anchored his nine battleships, 20 submarines, three Eagle boats and six Fleet training ships off shore and set up his staff headquarters in the old Hotel Virginia.

THAT YEAR the first Service Men's Club was established in the old Pine Avenue sun parlor under the auspices of the Commu-

nity Services organization and equipped by the townspeople.

In 1927 the Battle Fleet, with its 1,500 officers and men, was based here during most of the year and many of the Navy men began buying homes in the area.

In 1928 the first aircraft carriers, the Saratoga and the Lexington, were homeported here and Long Beach achieved fame by leading all cities of its size in Navy enlistments during the seven months the fleet was in.

The year 1932 gave Long Beach the name of the "Navy capital of the United States" when the Scouting Force of 50 vessels brought 800 officers and 7,860 men to add to the Battle Fleet already homeported here with 1,424 officers and 18,727 men.

IT WAS estimated that 900 officers and their families, more than any other city in the country could claim, made their homes here not, to mention uncounted thousands of enlisted men.

The same year the first Navy landing was built at the foot of Pico Avenue at an original cost of \$80,000.

Any inconvenience local citizens might have suffered from the great influx of Navy personnel in those early years was more than offset in March of 1933 when the "big quake" shook the city to its foundations and made most of its citizens temporarily homeless.

Within minutes after the quake subsided Adm. Richard H. Leigh, commander



OLD STYLE hats and new-style sailors showed how the Navy was changing in the mid-20's when this picture was taken during the official visit of a pair of admirals to Long Beach. The lieutenant wears the then-rare aviator's wings, and both his insignia and his steed (mounted on catapult in background) attracted more attention than all the admirals' gold braid put together.

in chief of the Fleet, notified the city manager, E. S. Dobbin, that the personnel of the entire Navy were at his disposal.

MORE THAN 4,500 sailors and Marines patrolled the city for more than a week, keeping order and arresting would-be looters.

As a result the new Navy Landing was re-christened Leigh Landing in honor of the admiral and later that year the first of a series of "Fleet Welcome Weeks" was celebrated when the fleet returned "home" with 30,000 officers and men after a seven-month cruise.

Another Navy landmark occurred in 1935 when the citizens of Long Beach contributed \$22,735 to add to the Army and Navy Department of the YMCA's \$50,000 to build the first Navy "Y" on a plot of state-owned land near Leigh Landing.

When the clouds of war were growing over the world in 1940, more than a quarter of the Navy's peacetime personnel of 207,000 men were assigned here when the fleet was in. It was estimated more than 90 per cent of the married officers and 60 per cent of the married enlisted men maintained their homes here, making Long Beach truly the "homeport of the Pacific Fleet."

BEFORE THE fleet left for Hawaiian waters on maneuvers, from which many did not return, there were 47 ships assigned here.

Even before World War II exploded on the minds of the American public Long Beach's destiny as a Navy town was already cast. In 1940 the city decided to the Navy 105 acres of land of Briton Beach on Terminal Island—known to the early inhabitants as "Rattlesnake Island" and later, for no reason apparent from early writing, "Mormon Island."

Payment for the acreage was cheap enough—only \$1—but of course the wily

city officials did retain all mineral rights to the land.

EARLY IN 1941 the Navy took out a building permit for the then unheard-of sum of \$18,012,000 to start building a base to be known as Roosevelt Base. The original cost estimates of this installation were expected to total more than \$100 million on a plot that was to eventually encompass 395 acres.

"Its (Roosevelt Base) construction certainly indicates that here will live the people of the Navy and their families, that here will ply the greatest warships of the nation," wrote historian Walter Case in his Long Beach Bluebook in 1942.

He, it would seem had taken a page from the early predictions of Adm. Glass.

Navy Department General Order No. 154, dated 25 September, 1941, established the Naval Operating Base for the purpose of combining all fleet installations in the area under one command. These included Roosevelt Base, the

Naval Aid Station on Reeves Field, the Naval Hospital (now the Veterans Administration Hospital), the Navy Landing and nine other harbor area installations.

FIRST COMMANDER of the base was Capt. Richard B. Coffman, who now lives at 3152 Blue Dr., Los Alamitos, then the assistant to the commandant of the 11th Naval District.

Under his able leadership was destined to begin what became at the end of the war and has so remained the biggest single business in the Long Beach area—the Naval Base at Terminal Island known officially by the Navy as the Naval Base, Los Angeles.

This spiraling mass of Naval facilities includes nine major components, all under the command of Rear Adm. Kenneth L. Veth.

PRIMARY job of the base — as with almost all previous Naval installations here — is to serve the fleet. One hundred and nine Navy ships, including three

anti-submarine aircraft carriers, two amphibious assault aircraft carriers, two guided-missile light cruisers, one heavy cruiser and 35 destroyers, are homeported here. They, with their more than 31,000 officers and men, represent 30 percent of the Pacific Fleet.

Figures illustrating the economic impact of the Navy on the Long Beach economy are almost incomprehensible. The base employs over 10,000 military and civilian personnel on its 15,700 acres of land. Its annual payroll exceeds \$54 million. Land and equipment utilized is valued at more than \$280 million.

The total annual payroll of the Navy here is \$200 million and the major portion is spent in the Long Beach area. This does not include the more than \$60 million the Navy spends in the area for stores, fuel, contracted repairs and other services.

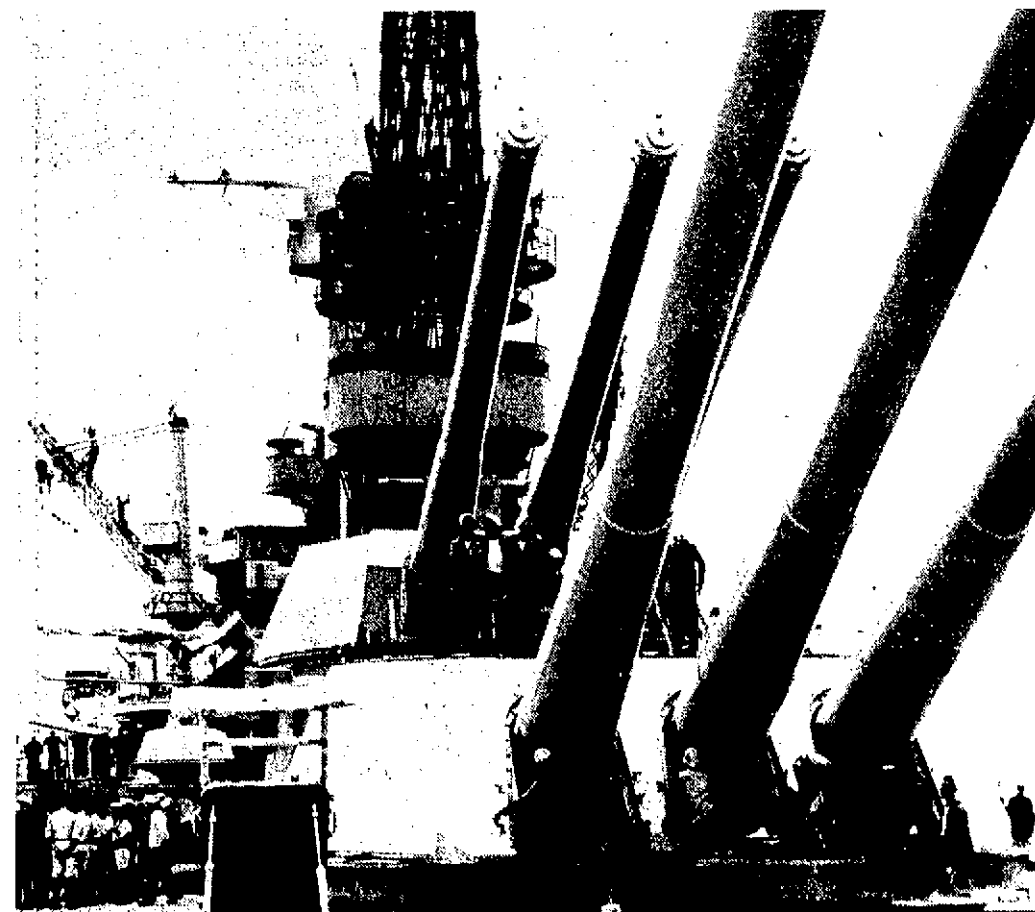
Convinced? TO DESCRIBE in detail the facilities and operations

of the nine major components would entail more space than even this voluminous edition.

Suffice it to say that: By far the biggest of the base's operation is the Long Beach Naval Shipyard, whose more than 6,000 civilian employees and 87 officers make it by itself the second largest single industry in the city. Located on 160 acres on Terminal Island and another 65 acres at its Torrance Supply Annex, the shipyard has a plant value of \$238 million.

Physical components of the yard include four drydocks, including a 2,800-ton floating drydock and the Moreel Drydock, one of the largest drydocks in the world, capable of handling any ship in the Navy except the USS Enterprise. In addition to its five piers and 10,000 feet of docking space, the yard is the proud possessor of one of the largest sea-going cranes, the 350-ton 374-foot-high German-made crane that

(Continued Page 69, Col. 1)



PRIDE OF THE NAVY in the 20's were the huge guns of the battlewagons. Three sailors took time to pose for photographer while their buddies stayed hard at work on lower turret during visit of battleship of the USS Pennsylvania type to Long Beach.

CROWN CAFETERIA

Famous and proud to be a Part of Long Beach during the Diamond Jubilee

For Your Enjoyment

MONDAY
Roast Round of Beef
German Cole Slaw
Mashed or Sweet Potatoes
Roll or Corn Bread
Butter
Coffee or Tea
1.25

TUESDAY - WEDNESDAY
Fried Chicken
Cole Slaw or Carrot Raisin Salad
Sweet or Mashed Potatoes
Corn Bread or Roll
Butter
Coffee or Tea
1.00

PASTRY & BAKE GOODS
We have a reputation in Southern California for baking the finest cookies—large ones, small ones, plain and fancy, also all pastries and desserts, as well as fresh bread and rolls, all are available for purchase at the counter.

BANQUET AND PARTY FACILITIES
we can handle either a large or small party
call for further information at HE 2-5000

101 ALAMITOS AVE., LONG BEACH
Hours: 11:00 to 8:30 p.m. — FREE PARKING

Drama Stages LB Comeback

(Continued From Page 104)

show a loss for the first season, according to Mrs. Sven Runolfsson, musical director and board member.

The announced aim of bringing as fully professional performance as possible was carried out with casting of McDonald Carey in "The Music Man," Byron Palmer in "Annie Get Your Gun," Anne Jeffreys in "The Most Happy Fella" and "Bye Bye Birdie" with Sherri North, Del Moore and Lynn Barrie.

"We're in the process of auditing now," said Mrs. Runolfsson. "We expected and probably will show a loss for our first season. But we accomplished what we set out to do—use more Equity performers—bring professional entertainment to the city. We have established a reputation with agents, stars and audiences. Approximately 30,000 persons viewed performances of the shows.

Community Music will have a professional general manager next season, said Mrs. Runolfsson. Like Civic Light Opera, one of the problems is to find a place to perform. Originally, the group had planned an October production but because of the inability to find a time period at Municipal Auditorium, the group's next production has been put over to February.

ALMOST EVERY week-end of the year, something is doing on stage in Long Beach—in the "little theater," the music theater, City and State College, Jewish Community Center, and to a lesser extent in the high schools which admittedly do not have a very extensive program for drama.

While the mainstays of the local theatrical scene are the many nonprofessionals, or people who work at the various non-theatrical trades, and professions the schools are the source of material for the stage.

City College and State College drama department staff members have been active in the independent theater productions—David Emmes of City College directing and acting at Off-Broadway as well as directing his regular program of plays at the school; Dr. David W. Sievers of State College in his own college program and as director for Magnolia's production starring Robert Cornithwaite, "The Egg."

OVERALL there is an awareness of all the groups of the need for a program of promotion of theater in the city. This recognition brought about the organization of the Council of Living Theater, which Dr. Sievers has headed for the two years it has been in existence. It's principal accomplishments thus far have been the development of a Drama Day held each year where common problems are discussed and the establishment of a playwrighting contest.

COLT's formation was stimulated by the greater local interest in theater and in turn has attempted to greater stimulate interest of the general public in theater.

There are, of course, varied responses to the question of what is the state of the theater in Long Beach. To some it is good, to others depressing; to some it is exciting while some do not consider that Long Beach has any theater worth the name.

A game sort, most of the theater people themselves sometimes are apt to be a bit optimistic about the condition of things. However, all will admit the box office can stand more traffic.

While in all cases, the play not always been the



WILLIAM TALMAN enacts scene from "No Exit" with Long Beach actress Norma Crowley in successful presentation at the Off-Broadway Theater.

thing, theater in Long Beach has continued to grow over the years. There is more and better theater here today than there was even 10 years ago. Some of the theater is bad, some is good; none of it is indifferent. They eat, sleep, live and love their theaters—from the one-time actor who worked in a professional show to the starry-eyed young thing who has made up her mind she is going on the stage. They're a dedicated group. If they weren't, little theater wouldn't exist, except in the institutions where nobody must worry particularly about budgets, critics' reactions or who's going to pay the rent.

Scenic Tour

The cruise boat Shearwater leaves Navy Landing (foot of Magnolia Avenue) daily at 2 p.m., from Pierpoint Landing at 2:30 p.m., to make scenic tours of the Long Beach Harbor.

Port Serves Entire Southwest

Long Beach Harbor is an international shipping point for the nation's second largest and fastest growing population center and its market hinterland covers most of the Southwestern U.S.

The municipal port handles imports and exports for cities as far away as Denver, Omaha, Chicago and Carlsbad, N. M.

The harbor's primary market, where about 90 per cent of its cargoes are bound or originate, is the sprawling Southern California megalopolis, a region that is growing at the rate of 1,200 new residents each day.

Within a 75-mile radius of the port there are more than eight million people.

THE SECONDARY market, which includes areas in Nevada, Utah, Colorado, Arizona and New Mexico, has a population in excess of 20 million persons.

This market is reached through more than 1,000 truck lines and three transcontinental railroads—Southern Pacific, Union Pacific and the Santa Fe—which service the port.

The port's primary trading zone encompasses the nation's number one production area for agriculture, electronics, aircraft and missiles. It also leads the U. S. in new construction and employs the largest building trades workforce in the western hemisphere.

First Directory

The first directory to list Long Beach names was the Los Angeles County edition of 1886-7. It numbered 21 business firms and noted proudly that the area contained no saloons.

1927 Beauty Parade Drew Pastor's Fire

"Bestiality . . . Lewdness and Leprous Debauchery."

That description was flung at a Long Beach Bathing Beauty Parade in 1927 by a fiery Long Beach minister.

Dr. George M. Rourke, then pastor of First Presbyterian Church, took on the Bathing Beauty management and the City Council which granted it a permit. He called the six Councilmen who voted for the permit "vampires of human flesh" and he likened the pageant to "the days of Roman immorality."

USING as his text Psalms 12:8, "The wicked walk on every side when the vilest men are exalted," he characterized the parade as "an insult to the church, to Christianity—too cheap, vile and tawdry for words."

"It is a spectacle where young girls are exhibited for vultures to gaze upon," he declared. "It is beneath the dignity, decency, virtue and honor of Long Beach."

In blasting the parade of swimming suit-clad girls, Dr. Rourke said he stood on the side of Christianity, the church, fathers and mothers and young boys and girls who opposed it.

"I will not permit God Almighty to be slapped in the face without a protest," he asserted.

Dr. Edwin L. Weatherwax, then pastor of the First Evangelical Church, opposed the parade as the first step in making Long Beach "a wide open town." This would lead, he warned, to a "hopelessly wicked future."

Yep, the bathing parade was held.



J.J. Newberry Co.

Starting in 1911 with one small store in Stroudberg, Pennsylvania . . .

Today Newberrys are coast-to-coast with over 577 stores. Serving the entire U.S. with popular priced merchandise that fills the needs of most American families.

The Holland House Cafeterias in most Newberry stores serve the highest quality foods available.

Please visit us soon.



433 PINE AVENUE • DOWNTOWN LONG BEACH • HE 5-1521



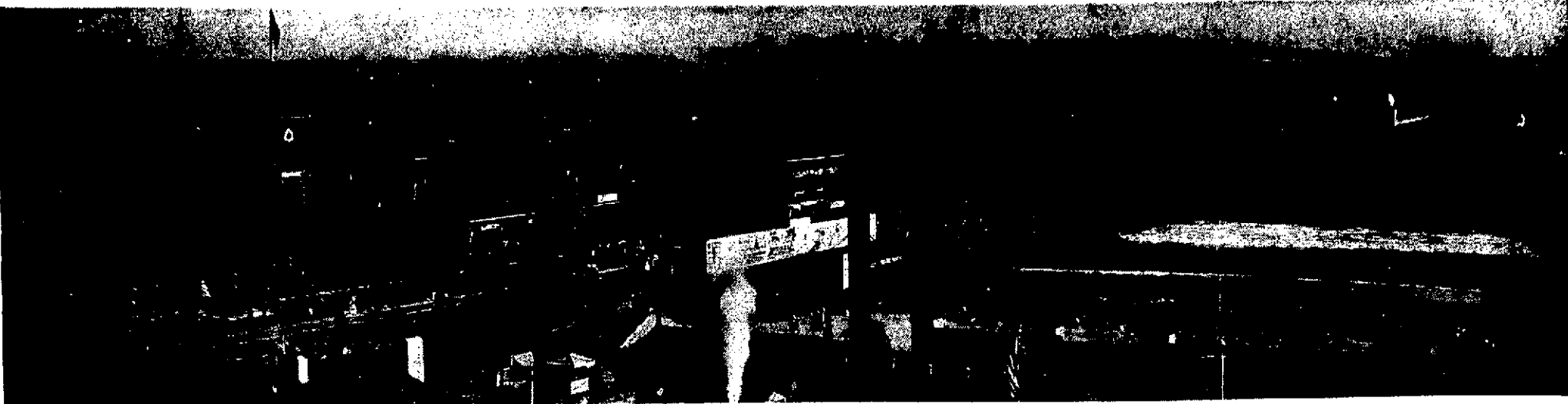
The Long Beach District Board of Realtors

WHOSE MEMBERS BELIEVE IN THE AMERICAN WAY OF LIFE

Salutes the City of Long Beach on their 75th Anniversary as the ideal place in the world to live that life.

Long Beach District Board of Realtors
3747 Long Beach Blvd., Long Beach, Calif.





PINE AVENUE PIER WAS JAMMED WITH SPECTATORS ON APRIL 18, 1908, WHEN THE GREAT WHITE FLEET SAILED MAJESTICALLY ALONG THE WATERFRONT

Courtesy Long Beach Public Library

BUILDING BOOM

The Sky's the Limit!

By ROBERT SCHMIDT

Granted, Long Beach had 165,000 citizens living within its boundaries in 1940, so it could hardly be called a sleepy little seaside resort.

But the rate of the city's growth from its founding in 1888 to 1940, compared with the almost incredible speed with which the community's face has been altered in the five years since 1958, do present an astonishing contrast.

The community had grown in fits and starts since its early days, private and public capital being used, generally, to build facilities after a population spurt had created a need for them.

In the 1930s, however, the hordes of desperate migrants fleeing the sun-seared, barren Middle West and Southwest represented more than just a "spurt" on a population chart. People, many people, were coming to Southern California.

THEY WEREN'T coming to Long Beach!

In a decade when Los Angeles County nearly doubled its population, the City of Long Beach added barely 20,000 citizens.

The 1933 earthquake was responsible, in part. Investors were aware, even in the '30s, that high-rise apartments were necessary—and profitable. But Long Beach's uncertain topography discouraged builders of dwellings and of industries, and the city, in comparison to the rest of the county, languished.

EVEN SO, the schools, in time, became crowded. Police and fire-fighting facilities were no longer adequate. Hospital beds were too few. The city had to build.

But then there was a war, and no time for building. And when the war ended there was subsidence, and no foundation for it.

Science had found a way to build structures which would resist the stress of earthquakes. It found a cure for the subsidence problem, too.

FINALLY, in 1958, technology was ready, the people were ready, and private and public capital were ready.

There was built the Public Safety Building, the County Building, the Edison Company Building, the Water Department Building, the Harbor Administration Building, Memorial Hospital, Community Hospital.

There was constructed the Ocean Boulevard Bridge, the Marina, the Douglas headquarters building, the Richfield Oil Building, the Port's grain elevator, Portofino, the Navy Landing, the Armed Services YMCA, Shoemaker Bridge.

NOT MERE topics of discussion among councilmen or business investors, but visible, completed accomplishments are the Arena, the Van Camp Sea Food building, the Lincoln Park Underground Garage, the bulk of the Long Beach State College complex, the Port's terminal storage sheds, the Big A and Zody's and Los Altos shopping centers.

Plus improvements in schools—a hundred million dollars worth approved by voters; and recreational facilities—including parks, golf courses, and recreational facilities, and the airport—including extending the main runway to accommodate Douglas' huge DC8 and so persuade the company to remain here.

The city abounds in facilities properly labeled "greatest," "largest," etc.

The Long Beach Marina is the largest municipally-owned small boat harbor in the world.

The Long Beach Port, the world's most modern, has the largest drydock in the world; it is the only port in the world which can accommodate the monstrous new super-tanker "Manhattan" at wharfside.

LONG BEACH still has jobs to do, of course. But it is a city with sufficient classrooms, sufficient courts, sufficient police and fire-fighting facilities, sufficient hospital beds.

There is recreation at the beaches, the Marina, the parks, the fishing waters offshore.

There is culture in the city's lively theaters and at the ever-expanding libraries.

There is education at the city's nearly 60 elementary schools, 14 junior high schools, six high schools, one junior college and the state college.

THERE IS industry in the oil fields, the shipping, the businesses. And the city's investment of public capital has invited the like investment of private capital—as in the Marina, where the city's \$14 million project has spurred the development of restaurants, motels, markets, a fine department store, and other businesses which have helped turn a swampland into a valuable tax base.

There is climate. The city can't take too much credit for that, but it's another point on the "asset" side of the ledger.

And, most exciting of all, there is Future. Capital "F"!

The Shoreline Development Project and the World's Fair will make Long Beach an even more splendid place to visit.

And a more magnificent place to live.

PROUD TO BE PART OF THE GROWTH OF LONG BEACH

For many years United California Bank has been part of the great growth and prosperity of Long Beach—now celebrating its Diamond Jubilee. We are proud of the contributions we have been able to make in the past. We look forward with anticipation to meeting the challenge of even brighter tomorrows.



THE LONG BEACH
BUILDING TRADES COUNCIL

And its membership salute
Long Beach on its 75th Anniversary



We have been representing the highly skilled Craftsmen in this area since 1927 and look forward to the continued growth and prosperity of this great city we live in.

The bank that does a little more for you

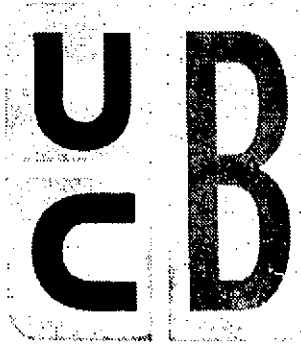
LIKE SCALING EVERY OBSTACLE that stands between you and the solution to your financial problems.

This is only one of the ways UCB does more for every customer. There's more, too, in the extra care and attention with which every transaction is handled. In the comfort and convenience of UCB's modern offices. In the friendliness and personal interest of UCB people.

Most important of the more you get at UCB is the skill and knowledge of our managers and officers. Experienced bankers all—who know your community, study it, are an active part of it, and in most cases, have lived in it for years.

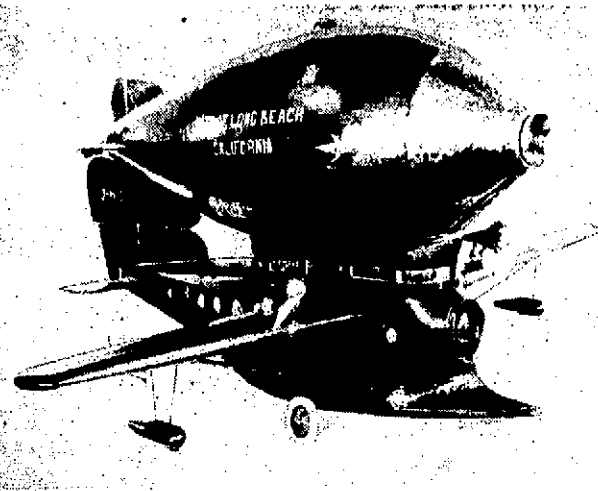
Come in and discover for yourself how much more you get at UCB.

UNITED CALIFORNIA BANK



LONG BEACH: 129 East Broadway • 4210 Long Beach Blvd. • WILMINGTON: 544 Avalon Blvd. • SAN PEDRO: 407 West Seventh St.
LOMITA: 2173 West Lomita Blvd. • TORRANCE: 1403 Sartori Avenue • BELLFLOWER: 17037 South Bellflower Blvd. • DAIRY VALLEY: 13205 East South St.
BUENA PARK: 7551 Commonwealth Ave. • SEAL BEACH: 13916 Bay Blvd. • HUNTINGTON BEACH: 309 Main Street • COSTA MESA: Harbor and Baker

Taking a Flyer to the future



Winslow Collection, Courtesy of Long Beach Public Library
When Long Beach Inventor John Hodgdon Designed His Dirigible-Boat-Aeroplane (Above) in 1929, He Had His Eyes Fixed Firmly on the Future. For Another Version of the Shape of Things to Come, Read On . . .

Enter the time vehicle, set the dial for 2038 and let's have a look at Long Beach on the occasion of its 150th anniversary.

The time tourist from 1963 is shocked by the seeming emptiness of the city. There are many tall towers—some of them more than 100 stories high—but between them is open park land. Streets are few. The cars are silent and emit no fumes. There are many horses on the park bridle paths.

The official tourist guide anticipates the questions the visitor wants to ask. "Here," he says, "is the result of a revolution that was just beginning in 1963. The automobile with its streets and freeways was slowly strangling the metropolis. The automobile was the most inefficient machine ever invented. It burned fantastic amounts of fuel to carry perhaps one man to a destination. By 1975 people knew that the auto had to go. By 1990 it was gone.

★ ★ ★

"THE PRIMARY REASON for its disappearance was the decreasing supply of petroleum. Gasoline prices went up and up. The cars we use now are electric and they are used for short trips only, but you can drive your car onto the express train and drive off in downtown Los Angeles in five minutes.

"Suburbia began to disappear with the automobile. People realized that there was really no direction to go but up, so they replaced individual homes with skyscraper apartments. This made it possible for more people to enjoy outdoor living in the parks. Long Beach now has a population of 750,000—and 20 times as much park land as it had in 1963."

The guide takes the visitor on a tour. First stop is at the huge water distillery south of Seal Beach. "The flow of desalted water from this one plant alone is greater than the flow of the Colorado," he says. "There are a dozen plants like it up and down the coast. California no longer has arid land except for a few small deserts maintained as national monuments."

★ ★ ★

THEIR NEXT STOP is the spaceport where they arrive in time to see the shuttle blast off for the pleasure satellite. "Before you leave you must go out to the satellite," the guide says. "Most people find it quite exciting to orbit the world, and weightlessness is a pleasant and useful experience."

"What about travel to the moon?" the visitor asks. "Well, that's still terribly expensive. We maintain scientific colonies on the moon and on Mars, but the cost and hardship pretty well close them to tourists."

★ ★ ★

AT DISNEYLAND the guide points out the 20th century city. "If you would like to, we can go for a drive in a Thunderbird," he smiles.

As they travel around, the visitor observes the people. He is struck by their vibrantly healthy and happy appearance.

"The possibilities of medicine and psychology were just beginning to be guessed in your day," the guide explains. "Most medicine now is preventive. The physician finds and treats weaknesses which could result in disease. Likewise, the psychologists work to prevent unhappiness.

★ ★ ★

"I'M NOT SAYING that we have eliminated unhappiness. A person who has been injured or has suffered bereavement is unhappy. But we have done much to eliminate neurotic unhappiness."

"Can you tell me how the typical person lives in this society?" the visitor asks.

"Well, education begins much younger than it did in your day," the guide says. "Infants are conditioned through various techniques and devices for acquiring knowledge. Going to school is no longer an emotional struggle. The

children want to go to school, want to learn. Consequently our 18-year-olds are better educated than your doctors of philosophy. We aim at educating the whole person. Our children are all proficient in athletics.

★ ★ ★

"ON FINISHING school at 18, they go into the government service. This is the outgrowth of ideas like your Peace Corps. Most of them choose to follow some specialty in lands that are still underdeveloped. Some men go into the Army. There are still nations where peace is maintained by guns.

"After their five-year tour of duty they enter their chosen professions. Automation long ago did away with most jobs classified as labor. This does not mean that people no longer work with their hands. On the contrary, everybody does. The psychologists discovered that manual labor, especially when it involves creativity, is a way to mental health. Everybody excels in one or more crafts.

"Some of our ideas of progress may surprise you. You've noticed the great number of horses we have. Well, the psychologists discovered that man needs the company of animals. After all, throughout history until the 20th century man lived in constant relationship with beasts. Man suffered great psychic loneliness when he isolated himself from other creatures."

★ ★ ★

IN THE HARBOR they visit a great submarine freighter. "The atomic submarine has put most of the working ships of the world under water," the guide said. "There are no storms below the surface, and fuel is used more economically.

"The 20th century saw man's adventure into space. The scientists of the 21st century are devoting themselves mostly to this earth, and especially to the sea. We mine and harvest the bottom of the sea. We fertilize great areas to increase the supply of fish. There are even homes under the sea. One can sit by his picture window and watch the continuous movement of sea life."

Entering a flying machine, they visit the countryside. "You will notice that almost no one lives in the country any more," the guide said. "The farms are tilled and harvested by automatic machines guided by a radio control tower. Today's farmer is a scientist and technician. The land is sacred to him. The soil is constantly enriched. The farms of America today have better soil than in the days of the pioneers.

★ ★ ★

OUTSIDE OF THE big cities, most of America today is either farmland or wilderness. Strict laws govern the exploitation of wilderness. The mountains are protected for enjoyment by people."

Back in Long Beach, the visitor asks about the crime rate. "It is approaching zero," said the guide. Crime happens, of course. You will never get rid of wrong-doing unless you get rid of freedom too. That would not be desirable. But the things that drive men to crime—extreme poverty, injustice and neurotic compulsion—are pretty well under control. The emotional drive toward self-destruction has been lessened. Alcoholism, for example, is so rare that most doctors have only academic knowledge of it."

Back at the time vehicle, the tourist asks: "What are the goals of this society? Where are you going from here?"

Instead of answering this question, I would like to ask you one: This is your future as envisioned by the best intellects of your day. What are you doing to achieve it?

The future can only be prophesied in part. Fine minds of 75 years foresaw the air age and even space travel. Our time tourist saw only one of the futures available to us.

Another future is that of the day after World War III when the remnant of mankind—there is always a remnant—begins the centuries-long task of rebuilding a society.

Perhaps even more frightening is the future in which the erosion of human and natural resources through exploitation and neglect creates a degraded society. It happened in Rome. It could happen here.—MARK CLUTTER.



New Public Library Needed

(Continued from Page 98)

boards, shelving and lighting may be nearby. Storage areas in 4 buildings now used by the general maintenance man will be combined in the "New Main" with construction materials, equipment and work-bench planned for efficiency and safety. The custodian's office and janitorial supply room will be nearby, too.

IRM tabulating equipment and circulation control for loans from branches as well as Main will probably be near these other "noisy" functions.

SOME PLACE in the building there will be office space for the city librarian and administrative staff; for branch library headquarters, coordinator of work with boys and girls, the young adult coordinator and such other key personnel as may be needed.

Locker and staff facilities will provide for an increased library staff. With approximately 200 library employees currently working, an assembly room able to seat at least 300 will be needed for the city librarian to hold meetings of combined branch and Main personnel. In-service training room. There will be smaller conference rooms for committee meetings, book selection meetings, monthly branch librarian meetings and book discussion groups.

the knowledge that there are unforeseen needs, library planners sometimes wonder if they are projecting a large enough building. With elevators, air conditioning, walls and halls using up perhaps as much as 20,000 square feet, is a 150,000-square-foot building going to be adequate for 20 years?

But the big question is: "When in this space age are the voters of Long Beach going to vote bonds to provide the Library space they and their children need to cope with our second 75 years?"

Historians: Here Is Big Job for You

Here's a job for some aspiring writer with time and imagination. Write a history of Long Beach.

We have one, you say? What's the matter with Walter Case's "Long Beach and Vicinity," the "Bible" of everyone who under any circumstances writes about Long Beach's past?

"Long Beach and Vicinity" covers the ground—like a blanket—up to and including the middle of 1927. It covers the mastodons and camels, wild horses, giant sloths and oxen with huge branching horns that used to live where Long Beach now stands. It describes the Indian tribes, the Spanish explorations, the Spanish land grants, the fascinating stories of Los Alamitos and Los Cerritos ranchos.

But 1927 was a long time ago. Long Beach has done a lot of growing since then, with many changes.

What's the matter, you say, with the history of the Long Beach area being compiled under Maymie Krythe, Vol. V of a 13-volume history of Los Angeles County?

Not a thing. Two dozen persons are working on the volume, and with Mrs. Krythe at its head, it's bound to be good.

But Long Beach is important enough to deserve a new, up-to-date history of its own.

How about it, you writers looking for a project?

—VERA WILLIAMS

FOX WEST COAST THEATRES

DIVISION OF NATIONAL GENERAL CORP.

"TALKIES"

COLOR

3-D

CINEMASCOPE

CINERAMA

STEREOPHONIC SOUND

In Long Beach Since 1926

FOX WEST COAST THEATERS

"The Place to Go!"

Modern as Tomorrow

WEST COAST

333 E. Ocean Blvd.
HE 6-4209

CREST

4275 Atlantic
GA 4-1619

IMPERIAL

315 E. Ocean Blvd.
HE 6-3973

BELMONT

In Belmont Shore
GE 8-1001

BAY

340 Main St.
Seal Beach

Grand Opening in February
THE NEW
FOX
ROSSMOOR

SERVING LONG BEACH SINCE 1934

Wine Mess

1770 E. BROADWAY
LONG BEACH



house of . . .
AMERICAN
AND
IMPORTED

WHISKIES
LIQUEURS
WINES
CHAMPAGNES

May we invite you to visit our most exquisite wine room where we offer personalized assistance in the selection of a proper wine to complement the food for your table. The Thanksgiving holiday is drawing near . . . Do give us the opportunity to aid in making this holiday feast most memorable.

THE WINE MESS

Cordially Invites You to Their . . .
26th ANNUAL CHRISTMAS SHOWING

Don't Miss This Exciting Presentation of . . . Packaging of Fancy Liqueurs, Whiskies and Decanters . . . Including an unusual display of Gourmet Foods . . . Candies . . . and Bar Accessories. Wonderful selection of appropriate gifts for the Holiday Season — We Custom Pack —

PARTY ORDERS AND
PLANNING OUR SPECIALTY

Unusual Imported
DELICACIES

Glassware, Bar Gadgets, Gifts
HE 6-8901



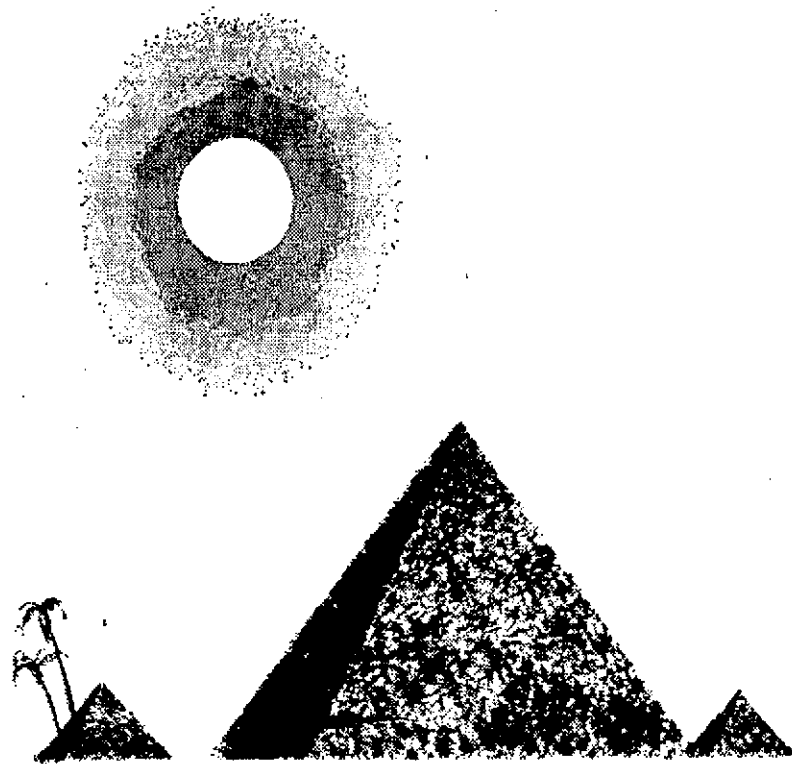
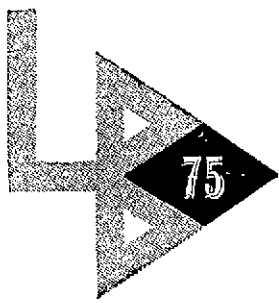


MARTIN A. NISHKIAN
Holds Outstanding Engineering Firm

Martin A. Nishkian, prominent Consulting Engineer and Designer of Long Beach, California, enjoys an enviable reputation in all fields of engineering.

He was born in Fresno, and graduated from San Francisco Poly High School, and the University of California. He did post graduate work at the University of California and Stanford.

In October of this year, M. A. Nishkian & Co. was awarded an architectural-engineering contract by the State of California, Division of Architecture, for a Central Heating and Cooling Plant to serve the State Capitol Complex in downtown Sacramento. This contract is the largest of its kind awarded to date to any private firm. The ultimate construction cost will be in the neighborhood of \$15,000,000.00.



*He was there...
your consulting engineer*

M. A. NISHKIAN & CO. • LONG BEACH, CALIFORNIA
Consulting Engineers

Design
Construction
Surveys
Appraisals
Engineering Reports
Economic Studies
Civil
Structural
Mechanical
Architectural
Electrical

Chemical and Petroleum
Process
Steam-Power & Refrigeration
Gas Compressor Stations
Gasoline Absorption Plants
Gas & Products Transmission Lines
Pumping Stations
Repressurization Facilities
Nuclear Facilities
Chemical Process Plants
Oil Refineries



Los Angeles County Central Heating and Refrigeration Plant



Central Heating & Refrigeration Plant & Laundry, Los Angeles County Harbor General Hospital, Torrance



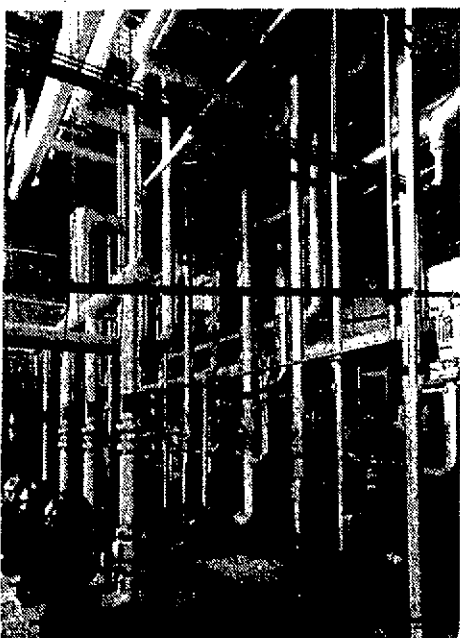
Uni-Plant Corp. Douglas Space Systems Center, Huntington Beach



Medical Services Bldg.,
Rancho Los Amigos Hospital



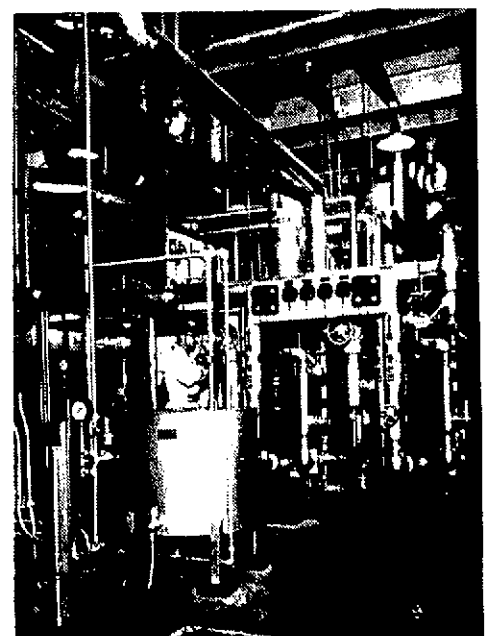
Central Heating and Refrigeration Plant,
Los Angeles Civic Center



Central Heating Plant,
Miramar Naval Air Station



Central Steam Plant, Naval Training Center, San Diego



MTR Boiler Plant, Arco, Idaho

THESE FAMILIAR DIAMONDS SALUTE THE CITY OF LONG BEACH ON THEIR DIAMOND JUBILEE

**WALKER & LEE
INC.**

THE WALKER & LEE DIAMONDS HAVE BEEN THE
TRADEMARK OF QUALITY & INTEGRITY IN THE FIELD
OF SOUTHERN CALIFORNIA REAL ESTATE
FOR MORE THAN TWO DECADES.

**LOOK FOR THESE DIAMONDS
WHEN YOU WANT TO BUY OR SELL A HOME**

ACREAGE DEPARTMENT—NEWPORT BEACH
2043 Westcliff Dr., Suite 305 Midway 6-7716
BUENA PARK
8031 Stanton Taylor 7-2130
CARSON STREET—LAKEWOOD
4100 Bellflower Boulevard Harrison 5-1214
COMMERCIAL & INDUSTRIAL—ANAHEIM
2580 West Lincoln Avenue Jackson 7-8817
CORONA DEL MAR
2760 E. Pac. Cst. Hwy. & Goldenrod 675-3171
COSTA MESA
2629 Harbor Boulevard Kimberly 5-9491
DUTCH VILLAGE—LAKEWOOD
5549 Woodruff Avenue Harrison 1-1211

OFFICES

EUGLID—KATELLA—ANAHEIM
1742 South Euclid Prospect 2-0075
FULLERTON
1718 West Orangeflora Trojan 1-1542
GARDEN GROVE
11501 Brookhurst LEhigh 9-7753
LINCOLN—MAGNOLIA—ANAHEIM
2580 West Lincoln Jackson 7-5138
LOS ALAMITOS
3542 Cerritos GENEva 0-7564
LOS ALTOS—LONG BEACH
2060 Bellflower Boulevard GENEva 3-7493
GENEva 3-0993

NEWPORT BEACH
2043 Westcliff Drive Midway 6-7711
Kimberly 5-3029
PARK ESTATES—LONG BEACH
5201 E. Pacific Coast Hwy. GENEva 4-7426
GENEva 8-4822
RESIDENTIAL INCOME—LONG BEACH
853 Atlantic Ave. HEmlock 7-6427
SANTA ANA
2231 South Bristol 546-0022
TUSTIN—SANTA ANA
13892 Tustin Avenue Kimberly 7-6471
WOODRUFF CENTRE—LONG BEACH
3010 Woodruff Ave. HA 1-6448, HA 9-5924

**WALKER & LEE
INC.**

real estate

"THE ONE TO SEE IS FROM WALKER & LEE"

After Darkness, the Dawn

By ROBERT HEARD

The American dream began to come true for the Chinese in Long Beach and other California communities in 1943—the dawn year that finally closed off a century of darkness.

For the Japanese-Americans, the night was not so long, but it was blacker.

To understand the trials and eventual victories of these two peoples, we must go back to 1850, when China's Taiping Rebellion—bloodiest war in history until World War I—spurred thousands of fleeing Chinese to choose California, which they knew as "the land of the golden mountains."

THESE WERE free men, not coolies. More than 3,000 of them came that first year. By 1860, they numbered 30,000; in 1880, 75,000, or nine percent of California's population.

In the early years, they were welcomed as cheap labor that could live on "the smell of a greasy rag." But in the mining towns the honeymoon began to end in 1852, spoiled by the best Chinese qualities—industry, frugality, docility. The other miners resented so much virtue. They forced the Chinese out.

In his "Chinese in American Life," S. W. Kung describes the birth of anti-Chinese feeling:

"CHINESE timidity, unaggressiveness and lack of protest provoked further attacks, simply because such characteristics were interpreted by westerners as signs of weakness . . . (the Chinese) belonged to none of the labor unions. They seldom patronized the rum shops. All these factors prompted the general feeling that the Chinese were weaklings and therefore ripe for a sort of semilegalized robbery . . . by lawless men."

In 1854, the California Supreme Court ruled the

Chinese were included in a law prohibiting court testimony by Negroes and Indians. (They lifted the ban on Negroes in 1862, but kept it on the Chinese and Indians until 1872.)

Politicians inserted anti-Chinese planks in their platforms in 1855. They could do this with impunity because "John Chinaman" couldn't vote. What's more, John didn't want to vote.

MORE THAN 4,000 years earlier—1,000 years before Genesis was written—a Chinese poet whose name has faded in the mists of antiquity voiced his people's philosophy:

From the break of day
Till sunset glow
I toil.
I dig my well,
I plow my field,
And earn my food
And drink.
What care I
Who rules the land
If I
Am left in peace?

It took the Chinese immigrant a few years to understand what democracy means. Their principal organization, the Six Companies of San Francisco, protested to the California Senate in 1862 the murders of 88 Chinese that year alone. Chinese houses were destroyed. Chinese were driven away from areas where they had jobs. The few who began to seek redress in court found none, even when the case was decided in their favor.

It was at about this time, the mid-1860s, that the first Chinese came to what is now Long Beach. They were the cooks at Rancho Los Cerritos and Rancho de los Alamitos. Highly regarded for their culinary skill, they still were "only cooks," and few bothered to remember them when writing the history of the area.

Sarah Bixby Smith, daughter of Llewellyn Bixby, mentioned them fleet-

ingly in her "Adobe Days," a reminiscence of her girlhood visits to Rancho Los Cerritos in the late 1860s. She named only one, Ying, whom the children loved for his delicious pastries. And she spoke of a small lacquer box purchased from a Chinese peddler from Los Angeles.

"THE CHINAMAN was an essential part of the housekeeping," she wrote, comparing their indispensability to that of the Mexican laborers for other ranch work.

The 1860s also witnessed two major contributions by the Chinese to the building of California: the beginning of the fabulous Southern California fishing industry and the building of the Central Pacific Railroad.

Only the Indians had fished here before the Chinese. Chinese fishing villages dotted the Southland coastline. Los Angeles buzzed for days with the story of the first sighting of Chinese junks off San Pedro in 1871.

THE CHINESE specialized in abalone, a creature polite society here considered inedible until the Chinese showed the polite whites how. (By 1870, the Chinese were exporting \$1 million worth of abalone a year; by 1880, their annual exports of dried shrimp hit \$3 million. Occidentals didn't like it. Could not tolerate it, in fact.)

The Chinese provided most of the hard muscle for the building of the Central Pacific. By the time of its completion, 1869, only 1,000 of the 10,000 men in the railroad gangs were not Chinese.

Anti-Chinese fervor subsided slightly during the Civil War and remained relatively low during the early years of track-laying for the Central Pacific. Then it began to spread again, and

in more "respectable" circles.

A CALIFORNIA federal court in 1867 declared Chinese ineligible for naturalization.

A year later on the other side of the world, Anson Burlingame, American minister to China—an idealist operating under the orders of pragmatist (he liked the cheap labor) William Seward, secretary of state—negotiated a free-immigration treaty with the Chinese government.

The treaty recognized "the inherent and inalienable right of man to change his home and allegiance." The treaty lasted exactly 12 years.

IN 1871 in Los Angeles, resentment against the Chinese boiled over. Nineteen Chinese died in the Oct. 24 Chinatown riot. Contemporary writers tried to blame the violence on hoodlums; but Carey McWilliams points out in his "Southern California Country" the mob of 1,000 Angelenos was led by policemen and police-appointed deputies, and one of the leading members of the City Council got in a few licks.

Almost all defenders of the Chinese were converted two years later. Business recessions of 1854 and 1862 led to isolated cries the "Chinaman" was stealing the white man's dinner, but the Panic of 1873 produced a crescendo of demands that the government do something about the "Chinese problem."

Even East Coast newspapers got into the act. The New York Nation noted derisively that on the Pacific Coast the Chinese were perpetuating "those disgusting habits of thrift, industry, and self-denial . . ."

A MULTITUDE of discriminatory state laws and city ordinances had been

Continued on Page 62, Col. 1.



35 Years

Progress Together
Sears and Long Beach



SEARS
Long Beach
1928

THROUGH THE YEARS



In September 1928 Sears, Roebuck and Company recognizing the growth potential of Long Beach, opened its Long Beach store in the remodeled Long Beach Creamery building. The store was staffed by 78 regular and part-time employees to serve a city population of 150,000. Sears has kept pace with the tremendous growth in the Long Beach area. In 1963, Sears modernized its building and for greater shopping convenience added a new Garden and Building Materials shop, plus the largest and most modern Sears Automotive Service Center in Southern California. This modern shopping center is staffed today by in excess of 600 regular and part-time employees to better serve the expanding Long Beach economy. You can count on us to continue to keep pace with the future growth of our community.



COUNTY BLDG., LONG BEACH

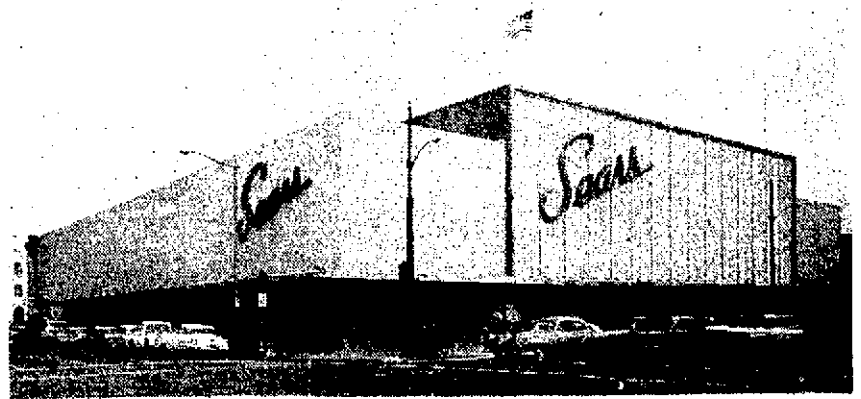


BEST WISHES
TO MY
HOME TOWN
ON ITS
75th
ANNIVERSARY



Mrs. Chace and I are happy for this opportunity to express our congratulations to the community upon its 75 years of progress. As your County Supervisor, I am grateful for the privilege of having had a part in the modernization of Los Angeles County's administrative facility in Long Beach.

BURTON W. CHACE
SUPERVISOR, FOURTH DISTRICT
COUNTY OF LOS ANGELES



SEARS - LONG BEACH 1963

You Can Count On Us
Quality Costs No More at SEARS

SEARS 450 Long Beach Blvd.

SUNDAY

I.P.T. DIAMOND JUBILEE EDITION

75 YEARS OF A CITY'S GROWTH

LONG BEACH, CALIFORNIA—OCTOBER 27, 1963



NANCY

By Ernie Bushmiller





Air Business Is Zooming

THIRTY-SEVEN years flew by between the launching of the first Douglas plane, the Cloudster (below) in 1921, and the maiden flight of the DC-8 in 1958. The fantastic development of aircraft was matched by the increasing number of workers, until today the city's economic health leans heavily on the success of Douglas airplanes. Today, Douglas is hatching a new bird, the medium range DC-9, and if past indications mean anything, it will be another bird that lays golden eggs for Long Beach.



The New Long Beach Historical Society

By DR. WARD DeWITT

How did Long Beach grow from ranchos of Spanish dons to a beautiful city of California? How did it happen?

Few people in this thriving young burgeoning city give much thought to the past or evince much pride in its achievements. In their minds, the city just developed and here it is. Yet, the history of Long Beach is as full of romance and human interest as many cities where statues have been placed on every corner and in every park dedicated to past heroes.

LONG BEACH is a symbol of dreams and heartaches for hundreds of her forefathers. For some unaccountable manner, her citizenry never took time to honor her patriots or boast of the crises surmounted in the past that have made the city one of the best known in the nation.

How did it all happen? Only a few of the loyal really know!

Many of the able leaders of Long Beach knew there was a weakness — there was no Historical Society to dig out the facts and make them known. It was a most unusual situation, when all around this com-

munity, smaller ones were so aware of their heritage that active societies had already engaged in the preservation of records in fine museums. For years, a few people in Long Beach hoped that an enthusiastic society would be organized to work at catching up on the city's history before it became too late. In many respects, it was almost too late, as masses of material have been destroyed, landmarks lost, and pioneers dead.

IN 1955 the City of Long Beach purchased the Los Cerritos Ranch House and thereby acquired by public purchase the first historic property to be owned by this community and kept as such. Heretofore, all such properties remained in private ownership until expansion removed them as historic sites. It was this purchase that awakened a community uneasiness in the public mind.

Mr. Edwin Castagna, city librarian, was one who voiced regret that there was no organization of public spirited citizens willing to work at holding the fast disappearing historical past. Los Cerritos Ranch House was placed under the management of the Library System and the grounds

under the care of the Park Department.

ONE EVENING, Mr. William Evans, curator, invited Dr. and Mrs. Ward DeWitt to the Los Cerritos Ranch House for a discussion of Historical Society possibilities. Mr. Evans had made a thorough search and found no authentic information that such a society had ever been attempted. He and Mrs. Evans convinced the DeWitts that it would be worthwhile to make the effort.

The first real success came when a well known businessman and patriotic citizen, Mr. Marshall Simon, agreed to give his support. From that time on the pace quickened. Mr. Kenneth Hemphill, president of the Chamber of Commerce, and Mr. Harry Krusz, executive manager, also agreed to give the full cooperation of the Chamber.

MR. MALCOLM EPLEY, executive editor of The Independent, Press-Telegram, and president-elect of the powerful Downtown Kiwanis Club, made organizing a historical society the major project of the year. Kiwanis became the chief sponsoring body for the

society with the blessings of everyone concerned.

The first meeting of the Kiwanis Public and Business Affairs Committee under the chairmanship of Mr. John Barrett, was held Dec. 21, 1961, in the home of Dr. Ward DeWitt, 250 E. San Antonio Drive. Those attending were:

John L. Barrett
Clyde F. Seek
George J. Badenhausen
Blaine Davidson
Ward G. DeWitt
Clare D. Hamman
Kenneth L. Hemphill
Sam C. Hitt
Jerry S. Jacobs
Francis Laufenberg
Max Livoni
John Mulholland
Jay L. Reed
Leonard A. Roberts
G. Edwin Wilcox
W. G. Wilson
Marshall G. Stone

These men established the committee's program for the coming year, the main one of which was the Historical Society Activity. Minutes of the meeting included: "This project will be a major activity for this committee and the entire club. The scope of the project was enthusiastically described by Ward DeWitt

(Continued Page 63, Col. 5)

Look, But Don't Touch

Ever hear about Long Beach's anti-spooning law, passed in 1918?

It forbade "any person to sit or lie with his or her head or any other portion of the person touching a person of the opposite sex."

Dangerous Experiment With X-Ray

A lot of you think science was just an infant at the same time Long Beach was. But that's not true. Only two years after the discovery of X-ray, for example, readers of the Long Beach Press were warned of the danger of the ray:

"Friday, Oct. 22, 1897.

"Danger in the X Ray

"Fine complexions, according to a recent sensational announcement, can be made by an application of the X ray. Prof. Elihu Thomson, the electrician, says this is not true, and that to prevent serious physical injury the ray must be used at some distance from the body, with an exposure of not more than from 15 to 30 minutes. Not long ago he tested the power of the ray on his little finger, held close to the tube for 12 minutes. Redness and irritation quickly followed, the nail fell off later, and the flesh looked like it had been scalded. The scar still remains, at the end of eight weeks. Enough is known of the ray to warrant the rule that it shall be handled only by the expert."

TWELVE MINUTES! It's a wonder his whole arm, didn't fall off.

Quiet City

A brochure published for the Board of Trade here in 1900 stressed the calm and quiet of Long Beach. "There is but one policeman," boasted the board, "and his job is a sinecure."

In public, that is. The law was aimed at public kissing and necking, but literally interpreted it made it unlawful for:

1. A mother to take her small son on her lap.

2. A man to take a woman's arm to assist her from car or buggy or over a mud puddle.

3. A man and woman to shake hands in public.

Penalty for infraction was a jail sentence or fine or both.

The law was repealed. Dance halls came in for

strict regulation in another of Long Beach's famous "blue laws." In 1908 the Council passed an ordinance prohibiting dancing the "hula hula, kan kan, Pedro Bowery dance or any imitation of such dances."

Even the waltz, the one-step and the schottische had to be danced in bright light. A city ordinance provided that electric lights or gas jets "as powerful as 16 candles" had to be provided for every 10 square feet of dancing space.

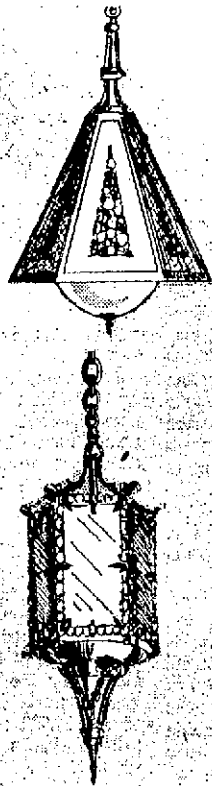
A law passed in 1907

made it a misdemeanor to "loiter in or be in or upon city parks or Seaside Boulevard without a valid reason," between midnight and 4 a.m. Nobody knows what John Law considered a "valid reason" in 1907.

Early Name

Wilmington's original name was Suangia, then was named New Town (in rivalry to the "old town" of San Pedro) and finally rechristened after Wilmington, Del.

Traditional Aristocrat



LIGHTING THAT SETS THE MOOD. IT IS THE MAGIC THAT CREATES COLOR, TEXTURE AND SPARKLE WITHIN YOUR HOME. CREATE THIS MAGIC WITH ORNATE BRASS AND COLORED GLASS HANGING LANTERNS.

5264 LONG BEACH BLVD.

GA 3-0401

FOUNTAIN LIGHTING

Someone we think

about a lot...

She's an American homemaker... one of several million who use P & G products daily to help keep their families clean, well-fed and happy.

As you might expect, we give a lot of thought to what she likes and needs in the way of household products. We feel it's our business to please her. That's why we're constantly developing new and better products to make sure she gets the very best.

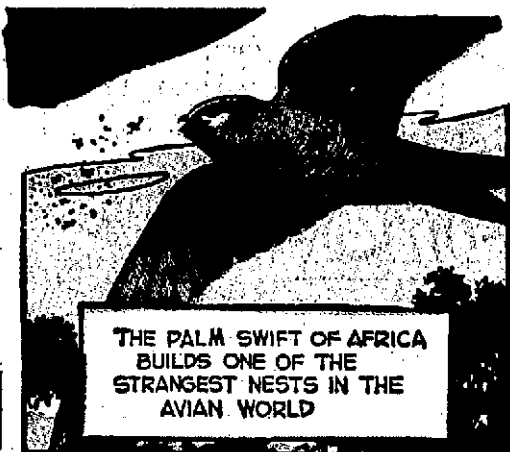
And that's why today—as for the past 32 years—the people of our Long Beach plant take unceasing care to assure consistently high quality in all the products we make. You might say our business is pleasing people. A nice kind of business? We think so.

PROCTER & GAMBLE
LONG BEACH



MARK TRAIL

by



THE PALM SWIFT OF AFRICA
BUILDS ONE OF THE
STRANGEST NESTS IN THE
AVIAN WORLD

INSTEAD OF
CONSTRUCTING THE
USUAL CUP-LIKE
CRADLE OF OTHER
SWIFTS, THIS BIRD
GLUES A VERTICAL
PATCH OF FEATHERS
TO THE UNDERSIDE
OF A LARGE LEAF

TO THIS "PAD" SHE
ATTACHES HER EGGS
WITH THE SAME
STICKY SALIVA...

AND ONCE THE GLUE
HARDENS NOTHING CAN
SHAKE THEM LOOSE

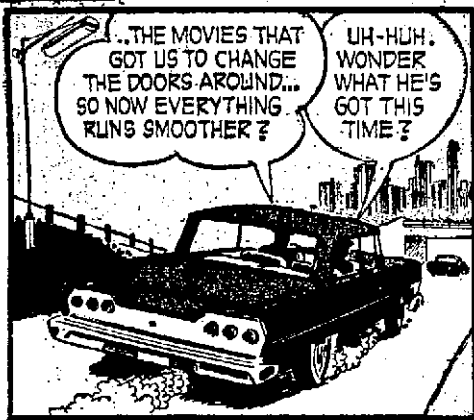
PERCHED UPRIGHT,
SHE PASSES
HER WARM
BREAST AGAINST
THE EGGS TILL
THEY HATCH

AND IN THIS SAME VERTICAL
POSITION THE NEWBORN CHICKS
MUST CLING TENACIOUSLY UNTIL
THEY ARE FULLY FEATHERED...

WHEN THEY
CAN FINALLY
LET GO AND
SAIL AWAY

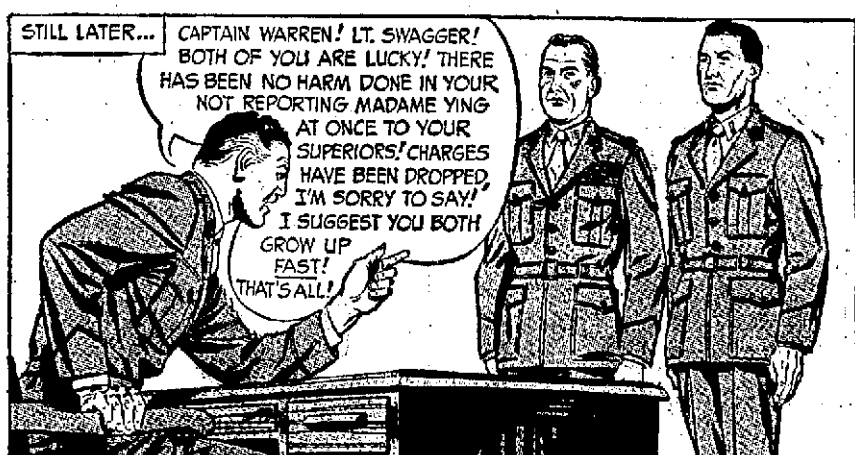
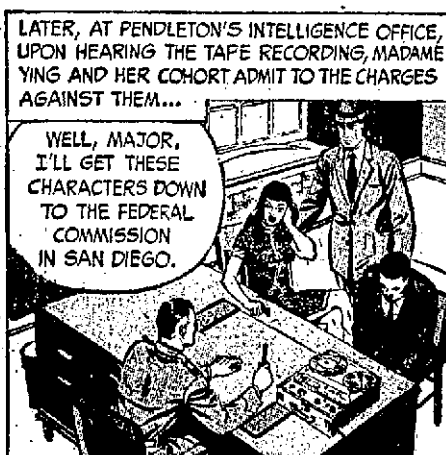
JOE PALOOKA

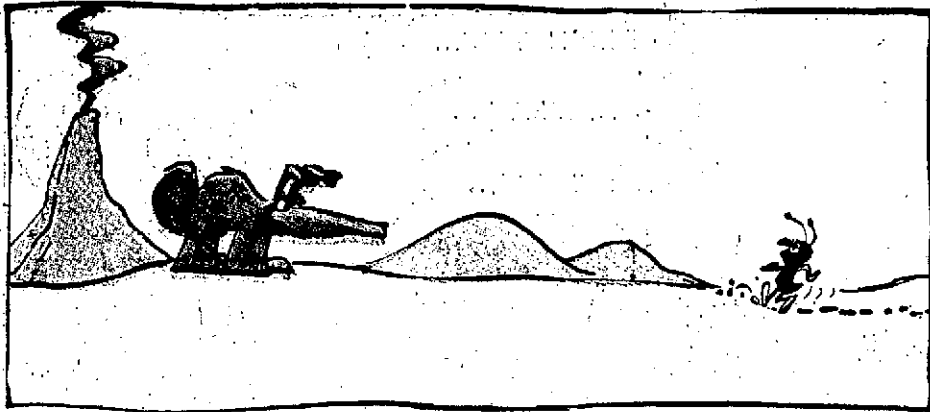
By Ham Fisher



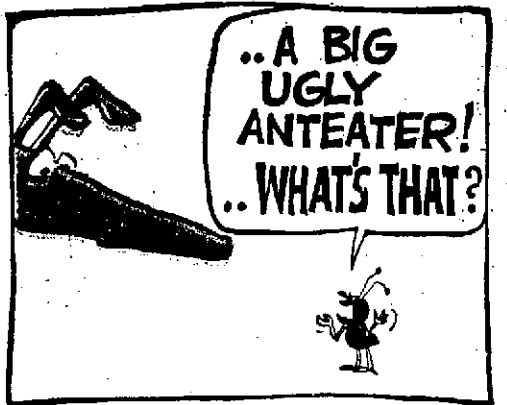
Dan Flagg

by DON SHERWOOD



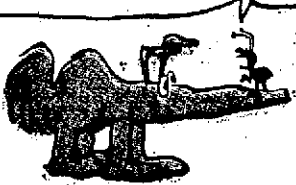


BIG DEAL!



..A BIG UGLY ANTEATER!
..WHAT'S THAT?

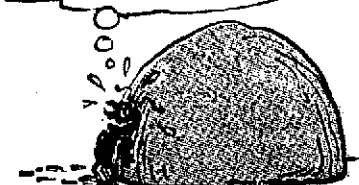
A CHEAP, HAIRY
TERRORIST! THAT'S
WHAT!



IT'S LUCKY FOR YOU, I'M
NOT FEELING TOO HOT OR
I'D PASTE YOU IN THE CHOPS.



I THINK IT WAS
THE "HAIRY TERRORIST"
THAT DID IT.



© 1968, Publishers Newspaper
Syndicate, Reg. U.S. Pat. Off.

Hart

ARCHIE

by BOB MONTANA



YOUR FATHER HIRED
US TO CLEAN OUT
THIS OLD STORAGE
HOUSE?

WELL, HURRY OUT
OF HERE, ARCHIE!
MOTHER'S HAVING
AN ART EXHIBIT
IN THE GARDEN!

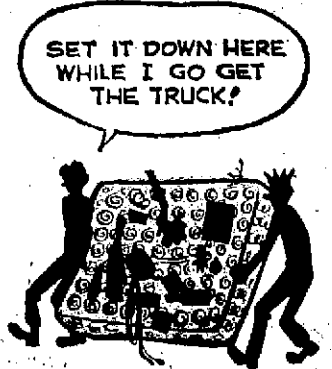


THROW ALL THIS JUNK
ON THE OLD BEDSPRING
AND WE'LL CARRY IT
RIGHT OUT TO THE TRUCK!



I SHOVED EVERYTHING
INTO THE SPRINGS SO
WE WON'T DROP ANY-
THING!

DID YOU
HAVE TO
SPILL
THE PAINT
ALL OVER IT?



SET IT DOWN HERE
WHILE I GO GET
THE TRUCK!



ARCHIE! WHAT
ARE YOU DOING
OUT HERE?

THE GATE
SLAMMED SHUT,
LEMMIE IN,
QUICK!



WHERE'S THAT
DARN JUGHEAD?

JUGHEAD?



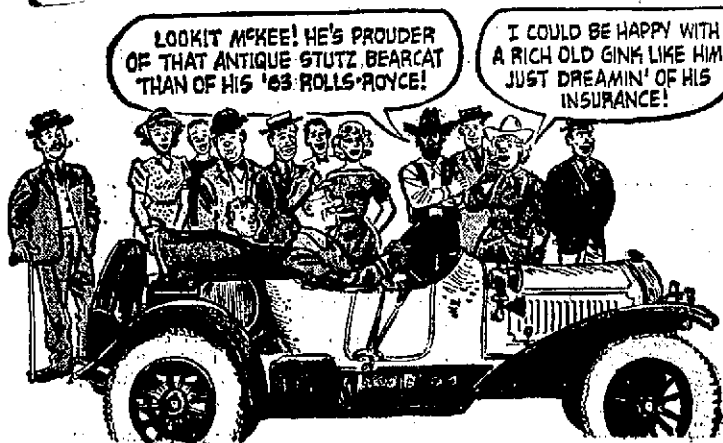
HE JUST WON THE
GUGINGIRDLE
FOUNDATION AWARD!

EXQUISITE SPIRIT!
TREMENDOUS
PASSION!

SUCH
FEELING!

CAPTAIN EASY

By Leslie Turner

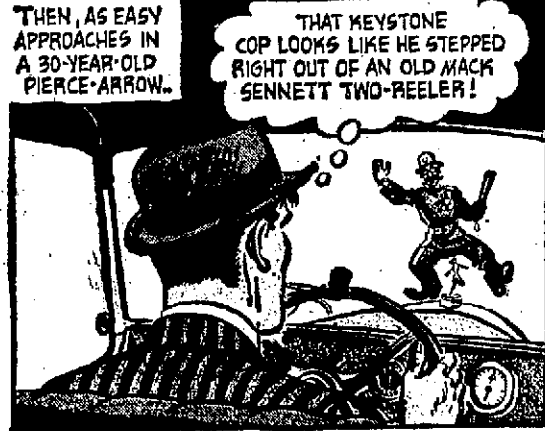


LOOKIT MCKEE! HE'S PROUDER
OF THAT ANTIQUE STUTZ BEARCAT
THAN OF HIS '63 ROLLS-ROYCE!

I COULD BE HAPPY WITH
A RICH OLD GINK LIKE HIM,
JUST DREAMIN' OF HIS
INSURANCE!

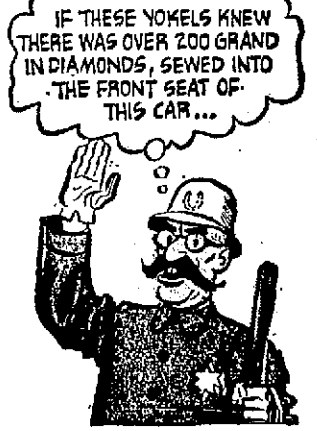


HMM... SOME OF THE
LADIES ARE GIVING ME THE
EYE... GUESS I DO CUT
QUITE A FIGURE IN
THIS GET-UP!

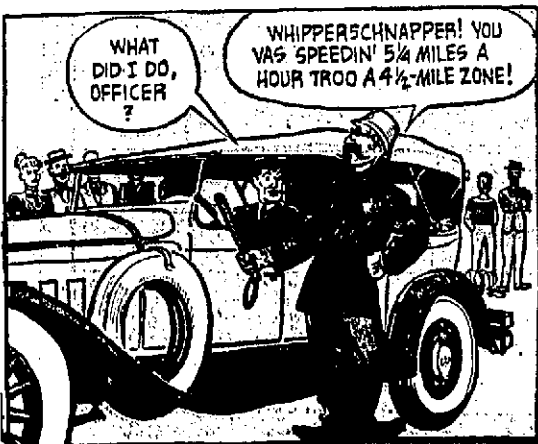


THEN, AS EASY
APPROACHES IN
A 30-YEAR-OLD
PIERCE-ARROW...

THAT KEYSTONE
COP LOOKS LIKE HE STEPPED
RIGHT OUT OF AN OLD MACK
SENNETT TWO-REELER!



IF THESE YOKELS KNEW
THERE WAS OVER 200 GRAND
IN DIAMONDS, SEWED INTO
THE FRONT SEAT OF
THIS CAR...



WHAT
DID I DO,
OFFICER?

WHIPPERSNAPPER! YOU
WAS SPEEDIN' 5 1/4 MILES A
HOUR TROO A 4 1/2-MILE ZONE!

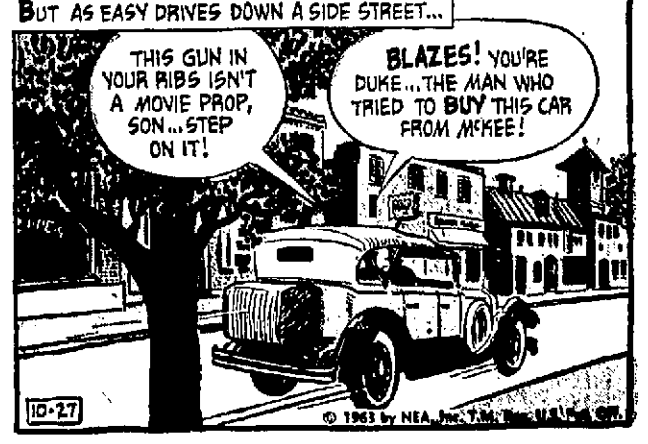


I TAKE YOU
TO DER STATION
HOWZE!



IT'S JUST FOR LAUGHS,
CHUM! TURN HERE... I'LL
GET YOU BACK IN THE PARADE
AT THE NEXT BLOCK!

OKAY, SUH...
GUESS MY
SPEEDOMETER
MUST NEED
OVERHAULING!

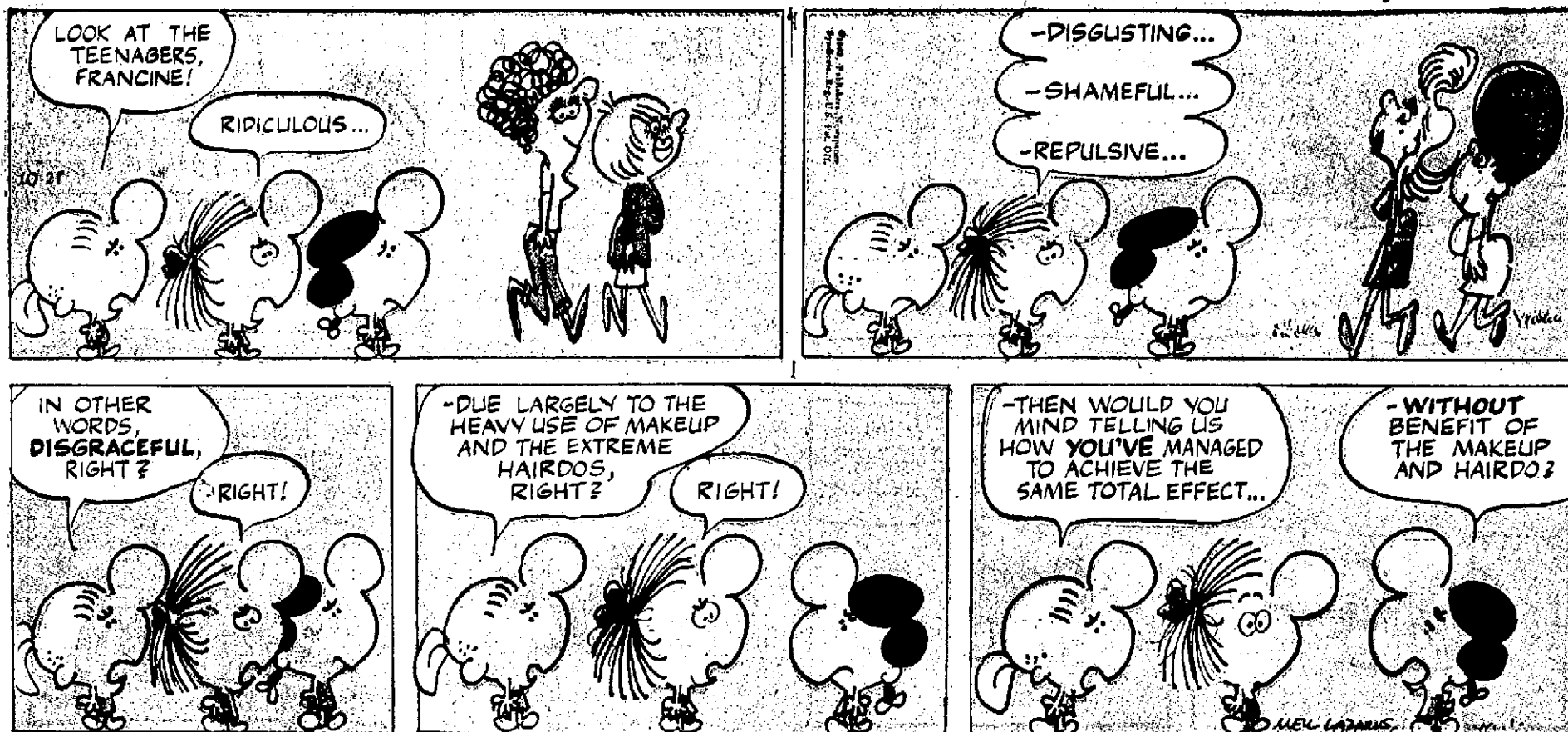


THIS GUN IN
YOUR RIBS ISN'T
A MOVIE PROP,
SON... STEP
ON IT!

BLAZES! YOU'RE
DUKE... THE MAN WHO
TRIED TO BUY THIS CAR
FROM MCKEE!

MISS PEACH

By Mell



ABBIE AN' SLATS

By Raeburn Van Buren



Disability Payments

When you get hurt and can't work!

Mail this APPLICATION today!

HERE IS WHAT YOU CAN COLLECT

MINOR ACCIDENTS	When there is no disability, policy covers your doctor bill expense up to \$15.00 (limit \$3.00 per visit); plus X-ray expense up to \$10.00.
DISABLING ACCIDENTS	For most accidents at home, at work, at play, etc. Disability Benefits up to \$120.00 at \$30.00 per month; X-ray expenses up to \$10.00; Ambulance expenses up to \$10.00; PLUS Hospital Benefits to \$200.00 at \$5.00 per day. Maximum total \$440.00.
FATAL ACCIDENTS	For Auto and Pedestrian Accidents, maximum total increased to \$420.00; for other Specified Travel Accidents, maximum \$920.00.
MONTHLY INCREASE	Important Death Benefits increase 1% each month you are insured--up to 30% maximum.
ELIGIBILITY	Issued to men, women and children between ages 1 and 79--except those who have lost both hands or feet or sight of both eyes.
LIMITATIONS	Benefits reduced one-half after 65th birthday. No reduction in benefits first year.
EXCEPTIONS	Benefits paid in accordance with terms of policy form HM 7624 U.A. which is renewable at option of Company. Does not cover accidents in a mine; in railroad yard or train except as fare-paying passenger; warfare; auto races; expense items paid under Compensation Insurance.

Provided as a Reader Service

ACCIDENT INSURANCE

Only 50¢ A MONTH

Independent Press-Telegram

It costs a whale of a lot to be laid up by an accident--any kind of accident. When the family bread-winner is hurt and can't work, his income is usually reduced or stopped entirely. Result? The family savings are drained so much that it may take years to recover from the high accident costs.

Bills for medical treatments, X-rays, hospital rooms, wheel chairs and a dozen other unexpected expenses, take a big chunk out of anyone's hard-earned savings.

This insurance is designed to help you solve the Accident Expense Problem. You may find it hard to believe, BUT

this policy--at a cost of little more than a penny a day does pay the benefits shown below, for accidents at work, at home, in your automobile, on the street, and even at play.

Hundreds of claims are paid every week to men and women, like yourself, who never expected to be hurt. But they realized that, since one American in every 12 gets hurt each year, they just couldn't afford to be without this low-cost protection.

Take advantage of this great Reader Service--the personal accident insurance that brings you cash when you need it most! Send in your application today!

To: Resident Agent,
National Casualty Co., care of:
Registrar Agent,
National Casualty Co.,
Independent Press-Telegram
Long Beach, California

I apply for "Accumulative" Accident Insurance, to become effective day policy is issued and dated. I understand that it takes about 10 days to issue a policy and agree (1) to pay the premium of 50¢ per month; (2) designate person who collects for my newspaper as my messenger to deliver premium to above office; (3) that policy will automatically expire if I fail to pay premium when due. Insurance does not cover persons who have lost both hands and feet, or the sight of both eyes.

☐ FOR FIRST POLICY IN FAMILY -- Send no money. Pay carrier 50¢ each month at the same time you pay for paper.

☐ FOR EACH ADDITIONAL POLICY IN FAMILY -- Enclose \$6.00 Annual Premium with each application.

☐ I NOW SUBSCRIBE TO THE INDEPENDENT.

☐ I NOW SUBSCRIBE TO THE PRESS-TELEGRAM.

Applicant's Full Name (Print given name like "John M." and last name)

Age (1 to 79) Phone No.

Address (Street and No. or R.F.D.) (City and State)

Name one beneficiary, either a blood relation, family member or "estate"

Name of Beneficiary (Print given name like "John M." and last name) Relationship

Lakewood, the Saucy Offspring

By EARL GRISWOLD

No profile of the city of Long Beach would be complete without recounting the saga of its saucy offspring, the city of Lakewood.

Born completely surrounded by city boundaries of Long Beach, the seven-square-mile Lakewood area rejected the wealth and experience of its mother city to strike out on its own as a spunky new city with radical ideas of municipal government.

While Long Beach celebrates its 75th anniversary, Lakewood is busy making preparations for its 10th anniversary next spring.

Only 13 years ago Lakewood was a wide expanse of bean fields owned by the Montana Land Co. The only buildings in the area that was to become Lakewood city were ranch buildings, Lakewood Country Club and two small wartime housing tracts.

THROUGHOUT its sleepy history — from the time of the Spanish land grant in 1784 — Lakewood had been either grazing or farm land.

In 1950 Lakewood

changed abruptly.

Lakewood Park Corporation bought Montana Land's holdings for \$8,800,000. The corporation was controlled by three Los Angeles businessmen with big ideas. The three, Ben Weingart, Louis Boyar and Mark Taper, laid out plans for a community of 17,500 homes built around a 154-acre shopping center.

BEAN FIELDS were plowed under. Houses, stores and schools began to rise.

In their booming unincorporated community, the new Lakewood citizens had to travel to the County Board of Supervisors — 20 miles away in downtown Los Angeles — to air their problems about police and fire protection, hog farm smells, unfenced ditches, trash collections and property taxes.

By 1954 Lakewood had a population of over 60,000 people clamoring for municipal-type services. Long Beach, which offered a closer-to-home and more responsive governing body, was annexing neighboring housing developments in an

orderly, step-by-step movement.

BUT WITH Lakewood's new homes, new streets and business potential, strong-minded groups arose who wanted even closer home rule under a separate city.

On March 9, 1954, Lakewood voters voted by a 2-to-1 margin to create their own city. On that day Lakewood became California's 16th largest city—larger than historic Santa Barbara or Riverside.

Lakewood voters also elected five councilmen to get their new city in working order: Robert W. Baker, William Burns, Angelo M. Iacoboni, Gene Nebeker and George Nye Jr. These five young men, ranging from 31 to 41 years old then, were enthusiastic and confident in their visions of a new type of city.

THEIR NEW type of government was to become widely known as the Lakewood Plan. Under this plan, the city contracts with big county departments to buy municipal-type services on a cash-

and-carry basis.

With its contract system, Lakewood has no worries about running police or fire departments, libraries, dog pounds or many other conventional city departments. Lakewood buys just about everything from the county except its park services and water supply, both of which are served by city departments. One hundred nine employees make up the entire city staff, directed by Administrator Marshall Julian.

The city is not without its problems and complexities.

CONTINUED operation of the Lakewood Plan is vital to the city, which has only homes and businesses to tax, there being no industry. Savings under the Lakewood Plan are substantial. City finance experts have figured Lakewood's \$3 million budget would have to be doubled or tripled under a conventional type of city government with its top-heavy bureaucratic departments that could only duplicate existing government de-

partments whose services are already available.

The city can determine the level of services it buys from the county, but it has no voice in determining the cost. The price is generally pegged at cost plus 15 per cent overhead. Efforts to lure industry have been fruitless, and most land available for industry is held by the original developers.

SOME confusion arises from the fact there are five school districts in the city, and three different telephone exchanges.

Lakewood shares concern with other cities on long-range water problems. In another long-range worry, the city looks to the county to buy the Country Club golf course and save it from eventual subdivision.

Is the Lakewood Plan a success?

MAYOR Robert Baker can cite positive evidence that it is:

Twenty-nine communities in Los Angeles County have incorporated, adopting the Lakewood Plan of government.

City property taxes have been reduced every year.

And, reflecting confidence that carries through the ranks of Lakewooders, the incumbent councilmen have been re-elected in every bi-ennial election.

"We're just preparing for our 10th anniversary now," the mayor said. "But if you can stick around . . . Well, in another 65 years there'll still be a Lakewood here to celebrate its diamond jubilee."

Island Plan for Long Beach in '90

In the 1890s the residents of Long Beach were offered a plan to make this an "island city" by building a canal from the Los Angeles River around Signal Hill to Alamitos Bay. The plan was abandoned as too costly.

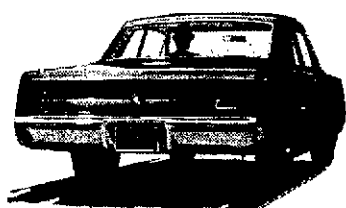
Early Industry

One of the first major industries in Long Beach was the San Pedro Lumber Co. It built yards and warehouses in 1882 at Third Street and Pine Avenue, where the Farmers & Merchants Bank now stands.

GO! FIRST CLASS



GO!



FIRE

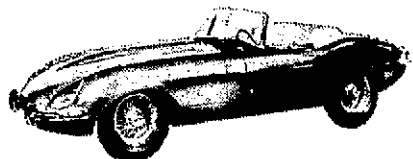


BALL

GO!

BOULEVARD BUICK FOR THE 1964 BUICK

- Special
- Skylark
- Le Sabre
- Wildcat
- Electra 225
- Riviera



AND 1964 JAGUARS

Visit Boulevard's huge
USED CAR LOT
(across the street)

BOULEVARD BUICK
NOW OFFERS

carRENTal carLEASing

Day-Week-Month or Long Term
All Makes of Cars

BOULEVARD
1881

BUICK

1881 Long Beach Blvd.
SP 5-6156 HE 7-2751
Open Sundays

Long Beach's Exclusive Buick and Jaguar Dealer

THREE GENERATIONS OF F&M BANKING IN LONG BEACH



SECOND GENERATION Gus A. Walker, President

C. J. WALKER founded the Farmers & Merchants Bank on November 21, 1907. It was he who guided the bank through the early twenties and thirties, always firm in his belief that the two most important elements of strength in any community are its homes and churches, which continue to be an integral part of the bank's lending program. He relinquished the presidency in 1936 to his son Gus, who continues to provide the strong, friendly leadership so important to successful banking.

The post war migration found the bank ready for the tremendous expansion that prevailed throughout Southern California. Our banks expanded their services to meet these new demands and placed more emphasis on the financing of new industries and businesses to enable the area to meet the ever growing need of this rapidly expanding, new population.



FIRST GENERATION . . . C. J. Walker
Early photo of original banking room of F&M Bank at 122 Pine Ave., Long Beach. Seated at desk in foreground is founder and first President, C. J. Walker.



THIRD GENERATION . . . Donald P. Walker, Assistant Vice President
Kenneth G. Walker, Vice President

FARMERS & MERCHANTS BANK OF LONG BEACH

MAIN OFFICE
Third and Pine

LONG BEACH BLVD. Drive in Office
1401 Long Beach Blvd

EAST LONG BEACH OFFICE
Anaheim and Obispo

GARDEN GROVE OFFICE
Garden Grove and Bowen

NORTH LONG BEACH OFFICE
Artesia and Indiana

Dennis the Menace

by Hank Ketcham

YOU LIKE TO SEW, MOM?

UH-HUH.

THAT'S GOOD.

WHY?

'CAUSE I JUST TORE MY PANTS!

YA WANNA SEW UP THIS LITTLE HOLE, MOM?

NOT NOW.

'CAUSE YOU'RE BUSY, HUH?

THAT'S RIGHT.

YOU DON'T EVEN WANNA CHAT, I GUESS.

I'D RATHER NOT.

WANT ME TO OIL UP YOUR OL' SEWIN' MACHINE FOR YA?

NO! BUT YOU CAN PICK UP THAT BOBBIN FOR ME.

THAT WHAT?

OVER THERE, DEAR. ON THE FLOOR. THAT'S A BOBBIN.

NO, IT'S NOT.

WHAT?

IT'S NOT A BOBBIN. IT'S JUST LAYIN' THERE!

WHAT ARE YA SMILIN' AT ME FOR?

OH, I DON'T KNOW. I GUESS I JUST FEEL LIKE IT!

THE BRAT

by CARL CRUICKSHANK

PETER! SEE IF THE BABY IS ALL RIGHT!

HAH

I SAID, I THOUGHT I HEARD JIMMIE COUGH!

YOU'D WAKE UP IF HE TOOK A DEEP BREATH!

AH-HUM!

MAN WORKS FROM SUN TO SUN

A WOMAN'S WORK IS NEVER DONE....

KEEPING HER MAN ON THE RUN!

I'VE BEEN ON THE NURSERY NIGHT SHIFT ALL MY LIFE, SO WHY SHOULD TONIGHT BE DIFFERENT?

ALL THE KIDS ARE SOUND ASLEEP!

OKAY, DEAR... THAT'S FINE!

THUD

YI!

HOW DO YOU LIKE THAT? I COULD LIE HERE ALL NIGHT WITH A BROKEN NECK AND SHE WOULDN'T WAKE UP!

A Private Success Story

By CHARLES CRUTCHER

The fabulous business lives of Walter and Cordelia Knott, both 73, are shining examples of what common sense, insight, and perseverance can accomplish, along with their pioneering spirit, our American way of life, and their firm belief in our great private enterprise system.

Every one is familiar with the narrative which could well be entitled "The Knott's Berry Farm Story," starring Mr. and Mrs. Walter Knott. They arrived in Buena Park, Calif. in the '20s from Calico, where they homesteaded, with their small children in a Model T Ford. They rented a farm; planted berries; when the berries were ripe, they built a stand in front of farm to sell their berries from on Grand Avenue to grateful people who passed to and fro.

In 1927 they bought 10 acres of this fertile farm land on time and whipped a depression in the Knott home with the ingenuity of Cordelia's cooking: she made blackberry pies, homemade jams and jellies to spread on her famous hot biscuits, and in 1934, Mrs. Knott with help of Mr. Knott, who took care of the managing and supervising end from the start, and still is in that capacity at farm, hit upon another progressive idea—serving chicken dinners. The rest is history. Knott's Berry Farm became an institution.

WHAT ABOUT the principles Mr. and Mrs. Knott

used, which will prove helpful to ambitious young men and young women starting out in the business world today?

"The prime object for the beginner to be successful," says Walter Knott, "is not to make money, but to serve. If the monetary ranks first, he has one strike against him."

"If he has a sincere belief in the product he is exploiting and believes in himself, and puts forth the necessary effort—the money will take care of itself."

In this day and age when there are so many failures in businesses, says Knott, they should pick the right kind of business. The young often do not select the right kind of work. But when they have picked the right kind, they must be willing to sacrifice, which means going without some necessities. He emphasized two words: hard work. If a business is to grow from a little acorn to a mighty oak it requires that.

WE MUST learn to do things for ourselves,



WALTER KNOTT
Hard Work . . .



CORDELIA KNOTT
and Good Cooking

stresses Knott. If we don't the government will step in and control, which is a great danger to our individual freedom, and right now it is encroaching more and more on our freedoms, hampering our successes.

Mrs. Knott superintends Chicken Dinner Restaurant, which served 1,791,211 dinners in 1961, and 1,808,344 in 1962. She takes special interests in those who prepare and serve as she did with her own children when young.

"I like to show them how to do things. I like to teach them," says Mrs. Knott. "But those that don't know how to work and are unwilling to learn, I don't want them!"

Is Mr. and Mrs. Knott's success based upon the old adage "Behind every successful man there is a woman?"

"Not at all," answers Russell, son of the Knotts, who is in charge of General Administration. "Dad was always the head of the family, he was the aggressor. Dad and Mother worked as a unit, and when the four of us got older and more experienced and schooled about the many fast growing projects on the compound, we joined the unit."

RUSSELL'S three sisters, Virginia Reafsnider, has the Gift Shop, while Elizabeth Oliphant and Marion Anderson supervise Ladies Sport Shop.

Out of 1,500 people working at the Farm, there are about 500 boys and girls working on part-time basis, some under 21. Some are earning money to further their education in all trades and professions, and will be leaving when their schools start. Many will remain at Farm, content and happy with their jobs.

"And they usually stay," says Lorna Lutschg in Public Relations, "on the same jobs they started in. Rarely do they ask to be transferred."

Oriental in California

Continued from Page 59.

declared unconstitutional. There was only one solution—stop the immigration. And only one body that could do that—Congress.

With one eye on the flourishing Chinese fishing industry, the California Senate in 1876 sent an inflammatory memorial to the nation's capital, using as one of its sure-fire arguments what it called the inferiority of the intelligence of the Chinese to other races, including the Negro.

And in the 1879 California Constitution an entire section labored to prohibit Chinese immigration, their employment by "corporations or any public works" and state responsibility for "burdens arising from their presence."

THE STATE Supreme Court said this section contravened the U.S. Constitution. Again, the agitation focused on Congress.

During all this time, as the politicians played to the echo of their own dramatic voices in the 1870s, thousands of Chinese were building the Southern Pacific Railroad, sustaining "heavy losses" in the construction of the 7,000-foot San Fernando tunnel.

It also was in this decade that the Chinese began another of the Southland's great industries—citrus. They seldom get credit for it, but it was their doing nonetheless.

CONGRESS resisted the pressure for anti-Chinese legislation until 1879, when it passed a law limiting ships to 15 Chinese. President Rutherford B. Hayes vetoed the bill, citing its violation of the 1868 Burlingame Treaty. In California, Hayes was hanged in effigy, and in 1880 a new treaty was negotiated which gave the U.S. the right to "regulate, limit or suspend" but not to "absolutely prohibit" Chinese immigration. Congress decided in 1882 to "suspend" it for 20 years. President Chester A. Arthur vetoed it as unreasonable. A few weeks later, Congress made it 10 years. Arthur accepted.

For the first time, an entire race was excluded from our shores. In 1875, Congress had prohibited immigration by prostitutes and lunatics. The Chinese were added to this exclusive list of undesirables.

FOUR YEARS later, in 1886, Emma Lazarus wrote an inscription for a large statue of a lady in New York Harbor that included these lines: "Give me your tired, your poor, your huddled masses yearning to breathe free, the wretched

refuge of your teeming shore." But, then, the lady was facing Europe.

The 10-year suspension was to last 61 years. Congress lifted the ban and flung open the doors in 1943 for nationals of our great World War II ally, but the quota set by presidential proclamation was 105 Chinese a year.

The Chinese population in Los Angeles County and elsewhere in the U.S. began to decline after the exclusion. From 75,000 in California in 1880, it hit its nadir of 29,000 in 1920. And with its passing "has come a distinct loss in color, to say nothing of the race of competent and loyal household servants," wrote Sarah Bixby Smith.

In 1885, when white boys were fond of pulling Chinese queues and chanting, "Run, run, Chinaman," a popular ballad opened with this verse:

John Chinaman, John Chinaman,

But five short years ago, I welcomed you from Canton, John—

But I wish I hadn't though.

The Chinese cooks branched out as vegetable peddlers. A decade later, in

1895, 4,000 Chinese were producing and distributing nearly all vegetables consumed in Los Angeles County. They were building their Chinatowns around the old Mexican Sonoratown in almost every Southland community. They opened laundries, restaurants, small shops and curio stores.

Yet another industry was started by the Chinese in 1891. This time in Orange County. An American thought the marshlands there would be ideal for growing celery, but the first attempt failed miserably. So they called in the Chinese. Within one year, thousands of acres were devoted to celery culture.

LAND SHOT from \$15 an acre to \$400. Twelve-hundred carloads of celery a year were shipped out. But local residents bared their teeth at their benefactors. They burned the buildings of the Earl Fruit Co. and terrorized the Chinese. Armed guards had to be placed at the corners of the fields and in the Chinese camps.

The first Chinese busi-

(Continued Page 67, Col. 1)

on lot. He's married and has one daughter. He also majored in Business Administration at High, and has worked summers somewhere on the lot since he was 10.

JANICE SCOTT lives at 7461 Crescent Ave., Buena Park. She has worked at the Berry Stand, located in Ghost Town, next to Candy Parlor and across the street from Farm Market, since 1959, when she was 14. She attended Western High, near Faron. Now she is attending Long Beach State College, specializing in Elementary Education.

"I get a chance to meet many people here," says Janice, "and I have lost my shyness. I work summer, week ends, holidays, anytime I'm out of school, I'm here."

"We all love Mr. and Mrs. Knott, and we see them often when they pass by their old Berry Stand, which I suppose they do for sentimental reasons, and they never forget to say 'hello' to us."

Jeffrey Michael Hengesbaugh, 18, is shotgun rider and loader of passengers and baggage on Butterfield Stage Coach Line, located near Justice of Peace Office—Law of the Pecos. There are five coaches. He graduated at Mesa, Ariz., outside of Phoenix. He has worked at Knott's Berry for about 19 months. He's now in the second year at College of the Desert at Palm Desert, and is studying to become a physician.

"I'm grateful to work for Mr. Knott," says Jeffrey, "and I find my work broadening and inspirational."

Many people are of the opinion that the day is over for making a fabulous success; others say the fault lies in the individual, regardless how strongly he or she may advocate free enterprise.

Russell Knott is convinced that with the struggle his dad made, it certainly can be made by others.



THIS WAS THE START OF A SWEET SUCCESS

In Long Beach Since 1943



DIXIE STORES

Others claim discount prices . . . here's proof! We guarantee our storewide prices to be the LOWEST IN TOWN on comparable merchandise! Shop DIXIE'S Block-Long Store for all major appliances . . . Stoves, Refrigerators, TV, Hi-Fi, Stereo, Washers, Dryers, Jewelry, Small Appliances, PLUS one of the largest selections of fine furniture.



1830 E. ARTESIA ST.

NEAR CHERRY AVE.

NORTH LONG BEACH

STORE HOURS: DAILY 10-9; SAT. 10-6; SUN. 12-5



ANYTIME YOU NEED A

LIFT

LET RIGGINS BROTHERS, not Ringling Brothers do the job!

*HYDRAULIC JACK SERVICE FROM 1 TO 100 TONS!

UTILIZE the latest Hydraulic, Electric and Pneumatic Jacks, Tools and Equipment to do that impossible job. Ideal for Contractors, Oil Riggers, Industrial, Automotive, Truckers, etc.

There is ONLY ONE Riggins Brothers Dependable Hydraulic Jack Service, and it offers you 18 years background of Experience . . . actually a total of 40,000 MANWORKING HOURS of Know-How that cannot be beat!

Jobbers for BLACKHAWK, HEIN, WERNER & WALKER Hydraulic Jacks.

Remember—We Service What We Sell!



Riggins Brothers

Hydraulic Jack Service
SALES — SERVICE — RENTALS

325 SOUTH STREET
Long Beach 5, California, GARfield 2-2064



Harry Riggins has become acquainted with the hydraulic jack field

—Congratulations, LONG BEACH on your 75th Anniversary—

Your Granpa 'n Granma

probably bought from us
—in the ole Buggy Days—



"Tibbetts—A good name in paints since 1896"

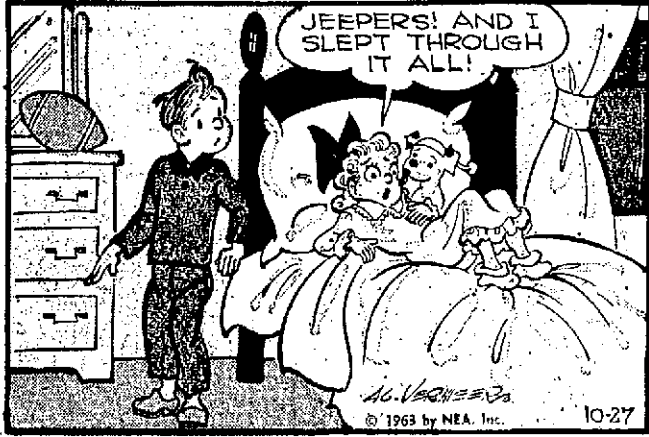
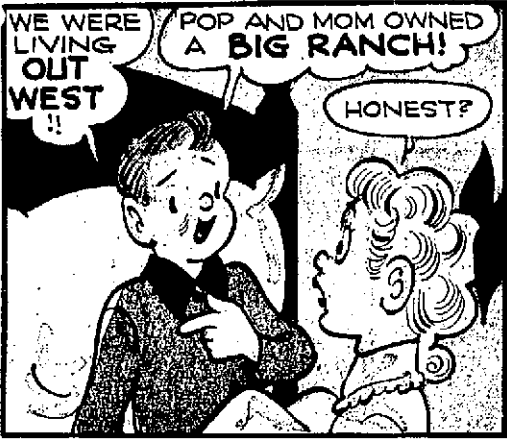
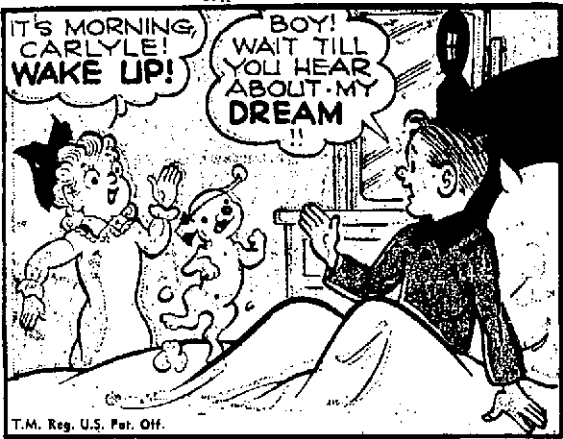
Tibbetts PAINT WALLPAPER

10th & PINE • HE 7-2929

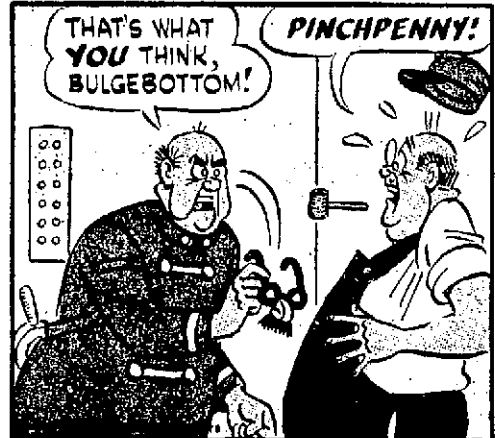
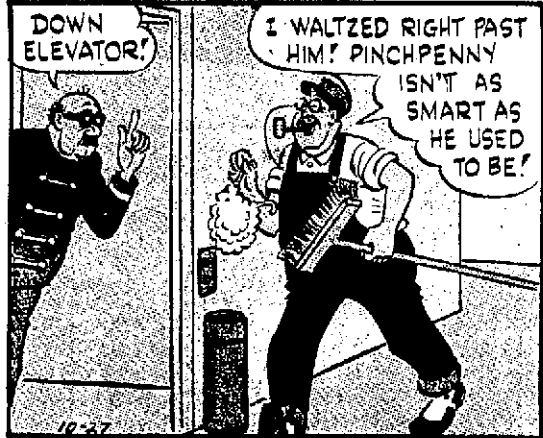
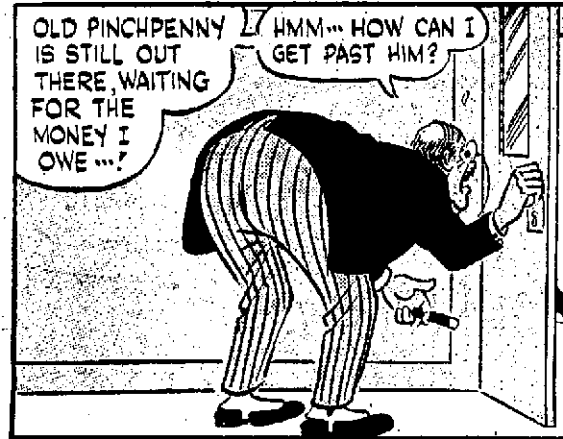
"Park Your Buggy" Free Next to the Store

PRISCILLA'S POP

By Al Vermeer

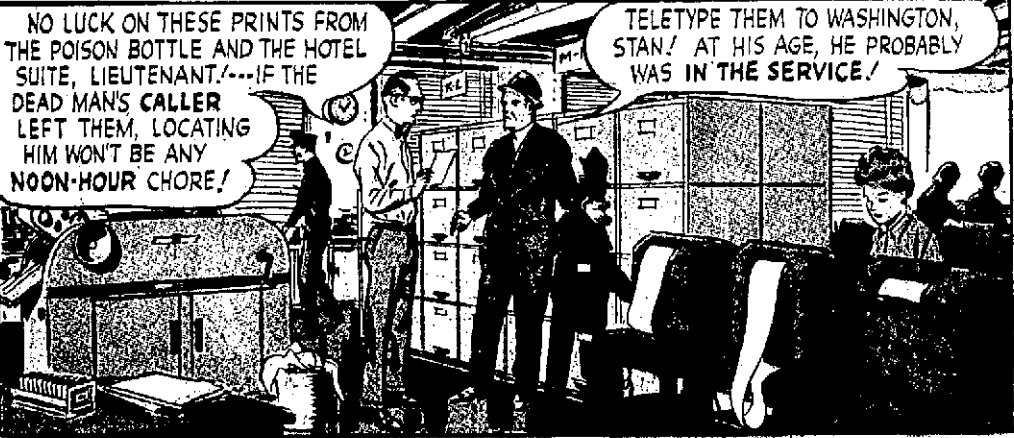


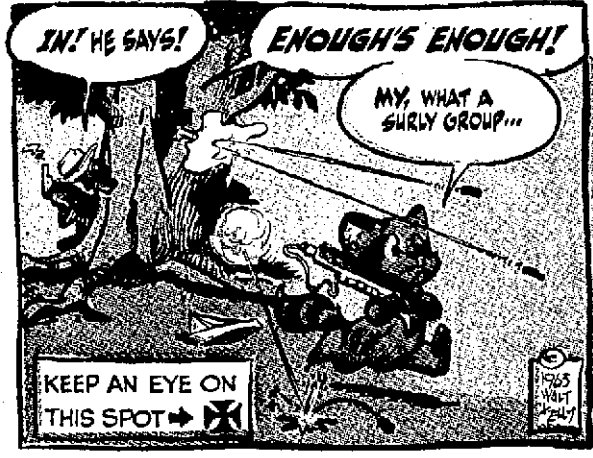
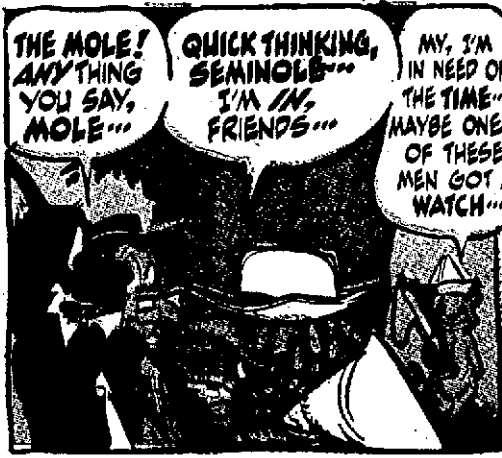
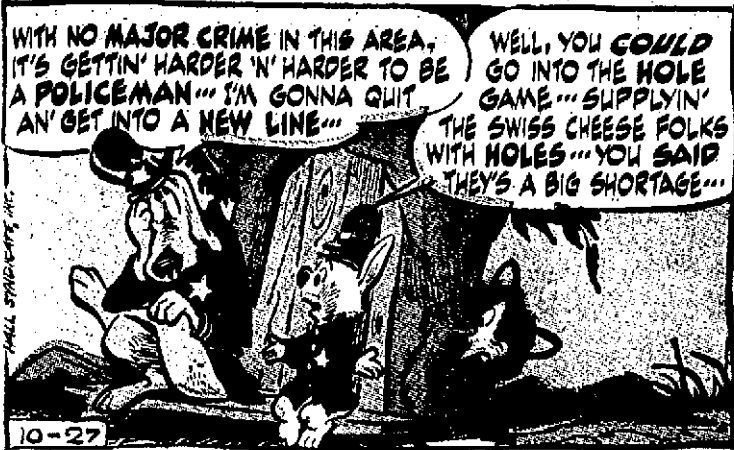
THERE OUGHTA BE A LAW



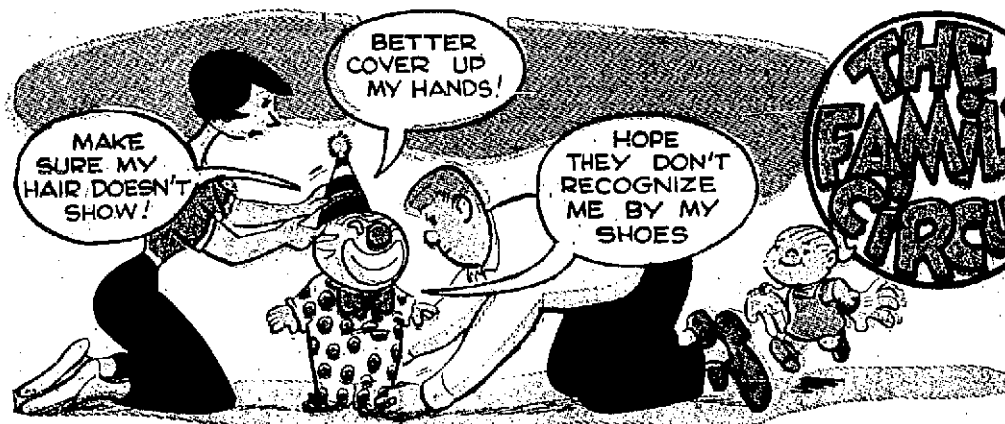
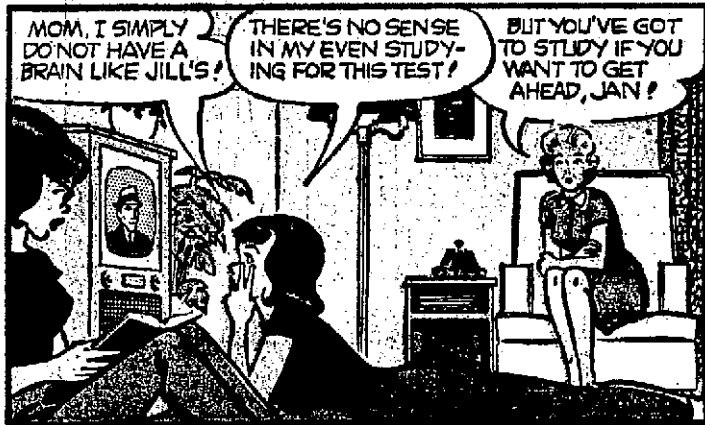
STEVE ROPER

By Saunders and Overgard





THE JACKSON TWINS



Sideshow

MINCE PIE

- MARCUS L. SCHMIDT
2225 CONGRESS ST.
ALLEN TOWN, PA.

MURRAY AND POP

- DONALD FERRIS
BURNWELL, W.VA.

TOM SWIFT

- DENNIS TANNER
BOX 51
GYPSUM, KANSAS

CARRYING A TUNE

- BAUCE FROMMERBERGER
8 MAMMATHEN AVE.
WESTBURY, N.Y.

A MATADOR

- LYANNE WASNIEWSKI
1638 SO. 22ND ST.
MILWAUKEE 4, WIS.

INDIAN SUMMER

- SUZAN HECHT
2346 CALUMET CT.
LINCOLN, NEBR.

PULLING A STICK-UP

- ZEE WILKES
834 STE JULIE
QUEBEC, CANADA

A QUARTER TO JUAN

- WALTER GODIN
834 STE JULIE
QUEBEC, CANADA

THIS IS WHERE I CAME IN

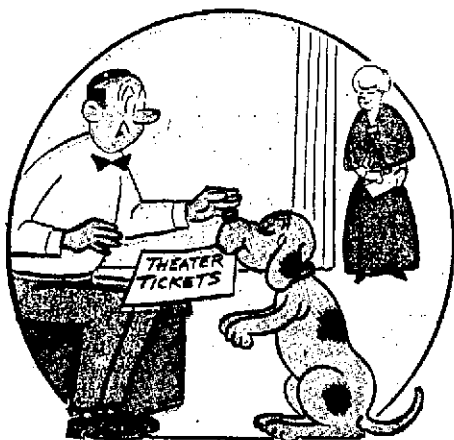
- DAVID M. KIEFER
811 N. ROSITA ST.
SANTA ANA, CALIF.

ALLEY OOP

By V. T. Hamlin



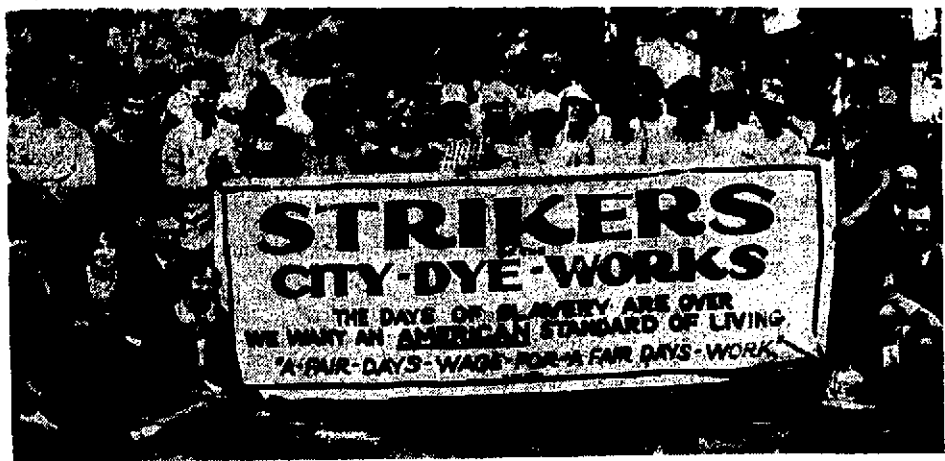
OFF THE RECORD



MORTY MEEKLE

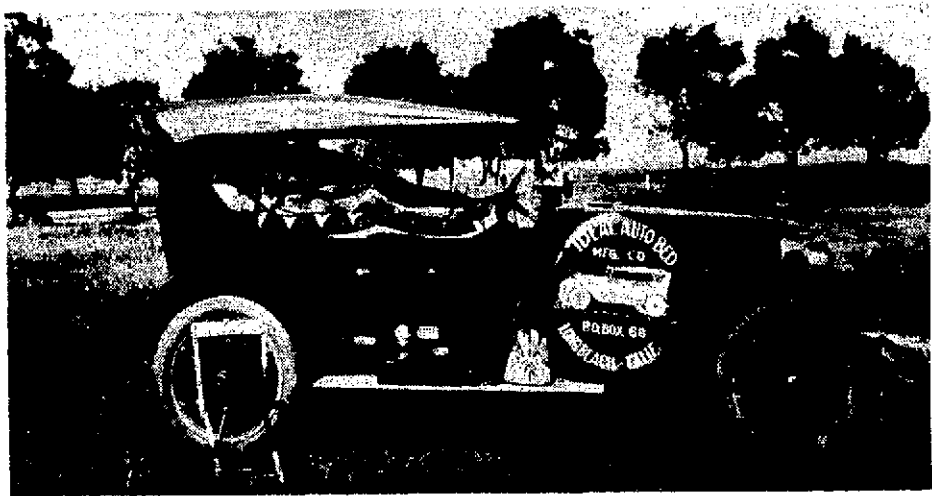
By Dick Cavalli





Age of Change

INDUSTRY in the 20s was in a turmoil created by new forces and new opportunities. In Long Beach, the labor movement made itself felt with strikes and militant slogans like those on the banner sported by workers above. The oil boom added to the city's already burgeoning population, and at least one entrepreneur was ready for them with Klondike-style living accommodations. And the auto age, coming into its own, prompted the birth of such companies as the Ideal Auto Bed Mfg. Co., which promised to turn the family runabout into a home away from home.



Winslow Collection, Courtesy of Long Beach Public Library

Long Beach Historical Society Plans Future

(Continued From Page 60) and was received just as enthusiastically by members of the committee. It should also be brought out that our incoming president, Mac Epley, considers this as a major portion of his program."

There being no precedence for this project, it was decided that a subcommittee be established. Those appointed were: Ward De Witt, chairman; Llewellyn Bixby, Jr., Eugene Tincher; Kenneth Hemphill; Jerry Jacobs; Marshall Stone; John Munholland. Additional members were to be added to this steering committee at the discretion of Ward De Witt, no qualified person to be excluded and membership not to be limited to Kiwanians.

IT WAS with this start that the novice Historical Society met for the first time January 4, 1962, with most of the subcommittee members in attendance. Mr. Charles Boorkman, librarian at Long Beach State College, had been invited but was unable to attend this meeting though he took an active part in the following ones. Frequently, this group met trying to rush the organization. Eugene Tincher worked on the charter application and constitution and by-laws. George Geiger was secretary.

DR. DE WITT was given an honorary appointment of Past President to fill the executive committee. There remained four positions to fill and very important ones. These were the heads of the four departments that were to be the functional and working units of the society. Dr. Frank Har-

nelt agreed to head the Department of Community Life; Mr. Robert Mulvey, the Department of Arts and Architecture; Dr. Eldor Sagehorn, Early History. The Department of Commerce and Industry remained vacant until 1963 when it was accepted by Mr. Robert Metzger of the Harbor Department.

At this writing the Board remains unchanged except that Mr. Lockett took office in June as president; Mr. Raymond Nicholson, vice president and director of the Los Cerritos Rancho Docents; Mrs. Ward De

Witt, secretary; Mrs. Gus Walker, treasurer.

March 6, 1962, the City Council took action to have the newly formed Historical Society take over the leadership of the 75th anniversary of the founding of the City of Long Beach. The Society had not quite attained sufficient strength for this, however, and by mutual consent, the Chamber of Commerce under the leadership of Harry Krusz and the City Council have accomplished miracles in paving the way for the Jubilee. Mr. Bud Holton is serving as a representative

of the Historical Society on the Jubilee Committee.

The Historical Society has presented fine programs regarding the history of this area. Though it is only a year old, it has a firm footing under the leadership of capable men who hope that by giving a medium of expression to all those who have been wishing for a facility of this kind, to enlarge the membership. They also hope to work for adequate housing for offices, museums, and a place for preservation of historical documents and materials forever.



...dependable food merchants since 1859

In 1859 A&P began a policy of offering folks all the foods they like best at prices that save folks money. 104 years of doing just this has made and maintained A&P as America's leading and largest group of Food Merchants.

This year and next year, your biggest cash savings on the items you like best are and still will be at your friendly A&P Store.



Locally at:

4243 Woodruff, Lakewood
3426 E. Seventh, Long Beach
5116 E. Second, Long Beach

Imperial Hardware...Growing with Long Beach Since 1908



"NINETEEN HUNDRED AND EIGHT"

The original Imperial Hardware was opened in 1908 at 133 American Avenue (now Long Beach Blvd.). Even then, it was known as the Home of Famous Brands.

Imperial's BRIDAL REGISTRY insures only WANTED GIFTS from family and friends. All brides are invited to register.

"Serving Long Beach for Over 55 Years"

IMPERIAL HARDWARE CO.
437 Long Beach Blvd. • 240 East 5th • Downtown



"NINETEEN HUNDRED AND SIXTY THREE"

The present store is housed in a huge L-shaped storeroom running from 437 Long Beach Blvd. to 240 East 5th Street. Even more Famous Brands are featured.

Southland

October 27, 1963

TURN TO TRAVEL SECTION

What to See and Do
in Hawaiian Islands

Pages 28 to 31

MAGAZINE OF THE SUNDAY NEWS AND THE INDEPENDENT-PRESS-TELEGRAM



Part-Time Van Goghs . . . See Inside

Color Photography by Roger Czar

How Long Beach Became a Medical Center

By BEN ZINSER
Medical-Science Editor

The story of Long Beach is also the story of the wonders of medicine. It's the story of a city that has grown in stature medically.

At the turn of the century you couldn't find a hospital bed in Long Beach. Today, however, handsome medical centers dot the landscape. The city has become an important center for medical research.

People from both near and far take advantage of Long Beach's medical facilities.

Residents no longer have to travel to metropolitan areas for major heart surgery, for instance. Special cancer treatments are available here. Two Long Beach hospitals routinely use heart-lung machines to facilitate repair work on the human heart. Three cobalt "bombs" and a super-voltage X-ray machine are available for the treatment of deep-seated malignancies.

PATIENTS have traveled from as far as Hawaii and Alaska for surgical operations in Long Beach.

Hundreds of medical research projects are in the works at all times in Long Beach. Medical investigators from foreign nations can be found in the city's research labs.

A noted investigator from the famed National Institutes of Health recently forsok the NIH to set up research shop here.

One of the world's major centers for the care of spinal-cord injury patients is here. The new field of geriatric rehabilitation—health care for old folks with chronic illnesses—is being pioneered here.

An alert city health department has helped to prevent major outbreaks of dread communicable diseases.

More than 600 physicians practice in the community. Virtually all medical specialties, from allergy to urology, can be found here. Last year the office of the Long Beach Medical Association received almost 10,000 calls requesting general information about Long Beach physicians.

FROM THE start, Long Beach was destined to become a health center.

Even before 1900 many individuals moved here for their health because of the mild and moderate climate, according to the official history of the Long Beach Medical Association.

But there were no adequate hospital facilities in the early days. As a result, many Long Beach patients started going to Los Angeles for major operations.

Consequently, in 1911, several doctors leased a two-story, 16-room house at Broadway and Junipero Avenue and turned it into a 10-bed hospital. They called it Seaside Hospital.

THE CITY then had 11,000 population and 10 doctors.

But the early Seaside was no medical center. Even the operating room, on the second floor, was improvised.

Dr. Roy A. Terry, who gave the anesthesia for one of the first operations in the new hospital, once recalled:

"When the operation was finished, it took three of us doctors to carry the patient down the winding stairs to her room."

The demand for hospital care increased. One year later a new wing was built onto Seaside, to care for 31 patients.

It was a farsighted move. Within a year Long Beach suffered her first major disaster.

THE MUNICIPAL pier collapsed, killing 36 persons and seriously injuring 174.

Every room at Seaside was made into a ward to accommodate three of four of the injured. Cots were used as beds. The less seriously injured were placed on mattresses on hallway floors.

And all Long Beach doctors worked around the clock.

Seaside grew, and at a new location, 14th Street



FIRST HOSPITAL

Patients lived in a homey atmosphere in 1907 when they stayed at the first Seaside Hospital at the corner of Broadway and Junipero Avenues.

and Chestnut Avenue. But Seaside's destiny was a new name and still another location: the Memorial Hospital of Long Beach at 2801 Atlantic Ave.

The \$11 million Memorial Hospital opened in 1960 with 400 beds and immediately became a showplace.

Its rehabilitation center is now widely known. So is its super-voltage X-ray machine—the Maxitron—used to treat cancer.

MEMORIAL'S medical education program, under the guidance of Dr. George X. Trimble, has won worldwide recognition. In a recent medical quiz contest for interns throughout the nation, Memorial Hospital outpointed the famed Mayo Clinic for top honors.

Already, the handsome hospital has proved to be too small. A \$500,000 laboratory building, first major addition, is being completed. In the offing are a new wing, to provide more beds, and expansion of various existing facilities. Also in the planning stage are a burn center, an orthopedic unit, a research center and a patient-care center catering to teenagers.

SURGERY'S last frontier, the human heart, was first invaded locally in St. Mary's Hospital.

It was at St. Mary's, thanks to the efforts of Dr. Irvin Ungar and Heart Guild, Inc., that the first Long Beach heart-lung machine was installed, to make possible prolonged operative procedures on the heart.

St. Mary's has pioneered other medical fields, too. It

was the first Long Beach hospital to install a cobalt "bomb" for the treatment of cancer. It was the first hospital in the city to acquire an artificial kidney, an amazing device that can sustain life when natural kidneys fail to function.

Now 40 years old, the hospital just last year dedicated a new \$6 million wing.

ST. MARY'S was originally known as Long Beach Hospital, built in 1907 at Tenth Street and Linden Avenue by Dr. Truman Boyd. It was purchased in 1923 by the Sisters of Charity of the Incarnate Word.

Six sisters arrived Aug. 1, 1923, to operate the then 70-bed hospital.

In 1929 plans were made to build a new and larger St. Mary's. But the economic depression stalled matters—a situation the sisters later were to call "providential."

On March 10, 1933, a major earthquake shook the city, and the walls of Old St. Mary's came tumbling down.

Amid falling debris and dust, St. Mary's nurses, sisters and volunteers carried patients to the front lawn. Miraculously not a single patient was hurt.

With lighter quakes continuing every few minutes and the entire structure in danger of crumbling, nurses and sisters cared for emergency patients on the hospital lawn.

Afterward the sisters found themselves without a home. Gone were hospital, chapel and convent. Only one small cottage had been left intact. Using

this as living quarters, the sisters mapped plans to rebuild.

And rebuild they did: first a one-story building, then a larger structure, the present south wing.

Another wing was added in 1949 and still another in 1960, to bring total bed capacity to 349.

Still pioneering, St. Mary's now plans research in computer medicine and coronary artery surgery.

ON THE HILL at Pacific Coast Highway and Termino Avenue in East Long Beach, another major hospital girds for the future. Long Beach Community Hospital, born in 1924 as a 100-bed facility, will expand to 300 beds by the end of this year.

In the past year the interior of the original building has been completely remodeled, to provide new emergency rooms and X-ray facilities, a pediatrics department, cafeteria, classrooms, offices and a 12-room isolation unit, only one of its kind in the city to combat contagion.

A \$2.5 million, six-story wing was opened in 1959. A year earlier a modern convalescent wing was put into operation.

By all standards the hospital now is completely new, says Walter M. Oliver, administrator. "Everything was either recently built or rebuilt," he notes.

In the next few years Long Beach Community Hospital will enlarge its laboratory, X-ray facilities and physical therapy department.

This modern hospital is unique in one respect. It's the only hospital where pa-

tients can watch outdoor movies indoors. A drive-in theater next door has allowed its sound system to be piped into the hospital. The large outdoor screen can be viewed easily by patients.

LONG BEACH'S largest hospital, a giant in research and in patient care, stands at Seventh Street and Bellflower Boulevard.

The Long Beach Veterans Administration Hospital, now a 1,600-bed facility, is destined to become even larger.

Within the next year construction will start on a high-rise replacement building, a 13-story tower in front of the main building. It and other new permanent structures will give the hospital a bed capacity exceeding 1,700.

More than 100 research projects currently are being conducted in VA labs, making the Long Beach facility one of the key research centers in the VA's chain of 170 hospitals.

But this hospital's research story starts long before the VA's operation of the facility.

Built by the Navy in the record time of 14 months, the hospital was dedicated in December 1942 to care for the war wounded. Unlike conventional hospitals, Long Beach Naval Hospital had master blackout control and pillboxes for air-raid observers.

Shortly afterward Long Beach doctors heard that a new wonder drug was being tested at the Navy Hospital. It was called an antibiotic. Its specific name was penicillin.

The year was 1943 and penicillin then was in such short supply it could not be released for use outside the hospital.

A Navy medical researcher—Cmdr. Edward C. Kenney—kept his experimental penicillin locked in a safe, so precious was the substance.

The researcher, local doc-

tors said, had a future in Navy medicine. The prediction proved accurate.

He went all the way. Dr. Kenney, now Rear Admiral Kenney, is the Navy's surgeon general.

ON JUNE 1, 1950, a new era in Long Beach medicine opened. The Veterans Administration took over the Seventh and Bellflower hospital from the Navy.

Its first civilian patient load came from Birmingham Hospital in the San

Fernando Valley.

The Long Beach VA Hospital inherited the special treatment center for paralyzed veterans, headed by Dr. Ernest Bors. The center, world famous, has been the subject of a motion picture, "The Men."

Early research at the hospital included use of atomic cocktails, medications that emit radiations. The VA was the site of one of the first nuclear medicine labs.

The world-famous neuro-

physiology lab, predecessor to UCLA's impressive Brain Research Institute, started in a tiny room at the VA in 1952.

Dr. John D. French, noted neurosurgeon who now heads the UCLA brain institute, and Horace W. Magoun, Ph.D., an anatomy professor, set up the lab, which is now the largest in the VA research building. Dr. Magoun has since won the Passano Award for his

Continued Page 65, Col. 1)

For the 75th Long Beach Diamond Jubilee



FREE TO THE HARD OF HEARING

Actual Size Case of New Midget Hearing Aid
No Electronic Parts—Case Only



HE 2-0459
CALL

First time offered! If you have (or someone you know) trouble hearing well—if people seem to mumble and you have difficulty understanding words—send for this free actual size case. Unit fits right in your ear. Wear it in your own home and keep it. It's an actual size case of one of the smallest but most effective new hearing aids on the market today. The Dahlberg aid weighs less than 1/4-ounce and has no tubing or external wires.

Sample cases are free of cost or obligation as long as supply lasts. Sent in plain envelope. Come in, call or write for yours today!

MOTOROLA/DAHLBERG HEARING AIDS
Authorized Dealer
ASSOCIATED HEARING AID CENTER
LONG BEACH — 622 Pine — HE 2-0459
Rush me free case of new, miniature hearing aid.

Name.....
Address.....
City.....



HOME OF KINGSIZE BEDS BY AGME



AGME
Mattress Factory

3415 E. ANAHEIM ST.
GE 9-4908 — BUDGET TERMS
IN SANTA ANA, TEXAS
411 W. FIFTH STREET
SANTA ANA
KI 3-2076

WEST COAST WAREHOUSE CORP.

- ★ Domestic & Bonded Storage
- ★ Radio Dispatched Equipment
- ★ Fast, Reliable Truck Transportation
- ★ Economical Warehousing
- ★ Attractive Rates
- ★ Serving all Harbor Areas, Los Angeles & Surrounding Areas

Pier A—Warehouse 7-8-9
Long Beach, California

HEmlock 2-8413 SPruce 5-3541



OPEN 5 NIGHTS: Mon., Wed., Thurs., Fri., Sat. 9:30 A.M. 'til 9:15 P.M.; Tue. 'til 5:30



One Phone Call Can Modernize Your Kitchen



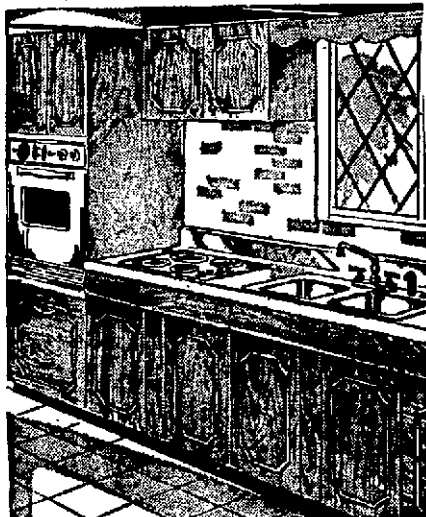
Call HE 5-0121, Ext. 265 or Your Nearest Sears Store

• Estimates • Credit • Installation • Materials

Sears Arranges Installation ... Ask Kitchen Planning Consultant at Sears Long Beach

Use Sears Convenient Credit Plan with NO MONEY DOWN Up to 5 Years to Pay on Sears Modernizing Credit Plan

A Sears planning consultant will give a free estimate in your home. No obligation.



Visit our model kitchen displays

• ALL ROADS LEAD TO SEARS SOUTHERN CALIFORNIA STORES...PARK FREE!

LOS ANGELES—Vermont & Stuench
LOS ANGELES—E. Olympic Blvd. & Soia
LOS ANGELES—W. Pico Blvd. & Rimpau

BUENA PARK
DOWNTOWN
EL MONTE

GLENDALE
HOLLYWOOD
INGLEWOOD

LONG BEACH
PASADENA
POMONA

SANTA ANA
SANTA MONICA
TERRANCE

VALLEY

Shop Monday, Wednesday, Thursday, Friday and Saturday 9:30 A.M. to 9:15 P.M.; Tuesday to 5:30

You Ask, We Answer

By Hoskin

Q. Why don't U.S. standard time zones follow specific meridians? Why do some of the boundaries run east-west?
J. G.

A. When standard time was first adopted in the U.S., in 1883, on the initiative of the railroads, the meridians of 75, 90, 105 and 120 degrees west from Greenwich became the time meridians of the four zones. By an Act of Congress in 1918, standard time was made the legal time throughout the U. S., and authority to readjust the boundary lines between the time zones was given to the Interstate Commerce Commission. In May 1928 the Commission made a readjustment to bring the limits of the zones as nearly half-way between the standard meridians as the junction and division points of common carriers (railroads) would permit. Since that time there have been many changes of boundary, as these became necessary in order to serve the best interests of the railroads and of the communities affected. As a result, zone boundary lines at times run east and west as well as in a general north-south direction.



Q. Who were the palmer in old-time England? V. E.

A. The title "Palmer" was given in the Middle Ages to pilgrims who had returned from an expedition to the Holy Land, because they brought home with them branches of the oriental palm as proof that they had reached the Holy Land. So many of these pilgrims continued to wander about as itinerant monks after their return home that the word palmer eventually passed into colloquial speech as a verb meaning to wander idly about, and later became a surname.

Q. What is the origin of the name schooner for that type of sailing vessel? M.F.

A. Scoon or schoon is an old verb that means to skim or skip across the surface of water. The story is that when Capt. Andrew Robinson's new vessel of this type was launched, at Gloucester, Mass., about 1713, she sped over the water so fast that a bystander said, "See how she scoons!" and Robinson replied, "A scooner let her be!"

(As a reader of Southland, you can get an answer, by mail, to any question of fact by writing to Southland Magazine Information Bureau, 635 F. St., N. W., Washington 4, D. C. Please enclose return postage or self-addressed stamped envelope.)

GRAND OPENING

HUNTINGTON BEACH STORE

NOW . . . Two Convenient Locations to Serve You Better!

To Celebrate This Expansion We Are Holding a Store-wide
Just in Time for the Fall Entertaining Season!

SALE

GENUINE HAND-RUBBED

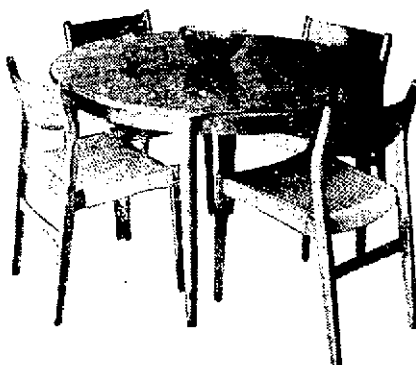
TEAKWOOD

**48" DINING ROOM TABLE
AND 4 CHAIRS**

REG. \$379.00 VALUE

\$279⁰⁰

Complete with 2—20" Fills



MANY OTHER PIECES OF IMPORTED
QUALITY FURNITURE IN THIS SALE!

- SOFAS • COFFEE TABLES
- LOVE-SEATS • END TABLES
- OCCASIONAL CHAIRS
- CORNER TABLES

NEW STORE

**17837-39 BEACH BLVD.
HUNTINGTON BEACH
Phone 847-7979**

K&R Scandinavian IMPORTS
BOTH STORES

OPEN FRI. to 9 P.M. — SUN. 12 to 5 P.M.

OLD STORE

**322 MAIN STREET
SEAL BEACH
Phone GE 1-8014**

October 27, 1963

Southland

OUR COVER



Colloquially, one might say that you never know your neighbor when it comes to art. That's because art has left the realm of the few and become the activity of the many. When you are out with your canvas and brushes looking for a bit of something to paint . . . there might well be your neighbor, out doing the same thing. That's how art has taken over; everybody (almost)

is taking it up . . . and some with really fine results, too. Susan Loonan, an art student at Long Beach State College, is pictured by Staff Photographer Roger Coar at her easel as she paints a scene in the area back of Sunset Beach. The cover photo illustrates a trend that is rounded up by Mary Neth in "Part-Time Van Goghs," an article on Page 7 today.

CONTENTS

Child's Bedroom in Miniature.....	4
Hollywood at Night.....	5
Light Your House Number.....	6
Part-Time Van Goghs.....	7
The Death of a Town.....	8
Models of Humor.....	9
How Long Beach Repaid Carnegie.....	10
Lost Emeralds of the Santa Rosas.....	14
Pickle Barrel Clown.....	15
Lunchbox Treasures.....	21
Have Bandstand, Will Travel.....	22
Point of the Sea Wolves.....	26

DEPARTMENTS

You Ask, We Answer 2	Information Free.... 23
What Your Name Means..... 11	Southland Gardens.. 27
Southland Homes...12-13	Travel - Resorts...28-31
Medicine and You... 16	Pet Parade..... 32
Home Workshop... 18	Crossword Puzzle... 32
How Your Child Learns.....19	Book Reviews..... 33
Recipe of the Week.. 19	It's New..... 34
	Meet Your Host.... 35

NEXT WEEK

And speaking of the arts, as we were above, there's an interesting article coming up next week about the theater. Some sources say that the "little theater" movement here actually started in the Judge Dillon home on Signal Hill, and it was here that Josephine Dillon began her career that led to her becoming a dramatic coach, and eventually the wife of Clark Gable. Watch for Maymie R. Krythe's "When the Theater Came to Long Beach" in next Sunday's Southland.

Fred Taylor Kraft, Southland Magazine Editor

PINE AT BROADWAY DOWNTOWN LONG BEACH

SHOP MONDAY NIGHT TILL 9 P.M.

Buffum's

BRA BAR

"ALL WAYS" STRETCH BRA

.95

Exquisite Form gives you five good reasons for the free-eat feeling bra made.

- stretch cotton fabric
 - stretch tangent straps
 - stretch back straps
 - stretch inserts under cups
 - stretch back
- and we're not stretching the truth one bit when we say, no matter how often you wash it, Exquisite Form with 'Floating action' never loses its stretch.

A, B and C cups

Complete the under-cover picture with Exquisite Form's split-hip Panty Girdle...softer...lighter...sheerer than ever, but with more long-lasting control, 7.95

Buffum's Autoport Parking . . . also in Lincoln Park Garage

Child's Bedroom in Miniature

AFTER remodeling a tiny, two-bedroom house into a spacious, split-level residence, Mr. and Mrs. Charles

Treffry, 109 Park Ave., had comfortable and ample living quarters for their large family which included eight

children. When the home was completed, there was one 6x8-foot room left—about the size of a large closet. Mrs.

Don't Buy Blind



Know what to look for and what to look out for in purchasing a new piano or organ. Know it from the area's most experienced keyboard merchant. Enjoy a lifetime of pleasure by taking advantage of Mr. Piano's (Bob Pierce) 37 years experience in the piano and organ business.

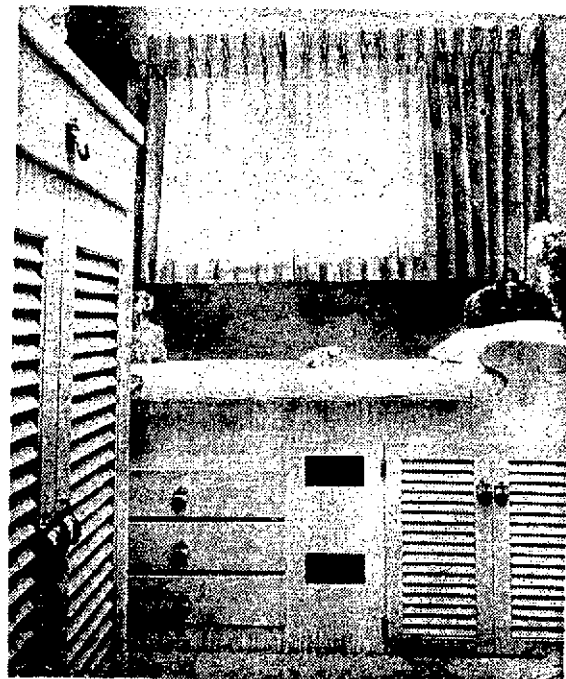
- Large Selection • Famous Makes • All Styles • Used Pianos & Organs
- All Finishes • Bank Terms • Sensible Prices

OPEN EVENINGS & SUNDAY **GIVE THE UNITED WAY**



2188 LAKEWOOD BLVD. LONG BEACH
GE 4-9987 GE 9-0918

(Just North of the Traffic Circle)



Bunk bed and plenty of storage are features of this tiny bedroom designed entirely for Viviana Treffry.

Treffry transformed the area into a miniature bedroom for her 12-year-old daughter Viviana.

Modeling the room after a ship's cabin, she installed a bunk bed at one end of the room. Underneath the bunk are built-in drawers and a

storage cupboard. To the left of the doorway is a built-in closet with double shutter doors, and a large drawer above. Dainty drapes can be pulled across the window above the bed. The room is nicely appointed, suited for a young girl's liking.—STELLA GEORGE.

YOU'LL NEVER

AGAIN CONSIDER A POOL
THAT ISN'T ALSO A SPA!

*Introducing
the totally automated*

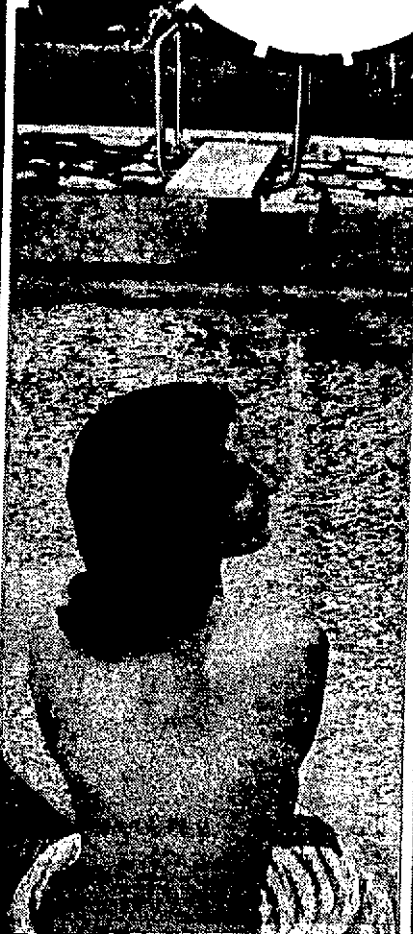
SUNSET POOL Spa

Not only a beautiful pool, your own private Sunset Spa featuring the world-famed Jacuzzi Air-Injector Water Massage Unit.

Sunset leadership gives you the world's most advanced pool equipment

CALL NOW

**WINTER
DISCOUNT
PRICES!**



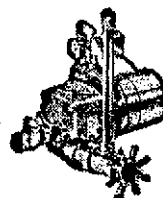
FREE

**Pool Maintenance
With Your
SUNSET POOL!**

**NO
DOWN PAYMENT**

*Swim Now . . .
No Payment Till May, 1964*

**See Our Display at
3950 Cherry Ave.
GA 6-6458
TE 4-1305
TO 9-1713**



Jacuzzi Water Massage Unit

From Europe's legendary health retreats comes the concept of water turbulence — health-giving live water massage created by Jacuzzi, world's greatest name in water therapy. Turn it on for an hour a day — and "come alive" again.

Medical Center

L. B. Billed as Paradise for Housewives

(Continued From Page 64)

contributions to medical research.

AT THE OUTSET the hospital had no animal house. Dr. French, who then lived on the hospital grounds, recalls, "I spent half my time watching over the monkeys."

The early research with these monkeys led to an understanding of the role of the brain in wakefulness and sleep.

By 1955 the Long Beach VA Hospital's research program had become so widely known that scientists from 17 foreign countries were working in Long Beach VA labs.

Dr. French says the VA lab is "unquestionably a major medical research center."

He says Dr. E. V. Edwards, the hospital's first director, is to be given the credit for building the hospital's research program.

More than 100 researchers are now at work in the VA lab.

In 1957 the hospital joined in a nationwide crash program to evaluate new anti-cancer drugs.

THAT SAME year VA psychiatrists began a study of the curious drug LSD-25, which produces hallucinations. Psychiatrists themselves took the drug first to check on its effects. Later the agent was used to treat certain neuroses.

A bone-marrow bank, to enable cancer patients to tolerate greater doses of irradiation, was established.

A special surgical technique for the treatment of peptic ulcer has been evaluated on more than 1,000 patients.

"Assistant hearts"—electronic pacemakers to correct abnormal heart beats—have been surgically implanted in VA patients suffering from certain heart disorders.

An \$8 million wing was opened in 1958 as the hospital began to replace temporary wooden structures on its 100-acre grounds. A \$20 million expansion program begins next July, with completion of new permanent structures scheduled for 1967.

A NEW concept in medicine—geriatric rehabilitation—is being pursued in a 400-bed, county-operated hospital at Willow Street and Redondo Avenue.

Long Beach General Hospital, once a tuberculosis facility, now caters exclusively to elderly individuals suffering chronic illnesses.

Average age of Long Beach General patients today is 78.

Built by the Air Force in 1944, the hospital was taken over by the county in 1948 for the treatment of TB patients. But as the need for this type of hospital dwindled, thanks to progress in TB therapy, General's program was gradually changed to care for patients with chronic illnesses. Long Beach General became a full-time geriatric facility in 1961.

Since then, patients have been classified on the basis of their ability to function independently rather than according to their diagnosis. In addition, they have been offered an intensive program of physical rehabilitation.

Results of this new approach have been phenomenal, according to Robert W. White, administrator. In the year before the program got under way, 98 patients were discharged from the hospital. In the first year of the new program, recently completed, 408 patients were able to return to the community.

The experience shows the great potential for rehabilitation of senior citizens who are ill. White says.

White says that research is the key to progress in medical care. Consequently, Long Beach General is setting up an accelerated research program.

The old Seaside Hospital, renamed Long Beach El Cerrito Hospital, is slated to re-open soon as a geriatrics facility.

"The future of geriatric rehabilitation looks most encouraging," White says.

EXPANSION planning continues at Pacific Hos-

pital of Long Beach, which has grown steadily since it was first occupied in 1956.

Pacific doubled its size in 1961, to become a 188-bed facility. And now new offices and lobby facilities are being completed.

Originally called Long Beach Osteopathic Hospital, the facility, located at 2776 Pacific Ave., changed its name when the osteopathic and medical profession merged in California.

Pacific Hospital has expanded its widely-known glaucoma clinic in an effort to find victims of the eye ailment that can become blind if not detected and treated in time.

Its intensive care unit was one of the first of its kind in this area.

All newborn babies are tested routinely at Pacific in an effort to discover a disease which can lead to mental retardation if not treated early.

Additions to the X-ray department are planned.

PREVENTION of illness, promotion of health.

That, in short, is the aim of the Long Beach Department of Public Health.

At the outset, at the turn of the century, the job of city health officer was a part-time affair, first held by Dr. W. L. Cuthbert. Dr. Cuthbert also organized the town's first band, which consisted of members of his family.

A well-known name in Long Beach medicine—Dr. W. Harriman Jones—was the town's second health officer. He located in Long Beach in 1901, and 29 years later realized a dream when he established a clinic and private hospital at Broadway and Cherry Avenue. Dr. Jones started his part-time health department stint in 1906.

The city got its first board of health in 1907, but it wasn't till 1914 that the health department became a full-time project, with a staff of four persons at Fifth Street and Pacific Avenue.

Today the health department has a staff of 84 persons in a modern (1951) building at 2655 Pine Ave. The department's duties are varied: communicable disease control, public health nursing, environmental health, health education, laboratory, vital statistics, alcoholic rehabilitation and civil defense and disaster preparedness.

Curiously, the accomplishments of a health department are primarily measured in terms of what has not happened, says Dr. I. D. Litwack, Long Beach's health officer.

For example, there has not been a case of smallpox in the city since 1939 nor one of diphtheria since 1949.

Polio has dwindled, thanks to immunization programs sponsored by the health department and the Long Beach Medical Association.

THE HISTORY of medicine in Long Beach is also written with these names:

The USS Haven, only hospital ship still in use, to be replaced eventually by a land-based Navy Hospital in Long Beach.

Adelaide Tichenor Clinic for Crippled Children, Psychiatric Clinic for Children, Red Cross Blood Bank, Children's Clinic, Community Rehabilitation Industries, Epilepsy Clinic, Alcoholic Rehabilitation Center—to name a few.

Still untold—and most dramatic of all—are the many stories of sacrifice by individual physicians as they care for their patients, as they fight disease and death.

The real story of progress in medicine is a personal story: the final diagnosis in the examining room, the decision beside the operating table, the recognition of truth in the research laboratory.

Although this story ends here, Long Beach's role in medical history does not. It has only begun.

Back in the days when man wore the pants and his crinolined wife dried her own Dresden china, Long Beach land agents were busy promoting Long Beach as the female paradise.

Come West, young ladies, they wrote. Here the living is easy.

While less fortunate housewives of eastern and midwestern civil-

izations were up to their elbows in soapsuds and housecleaning, California women, according to the promoters, were enjoying all manner of domestic tranquility.

In this land of sun and surf, there was no need to scrub clothes, slave over a hot stove or beat the living room rug, they noted.

ONE LAND SHARK, circa 1906, had this to say about the feminine advantages of Long Beach living:

"Where there are no furnaces in the winter and people live out of doors as much as they do in Long Beach, it is no great task to keep a house clean, while

the cooking may be made as simple as desired."

Besides, if Mrs. Long Beach housewife didn't want to do it herself, there were plenty of western-style bridgets who could be had for a pittance.

"Domestic help averages \$5 a week," continued the

ad. "Japanese schoolboys assist well during vacations at small cost. By the day, women domestics and Japanese boys ask \$1.50 to \$2, but, as if to apologize for the by-day prices, they accomplish a great deal in one day."

There were no washday blues, either. Because: "Chinese laundries and steam plants run by white help easily relieve the household of washing and ironing duties."

AND HERE'S the cincher, truer than the promoter ever dreamed:

"To the Easterner it's a revelation, both surprising

and pleasurable, that a Long Beach housewife can run her house economically and still have time for rest and recreation . . .

"And once tried, she'll never wish to return to the hard work and long hours of work and toil in other more complex and trying civilizations."

MARY ELLIS

First Phones

Louis Bailey operated the first telephone service in Long Beach, in 1894; and his sister, Bess, was the first operator. The first "long distance" call was made to Los Angeles by Mrs. Bailey.

Colonial Days

On Dec. 24, 1880, the Los Angeles Herald announced proudly that "an American colony" would be built on Cerritos Channel, fronting on the Bay of Wilmington. Land prices were set at \$12.50 to \$25 an acre.

Pay to the order of Long Beach

\$1000.00

Bank of America

NATIONAL TRUST AND SAVINGS ASSOCIATION

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

October 19 1963

158

0000

0000

Bank of America

1234 7890

All of us here in Long Beach are proud of our city—its growth, its progress. And we're particularly proud, at Bank of America, of the many friends we have made over the years. We'll continue to do our best to give you the most complete banking service available.

LONG BEACH BRANCHES

LONG BEACH MAIN OFFICE, 350 Pine Avenue

LONG BEACH MAIN OFFICE ANNEX, 120 East Fourth Street

BELMONT SHORE BRANCH, 5129 East Second Street

BIXBY KNOLLS BRANCH, 3804 Atlantic Avenue

CHERRY-ANAHEIM BRANCH, 2000 East Anaheim Street

FIRST & PINE BRANCH, 101 Pine Avenue

LAKEWOOD PLAZA BRANCH, 5437 East Spring Street

LAKEWOOD VILLAGE BRANCH, 4140 Nurse Way

LOS ALTOS CENTER BRANCH, 2240 Bellflower Boulevard

NORTH LONG BEACH BRANCH, 5401 Long Beach Boulevard

THIRD AND LONG BEACH BOULEVARD BRANCH, 301 Long Beach Boulevard

VIKING WAY BRANCH, 4145 Viking Way

WILLOW-DAISY BRANCH, 600 West Willow Street

WELDING SUPPLIES
Since 1933

H. I. TULLIS CO., INC.

353 W. Pacific Cst. Hwy.
Long Beach

Phone 435-8378 — SPruce 5-6601

Compton—801 E. Rosecrans or Call
Newmark 8-5167; NEVada 6-0045

Linde

Oxygen — Acetylene
Inert Gases — Purox
Heliarc — Oxweld
Prestolite — Sigma
Oxweld Wire

LINCOLN WELDERS

AC & DC Welders
Inert Arc Welders
Flotweld Rods
Complete Line of
Accessories
Rentals on
Heliarc & Sigma

PROMPT DELIVERY SERVICE

Hollywood at Night



Cute couple, Barbara Luna and Doug McClure, are busy in TV, films; celebrating their first new home.



Eartha Kitt and Judy Garland, both veterans of the night club circuit, meet for the first time.



Hollywood Press Syndicate Photos

Vivacious film star Carol Baker and her husband-director Jack Garfein deny reports of near-rift.

ROOM ADDITIONS—REMODELING

Remodel with the oldest remodeling specialists in the Long Beach area

- Family Rooms
- Bedrooms
- Kitchens • Baths

Visit our Display Room at the
NEW CAL HOME SHOW

**NOTHING DOWN ...
LOANS UP TO \$10,000
WITH 20 YEARS TO PAY!
OPEN 7 DAYS A WEEK**

MILLS CONSTRUCTION COMPANY

2610 E. Carson

HA 1-8493

CALL ANY TIME ... DAY OR NIGHT
Bonded, Licensed and Insured—Experienced Craftsmen
We furnish notarized waivers of liens
Upon completion of performance bonds

THERE IS NO SUBSTITUTE FOR EXPERIENCE

NOW—ANTHONY LOW PRICES—NO PAY TILL MAY 1964

(ON SEVEN-YEAR BANK FINANCING PLAN)



**15' x 31'
ANTHONY
BLUE LAGOON**

\$1690

This exciting pool will grace your yard with a touch of glamour—give your whole family the vigor of outdoor fun. Pool is 3 to 7 feet deep, 78 perimeter feet, 312 square feet. Features Anthony quality steel reinforced gunite construction, waterline tile, coping, filter. Price includes excavation, two coats hand troweled white plaster, copper plumbing, pump, motor, steps in shallow cove.

**YOU CAN
JOIN THE
POOL-FAMILY FUN**

FOR ONLY

\$2254

**A MONTH
ON 10-YEAR BANK
FINANCING PLAN**

*Price includes standard coping. Special deck in picture is slightly higher. Price based on normal access and soil, subject to hillside and higher costs in some areas.



HUSBAND AND WIFE TEAM
—Phil Anthony and wife Violeta, built world's largest swimming pool firm.

MORE POOL PER DOLLAR! Anthony has built more pools by far than any other single builder. Huge volume buying of materials plus factory-to-you pricing of sub-assemblies and accessories plus the unparalleled efficiency of Anthony's teams of trained specialists, puts a plus into every dollar you invest in your pool. Anthony's policy of value through volume is still working for you. In the first eight months of 1963, for example, Anthony has exceeded the largest other pool firm (a group of franchised builders) in the greater Los Angeles area by 666 pools, and the third largest by 1139 pools.

Anthony has built twice as many pools as any single builder.

ANTHONY POOLS

WORLD'S LARGEST POOL-BUILDER

SHOWROOMS—OPEN SEVEN DAYS A WEEK—VISIT OUR POOL DISPLAYS.

HOLLYWOOD, 8412 Beverly Blvd. • VE 9-8817, OL 1-3150

ANAHEIM, 2050 South Harbor • JE 4-3100

PASADENA, 3890 East Colorado • HI 6-6133, MU 1-8326

SOUTH GATE, 5371 Firestone Blvd. • SP 3-2210, TO 1-0381

SHERMAN OAKS, 13351 Ventura Blvd. • ST 8-3430, ST 9-4631

COSTA MESA, 170 E. 17th Street • 646-9651

Glendale OL 9-7750 • Hawthorne OS 6-6358 • Inglewood 672-6858 • La Habra TR 1-3559 • Long Beach BA 3-0551 • Newport Beach BA 3-8418 • Pomona RA 3-5249 • San Bernardino TA 6-6901 • Thousand Oaks 435-2954 • Whittier 698-8044, 521-8522

GRANADA HILLS, 18121 Chatsworth St. • EM 0-1877

RIVERSIDE, 5858 Magnolia Ave. • OV 6-8442

TORRANCE, 25412 S. Crenshaw Blvd. • 832-5391

WEST COVINA, 532 S. Glendora Avenue • 962-3641

WHITTIER, 14748-D E. Whittier Blvd. • 698-8044, 521-8522

WOODLAND HILLS, 20343 Ventura Blvd. • 346-1661

Prosperity...and Growing Pains

By WILLIAM JONES

Richard Waugh sips from his hot cup of black coffee thoughtfully in the early morning light at 6081 Vane Circle, Huntington Beach.

With a wry grin, he notes how one of his roses has climbed to a healthy size since he moved into his new home while the other plants sag in dwarf-size. And he muses, in a half-serious way, how this growth about him in this county of Orange can be compared to his garden.

New shrubs — or, new residents, new industries — fighting for survival in strange soil under the relatively inexperienced hands of the new homeowners. Or, new city planner with the confusing new herds of homes, traffic, industrial plants on his long sheets of statistics.

Some — like the rose — are thriving. Others are having difficulty rooting themselves into the new dirt.

NEARBY, Waugh has seen these new industrial gardeners. At Bolsa Chica and Bolsa Avenues, Douglas is planting its new \$79 million space research center on 250 acres. North American is constructing a \$7 million missile assembly plant at Seal Beach.

Like the rose, the Ford Co.'s Aeronutronic plant at Newport Beach has been thriving since the more than \$22 million research and development center was constructed in 1957. So has North American's Autoneutronics Division which now has 24,000 workers in Anaheim and Fullerton, largest employer in the county.

The graduation to the top plateau as one of the Free World's missile Centers has been as jumpy for Orange County as Waugh's career history. A graduate of Ohio State University with a major in international relations, he served for nine years as a civilian counterintelligence agent for the Army and Navy before joining Equity Securities Corp. in sale of stocks and insurance.

THE GERMAN settlers of Orange County's first city, Anaheim (founded in 1857), transformed and wasteland into one of the nation's largest vineyard, the wine said to surpass even the fine Continental varieties. After Orange County was formed in 1857, the settlers planted the more hardy oranges, lemons and lemons as a malignancy similar to cancer in human being laid waste the vineyards.

The third transformation — that of the axe-poled groves becoming the sleeping communities for Long Beach and Los Angeles workers — came with the postwar discoveries of speedier construction methods when "pre-fab" became a new word.

The present trend to space industries stemmed from the growing manpower pool and the relatively open land nearby.

FOR WAUGH and the 187 new residents who move into Orange County each day, the boisterous new growth has imbedded deep socio-economic standards.

Where once he and his blonde wife, Charlene, spent their leisure hours away from a rented house southeast of Los Angeles watching sporting events, they now devote most this time to the perpetual chore of lawn-garden-house upkeep.

"As a home owner, my life has changed," Waugh said, "and I think it's for the best. You take pride in your home and you can use your ingenuity in improving it. This is the era of do-it-yourself."

"Frankly, the garden work is relaxing because it's a contrast to my regular job."

"WHY DID we buy in Orange County? Because we found a house that we liked — and where else can you buy a new home for a reasonable price except primarily in Orange County?" "We are paying just as

much now as we were paying for rent, \$135, a month. But this money doesn't go down the drain, it's an investment."

His wife has found a new community spirit because "when you go outside, you see and meet your new neighbors and you find a lot in common — a new home, a new lawn, a new plant."

"WHEN WE rented, our neighbors were strangers." Whether he likes it or not, Waugh now throws a more interested glance at newspaper reports of property taxes, real estate values, school district bonds and city and county planning.

He knows that the County Population Research Committee reported that the one millionth resident of Orange County was a baby born sometime during the last week in September — and this addition spotlights the future problem of school construction.

WAUGH and Charlene have one prospective student: Richard S. Waugh Jr. (Richey), now 14 months old.

Ten years ago, there were 53,000 students enrolled in public schools. Today: More than 240,000 from kindergarten to junior college.

Last February, the California Taxpayers Association reported that Los Angeles and Orange County headed this state's counties in the largest increases in school district taxes. LA had a \$29.6 million hike while Orange County went up \$8.1 million.

PINPOINTING the dismay at the future, Waugh notes that a nearby elementary school, Circle View, was completed only this summer and was filled on the first day of the semester.

Driving to his office in Long Beach, Waugh also is familiar with the growing traffic problem as he surveys the carpet of autos during the rush hours on the arterial link between Orange County and Long Beach called Seventh Street-Garden Grove Boulevard.

Waugh is tender about the situation because, like other new residents, there are two cars in his family.

TEN YEARS ago there were 129,700 vehicles registered in the county. Today: More than 430,000 honking, road-jamming, speeding vehicles.

Only daring and heroic measures such as double-deck freeways and a rapid-transit system can cure the auto ailment according to

County Supervisor Chairman C. M. Featherly, Waugh notes.

All this imposing growth has been actually in one of the state's smallest counties in size with 780 square miles. And one-third of that is mountainous.

This bulging of the territorial belt is becoming more evidenced each day. Some developers are leasing the land to home buyers. Others are erecting own-your-own apartments to conserve space. One realtor recently offered a parcel of land along Harbor Boulevard at \$60,000 an acre.

The El Toro Marine Air Station, and the Navy's Air Station at Los Alamitos and Weapons Station at Seal Beach are feeling the growing land pressure on their borders.

And though the county is the site of the internationally famous Disneyland and Knott's Berry Farm, planners say the need for recreational land is urgent.

THE REGIONAL Park Advisory Committee estimates that the county will need 15,000 acres of more land for public parks and recreation by 1985. That is double the present recreational acreage.

Recently, 63 acres were purchased from the Weapons Station in Seal Beach for development of an aquatic park.

The \$43 million master plan for the future playground stresses the need for additional camping, picnicking and wilderness areas accessible all year. It also recommends a countywide system of greenbelts and open space areas for hiking and riding trails.

PLANNERS say that if the county could attract two dozen more tourists a day throughout the year "it would be economically comparable to acquiring a new manufacturing industry with an annual payroll of \$100,000."

This need for public land in the mushrooming radius of tract developments is seen by Waugh. There are no parks in his subdivision or neighboring ones.

Master plan developments in Orange County are localized in the 24 cities and numerous subdivisions, resulting in a hodge-podge instead of an overall county scheme. The old concept of a downtown area is gone as tract is separated from tract by the "shopping center" with its asphalt apron of parking space out in front. In between are row after row of homes with virtually similar floor plans and slightly altered exteriors.

WAUGH, like most others, recognizes the boredom of sameness, the downfall of the tract home. As he says, the chief weapon is ingenuity in landscaping, painting and furnishing the house differently.

But this too has its drawback, mainly because garden nurseries and the big stores in the shopping center stock their inventory with products in vogue. The "original" painting — \$2 down, \$2 a month — can be found in many homes. Tropical plants abound in every home. Danish furniture? Hah, everybody has it. The built-in stove, the swimming pool, the patio are no longer conversation pieces.

And, as if by some freak of nature, there is always the huge, colored rock or bleached drift wood that seems just to have popped up in this area once planted to green beans.

WAUGH and his wife are cognizant and tolerantly amused at this retreat from sameness toward sameness, but what can you do if Joe Blow next door builds a water-fall? Retaliate.

This status seeking between home owners has been a boom to merchants.

The State Chamber of Commerce said Orange County led all other counties in growth of retail sales from 1950 through 1961 with a whopping 505.3 per cent rise. Merchandise sales in 1961 were \$122.4 million.

And the workers themselves are making more money to pump into home improvements.

LAST YEAR, a new record industrial payroll of \$284 million was paid — \$59 million over 1961. Eighteen thousand new workers were added to the company payrolls, according to the California Department of Employment.

But the barrier to such future of the fastest growing county in the most populated state may well rest with water.

Featherly calls it "the determining factor of our growth."

"If you don't have water," he said, "you have a desert and you have to hold your concepts of community growth to just how many people can come into the community."

THE ORANGE County Water and Sanitation District is spending a quarter of a million dollars every month to buy surplus water from the Metropolitan Water District.

The Orange County Water and Sanitation District is buying surplus water from the Metropolitan Water District for the under-

ground Santa Ana River storage strata.

The purchases, started in 1949 for \$8 an acre foot, have jumped in price to \$15 an acre foot. This year's purchase is expected to cost \$3.1 million.

BUT WHAT worries county planners is that Metropolitan expects demand from its member cities to absorb all its available flow from the Colorado River by 1972.

Community leaders hope by that date to solve the problem with Feather River supplies from Northern California — though it appears northern waters will not be piped here until 1975.

The real solution, however, is reclamation of water sewage effluence and desalting of sea water, coupled with conservation, officials believe.

A STATE Senate fact-finding Committee on Water Resources, which met last month in Anaheim, said possibilities of reclamation of sewage now going into the ocean and desalting of sea water are virtually unlimited.

In a county where the average annual rainfall is only 10 to 15 inches, county communities and citizens last May, Huntington Beach like Waugh are acutely aware of the problem. Only voters approved a \$5.7 million water revenue bond issue for new lines, reservoirs and general improvements in the present system.

This preparation for the continued influx of people into Orange County is costing staggering amounts of money in the desperate drive to head off future problems.

COUNTY Supervisors in August approved a record \$77 million budget — \$11.6

million higher than the 1962-63 budget.

The tax rate is \$1.66 per \$100 assessed valuation — topped only by Los Angeles and San Diego counties.

Such a budget is necessary for a county which has jumped from 216,224 residents to more than a million in 13 years. The population is expected to soar to

2.5 million by 1980.

Present worth of the county is \$1.8 billion — up 12 per cent or \$175.1 million over total assessed valuation last year.

Future blight will be eliminated because conscientious homeowners are unlike the renters of high-rise apartment buildings in the

large urban centers, he says. The taxpayers will vote the necessary funds to improve their county and raise their property values.

As he finishes his cup of coffee, Waugh takes one more look at the flourishing rose in his front yard. Then, he goes outside to see what he can do about the other plants.

In Business Since 1936

WELDING INDUSTRIAL
FOR THE BEST
LBWS
EQUIPMENT SUPPLIES

MAL TEETER, President
Formerly
LONG BEACH WELDER SUPPLY

1629 W. ANAHEIM • LONG BEACH
HEmlock 7-2218

- Victor Welding Equipment
- Oxygen — Acetylene
- Miller Arc Machines
- Portable Powered Hand Tools
- Precision Hand Tools
- Industrial Supplies



WE'VE GROWN from a modest beginning to be NOW . . .

Metropolitan LONG BEACH'S HOME APPLIANCE Headquarters

- LOWEST DISCOUNT PRICES
- FACTORY CARLOAD DEALER
- ALL MODELS & COLORS
- A COMPLETE SHOWROOM OF NEWEST ELECTRIC & GAS BUILT-INS
- FRIGIDAIRE
- CALORIC
- WEDGEWOOD
- MAGIC CHEF
- MAYTAG
- ADMIRAL
- KITCHEN AID
- THERMADOR
- WASTE KING
- O'KEEFE & HERRITT
- GAFFERS & SATTLER
- WESTINGHOUSE

HEADQUARTERS FOR FRIGIDAIRE

Flair by FRIGIDAIRE

- Double oven, bake or broil in either oven
- The range that looks built-in but isn't
- Eye-level oven with slide-up glass door
- Cook-Master automatic oven control
- Pull-out cooking units slide back when not in use

RC1B-445-2 Base SEPARATE

FRIGIDAIRE WASHERS

with "ACTION-ZONE" WASHING

All clothes circulate under water . . . where detergent, water and the famous 3-ring agitator combine to get every place clean. 2-speed, 7-cycle FABRIC SELECTION WASH. Porcelain inside and out. Rinse conditioner dispenser.

SAVE NOW!
CLOSE-OUT PRICES ON ALL '63 MODEL FRIGIDAIRE!

100% Frost-Proof REFRIGERATOR

100% Frost-Proof — no defrosting ever. Huge separate door freezer and deep-shelf storage door.

IMPERIAL UNDER-COUNTER DISHWASHER

- Holds 14-place setting
- Famous swirling water action
- Roll-to-you racks for easy loading

HEADQUARTERS FOR WASTE KING UNIVERSAL

ELECTRIC BUILT-INS all models all colors

GAS BUILT-INS all models all colors

WASTE-KING UNIVERSAL DISPOSER

The world's finest disposer. Quiet . . . just above a whisper. Gets rid of all food waste with 30% faster liquefying action. Years and years of trouble-free service. Distributor prices on all Waste King Universal products. Complete showroom.

HEADQUARTERS FOR WEDGEWOOD BUILT-IN APPLIANCES

With the "Edge of Excellence"

The ultimate expression of contemporary design in models to meet every built-in need. Available in white and decorator colors.

COOKING TOPS DISHWASHERS

DISTRIBUTOR PRICES ON ALL WEDGEWOOD BUILT-INS — COMPLETE SHOWROOM

LAKEWOOD HOME APPLIANCES

17127 LAKEWOOD BLVD. North of Artesia Blvd. TO 6-3766
ME 3-8967
"Call Kenny"

HEADQUARTERS FOR MAYTAG

the dependable automatics

We'll Wheel • We'll Deal • We'll Trade

Why Pay \$100 more to get these features:

FAMOUS MAYTAG

- 2 Wash Speeds
- 3 Water Temps.
- Selective Water Level Control
- Lin Filter
- 2 Spin Speeds
- Metered Fill

CHEAPER BY THE PAIR

BUILDERS APPLIANCES

WHOLESALE DIVISION OF LAKEWOOD HOME APPLIANCES
Complete Showroom of Major Electric & Gas Appliances & Accessories

17127 LAKEWOOD BLVD. — TO 4-3766

FOR 3/4 OF A CENTURY

Since 1883

Founded in Ogden, Utah, moved to Salt Lake 1885. Looking for more opportunity, we moved a second and last time in 1921 to Long Beach.

CRAGER IRON WORKS INC.

- Steel Stairs
- Structural Steel
- Wrought Iron Rails
- Miscellaneous Iron
- Ornamental Iron
- Aluminum & Bronze
- Stainless Steel



2315 EAST ANAHEIM STREET
LONG BEACH
434-8484 SP 5-2661

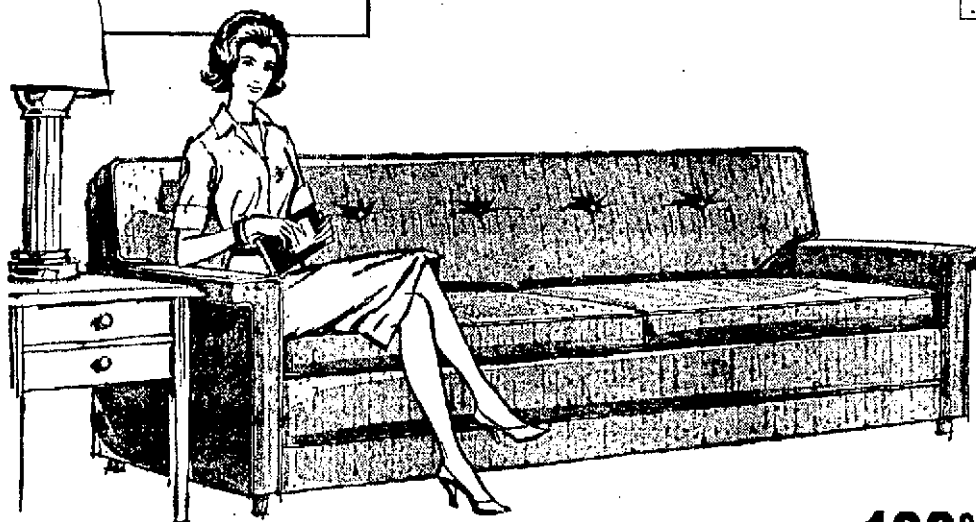
TRADE-IN SALE — SAVE UP TO 25%

New **Hide-A-Bed®** Sofas with Comfort-Inspired
KODEL® and **FOAM** Cushions

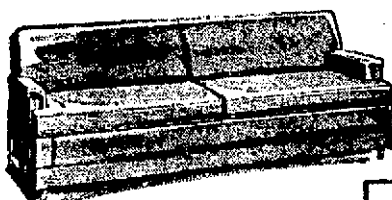
at no extra cost!

SIMMONS
Sitting Pretty Specials
FEATURE LUXURIOUS
NEW SEATING

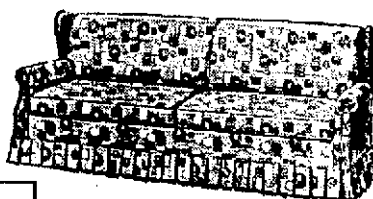
Yes, we're showing these 5 Hide-A-Bed sofas with innerspring mattress included, specially designed by Simmons, to bring you something new in seating comfort. Simmons has combined Kodel polyester fiberfill with buvant foam.



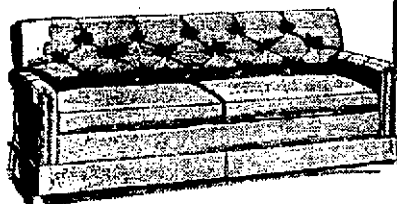
The Chelsea Gently curved shelf arms contribute to the contemporary design of this 70" sofa. Covered in tweed in a choice of 3 lovely colors.

199⁹⁵

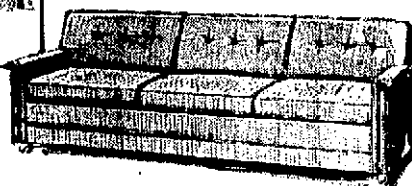
The Greenwich Lovely T-cushion
69" sofa, yours in either modern
weaves or modern pile fabrics.

229⁹⁵

The Jefferson Early American
69" sofa in choice of tweeds
or charming Colonial prints.

249⁹⁵

The Lawrence Traditional Lawson sofa with biscuit tufted back, channel arms. Puff matelasse in 3 colors. 75-inches.

279⁹⁵

The Today Extra long 80" sofa with extra-large queen-size mattress. Ball casters. Rippie tweed in 4 colors.

299⁹⁵

Sleep Shoppe

5th at Long Beach Blvd.

Open Daily 'till 6 p.m.—Mon. & Fri. 'till 9 p.m.

ME 7-3097

**Southland's largest
selection of Simmons
Hide-A-Beds and
Beautyrest Mattresses**



Metal horse fits with the red barn architecture. Visitors at night couldn't miss the house number hung high under lamp.

Light Your House Number

By Bertha Blanchard

DO LATE dinner guests breathlessly explain that they have been driving up and down the street for half an hour looking for your house number?

If your house is on a dark city street or in a suburban area you need a street light over your house number that is placed where it can be most easily seen from walk or street. Homes which sit back some distance from the street or are secluded by fence or shrubbery also need identification near the street for the convenience of your friends or service people or mailmen.

If you can decorate your house number plate carrying out the symbolism of the family name, it gives a whimsical distinction and identifies the house for those who may have trouble in finding the number. Any metalworker will make such a wrought iron design that will give added charm to your front entrance. And any home handyman can cut a design from wood, such as the birds pictured with this article and cut by the man of the Martin household.



Photos by the Author

Obvious symbolism makes it easier for friends, postman, delivery men to locate this family by day or at night.



—Staff Photo by Chuck Sundquist
Mrs. Winifred Bush sets out with easel, and paints on typical sketching jaunt.

Art comes out of
its ivory tower

Part-Time Van Goghs

By Mary Neth



Charles Hoppi finds relaxation, satisfaction in his hobby as amateur artist.

FINE ART'S out of the ivory tower. It has gone comfortable in the suburbs and crafty in the cities and just about everyone is turning culture vulture.

As to the galleries, they never had it so good.

What caused art to vacate its former lofty estate?

It's partly the result of the whirlwind of arty activity caused by today's part-time Van Goghs. They're painting up such a storm that no one can ignore the resultant deluge of water colors, oils, pastels and what-not.

Most of these Sunday painters (who'll take up a brush any day of the week) are the first to admit their art's not always so fine. But, they do take credit for the boom in art interest and they should.

AS A HOBBY, painting has given art a new push toward popularity. These days such greats as Rembrandt, Cezanne and Miro are practically household words and many a home has at least a print or so of their work.

But, what caused the big rush for berets in the first place?

Some say it's a copy-cat movement. That such famed Sunday painters as Ike, Churchill and Jackie inspired others to follow suit—and don smocks.

Joseph Johnson, who has guided the hands of many amateur artists enrolled in Long Beach City College evening classes, agrees to some extent.

Says he, "Jackie's White House emphasis on culture has given art an official stamp of approval, all right.

"But, the upswing of interest is probably also due to modern life itself. People have more leisure, but more work-a-day tension. Art provides the answer to free-time relaxation."

JOHNSON has found most of his students hungry for knowledge — "they realize they've been taking everyday life for granted and are eager to awaken to the color and beauty around them."

One of his most enthusiastic pupils is Maria Searles, a housewife who came here from China in 1951.

"In Hong Kong there was no opportunity to study as I'm doing now," she says. "I've found great satisfac-

tion in tackling artistic problems—even learning how to draw a cube.

"Easy? I worked on one for eight hours—erasing and redrawing and erasing, again. Every moment was an absorbing adventure."

Which all goes to prove, she says, that "you don't need top talent to profit by a brush with drawing pencil or paint-daubed palette."

WINIFRED BUSH echoes the sentiment.

She gained her introduction to art through the gift of a box of pastels. "They looked like fun, so I scurried to the store and bought myself a pad of paper. Then and there, I was hooked."

Any art addict can tell the rest of

the story. Seems one item leads to another.

Next, Mrs. Bush was buying pencils and tubes of paint and sticks of charcoal and of course, turps and brushes and canvas and special sheets of textured paper.

Then came a whole series of how-to-paint books and the desire for competent instruction.

Now an inveterate art class-goer, who totes her supplies wherever she goes, "that's the nice thing about the hobby—it travels," Mrs. Bush gives that first box of pastels credit for a whole new view of life.

"I've gained in appreciation and made many friends, too."

BUT, HAPPIEST of all about the

big boom in Sunday painting are the dealers in art supplies—for them it's a bonanza.

"They stand back and watch in gleeful amazement as cash registers jingle to the tune of bigger and better sales.

No longer must they depend on the struggling artist's slim purse. Now, he's all but lost in the crowd of spend-thrift art lovers: well-heeled businessmen and generous housewives who don't pinch pennies.

Says Marly Morris, office manager of Fierce Bros. store, "Sales have gone up and up in the past five years."

She attributes the rise in art interest to the modern do-it-yourself craze. "Nowadays, with wider communication, fads spread fast, too. Take the paint-by-the-numbers kits, everyone—from Kansas City to Costa Mesa—bought them.

"Setting up an easel isn't considered a bit sissy either," she continues.

"Brawny men boast about their painting as eagerly as they talk about their fishing exploits. Ike can probably be thanked for that."

H. H. SCOTT, owner of Scott Radio Supply Co., doesn't think that's all there is to it.

He took up watercolors long before Ike hung up his uniform and reached for an artist's smock.

What does he believe has caused the boom in dabbling and daubing?

"Abstract art—that's what."

A man with decided views, he's not at all bashful about expressing his distaste for the trend toward non-objective art.

Says he, "Sure, there are more men (and women) painting today—but only because they think it's easy."

"Since the introduction of the abstract, everyone has decided they can turn out masterpieces.

"It's not that, I'm against this type of modern expression, it's just that most people don't know good from bad.

"They splash up a canvas and frame it and hang it and call themselves artists."

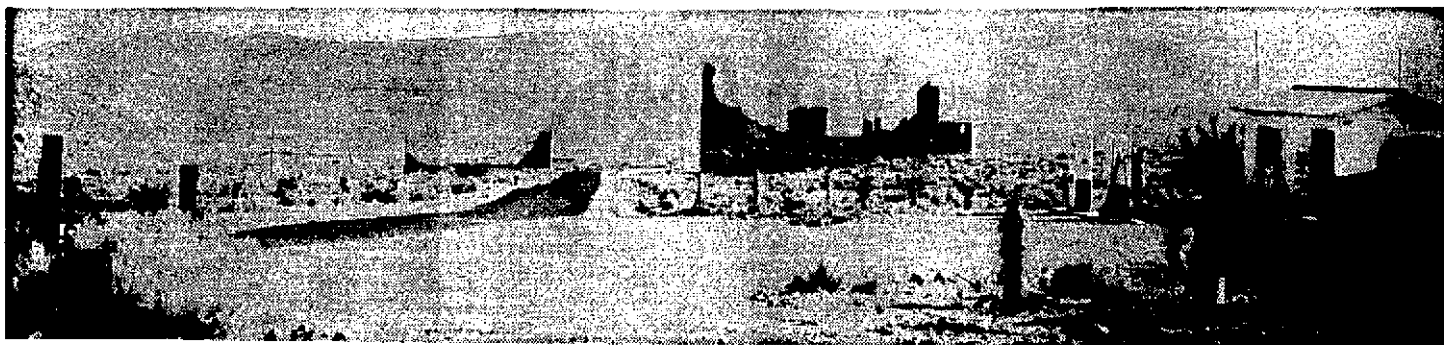
Artist Paul Conner, who formerly taught art classes here, is even more vehement about the trend. "No one wants to take the time to learn to draw," he says. "They don't think it's (Continued on Page 24)



Art has gained increased interest in schools. Here, Joseph Johnson of City College evening classes encourages a student, Mike Humphries.



The Death



of a Town

ONLY 59 YEARS AGO the town of Rhyolite, in Southern Nevada, was a booming community of 15,000, served by three railroads, and attracting settlers from all over the world, wanting gold, easy living, and fun—all available at Rhyolite. Today the town is a ghost, sprawling where no town should be—in the burning wastes of the Amargosa Desert. (You reach it by taking the modern Tonopah Highway, 125 miles north out of Las Vegas to Beatty, and then another eight miles by a side road that winds among Plutonian crags to a desolate vista of what was the liveliest mining town in Nevada's history.)

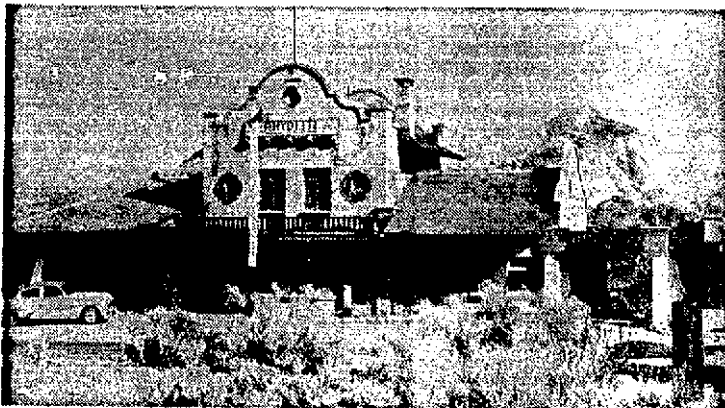
Shorty Harris, a fabulous prospector known to the Silver State for spectacular mining discoveries, was responsible for the emergence of Rhyolite. He stumbled on a rich gold ledge at a mine he christened Bull Frog, near what was to be Rhyolite. Bragging about it in a Beatty saloon, he started a stampede of 1904, which in its intensity and proportions approached that of Sutter's Creek find. Businessmen, teamsters, gold prospectors, merchants, ladies of the night, card sharps, and honest folk bent on bettering themselves abandoned homes, jobs and families to rush to Rhyolite. By buckboard, ox-team, mule they came, and some on foot, catching rides as they could. There was no end to Rhyolite's bonanza, the newspapers of the time screamed—come one, come all.

In line with this prophecy, the main street of Rhyolite was named Gold Street. Merchants hurried there to build two and three-story buildings with imposing cut stone facades. Anything could be had in Rhyolite for the asking—and a little gold dust—even Eastern oysters and ice-cooled whisky—a miracle on the 130-degree desert.

It looked as if the dream was going to last. But the hapless Bull Frog bonanza petered out in 1909. As soon as the news leaked out, almost a total

(Continued on Page 24)

Crumbling hulk (top photo) was once a bank in Rhyolite. Sun, vandals, time have reduced it to ruin. Top center, a general view of Rhyolite, coming up from Beatty. Hopeless wastes of great Amargosa Desert fill the distant vista. Arches to nowhere (lower top) formerly gave entrance to a commercial building. Rhyolite railroad depot (right) is only building left of the town that had at one time a population of 15,000 (now only 8). Couple now operates building as combination gift shop and hostelry. Three railroads once served boom town.



Story and Photographs

By Tamara Andreeva

Long Tribulation Ending for Orientals

(Continued From Page 62)

nessman in Long Beach is believed to have been Lew Fong, who established the Quan Lee Laundry (now at 630 W. Pacific Coast Highway) in 1893, only five years after the city was founded.

Chinese had a good reputation in the business world, but they were quickly reminded of their place when they tried to go into a white man's restaurant or barber shop.

THEY WERE further embarrassed in 1904 when several merchants from China who had been invited to the Louisiana Purchase Exposition by our government were detained hopelessly in the sheds at San Francisco. Humiliated, they sailed for home.

There were only 481 Japanese in all of Southern California in 1900. Twelve Japanese immigrants visited San Pedro in 1901, and one of them accidentally kicked over a boulder near the beach and found an abalone.

From such a beginning came the amazingly prosperous Japanese fishing industry and the cannery industry that centered on Terminal Island. By 1920, there were 25,000 Japanese in the Southland. But as early as 1905, anti-Japanese sentiment cropped up in the organization of the Japanese and Korean Exclusion League.

THE JAPANESE took over the fishing industry from the Chinese. And those among them who went into farming didn't make the mistake of leasing the land as the Chinese had done. They bought it.

In the first decade of the new century, a Los Angeles Chinese, Homer Lea, launched the movement that was to elevate Dr. Sun Yat-sen to the head of China's government with the October 1911 revolution. Lea trained more than

2,000 officers for the revolution. They regularly passed through Long Beach on their way to Laguna Beach for rifle practice.

THE SECOND Chinese business in Long Beach was established in 1912, Lung Koon Lew's Pekin Cafe, long since defunct. His wife, Nge Shee Lew, is believed to have been the first Chinese woman here.

And in 1918, Ho Wing opened Wing's Art Goods Store on East Seaside Boulevard.

"Yellow Peril" was appearing frequently in newspaper editorials, and the 1924 federal Quota Act closed the "land of the free" to Japanese and all other Orientals. The Chinese, of course, had been shut out for 42 years.

TWO YEARS later, the Japanese Presbyterian Church was founded at 1333 Locust Ave. Church activities in the building were to be suspended 16 years later.

Hostility toward the Chinese began to die with the opening of the Sino-Japanese War in 1937. It was the same year 850 graves in a Los Angeles Chinese cemetery were opened and the bones shipped to Hong Kong. That was the last shipment in a generations-old practice of sending remains of deceased Chinese to the land of their ancestors, and was symbolic of the obliteration of the early Chinese influence in the Southland. Today, there is not one Chinese place-name in the region.

In 1940, there were 4,736 Chinese in the county, and approximately 200 in Long Beach, including several dentists and doctors. The Japanese numbered 36,866 in the county, and around 1,200 in Long Beach. There were no professional men among the Long Beach Nisei (second-generation Japanese), and fewer than 10 owned their own homes.

The Japanese community on Terminal Island comprised 500 fishermen, 150 merchants and 450 women and children. Japanese farmers cultivated 26,045 acres in the county and controlled 90 per cent of the truck crops. And others were outstanding contributors to the floral, nursery and landscaping industries.

Pearl Harbor changed all that.

The Army evacuated the Terminal Island Japanese in 48 hours.

Long Beach Japanese were herded into the relocation center at Santa Anita, and from there to one of the 10 camps set up as far east as Arkansas to guard against their "treachery." Those who got anything for their property had to sell for peanuts.

WHAT ABOUT the loyal Japanese? "A Jap's a Jap," said Lt. Gen. John DeWitt, commander of the West Defense Command.

Excluded from the West Coast were 109,000 Japanese. Their property loss was conservatively estimated at \$400 million.

Nine months later, the first Boys' Club in Long Beach was ensconced in the Japanese Presbyterian Church. Local feeling toward the Japanese was expressed in the Press-Telegram headline on the story: "Church Once Used by Japs Serves New Boys' Club." From desecration, nobility.

THE JAPANESE American Citizens League did all it could to cooperate with the government and ease relocation problems, but so severe was the blow of Pearl Harbor, even their cooperation was resented.

The U. S. Supreme Court upheld the evacuation, 6 to 3, in 1944, but in the same year, it freed one Japanese woman from internment, and the Army rescinded its Japanese) like Mrs. Mune-

West Coast. The constitutionality of the detention of 72,000 Japanese in the camps was never determined.

A 1945 Yale Law Review article challenging the constitutional basis of the evacuation program is credited with inspiring several compensatory laws by Congress following the war. But few Japanese recovered as much as 20 per cent of their loss.

SOME OF the anti-Japanese prejudice was dispelled by the outstanding war record of the Japanese-American 442nd Central Postal Directory in Europe. The mother of Pvt. Sadeo S. Munemori—he was posthumously awarded the Congressional Medal of Honor—asked the Long Beach City Council in 1948 to support a law permitting her and other Japanese to become citizens. The councilmen declined to do it officially, but expressed willingness to do it individually as private citizens.

The prejudice was slow to die for some. On April 6,

1945, the commander-elect of the Veterans of Foreign Wars post in Lomita, Leslie Lahr, expressed this view:

"Veterans of Foreign Wars will exert every effort to keep them out of this community now and forever. Japanese have no business on the West Coast while the war still is in progress, nor do residents of this community ever desire their return."

SEN. THOMAS Kuchel later called the evacuation of "some Americans a cruel thing, and the American people ever since have hung their heads in shame as they recall it."

The Japanese began to come back. By 1957, 80 per cent had returned.

The Walter-McCarran Immigration and Naturalization Act of 1952 permitted Issei (first-generation Japanese) like Mrs. Munemori to become citizens.

Rev. Kosei Osada founded a Buddhist mission here in 1951, and the congregation, "about 125 families," built the Long Beach Buddhist Church at 2360 Santa Fe Ave. in 1957. And the Japanese Presbyterians, about 200, got back their church.

shortage of workers, new fields are open. For instance, we can't fill the demand for stenographers. They're very efficient and can almost name their own job. There is a diversity of jobs which we didn't have before. We have lawyers, doctors, dentists, engineers and school teachers. Our merchants no longer cater to a solely Japanese clientele."

MAS SATOW, national director of JACL, in 1957 told how the Japanese had bounced back and even gone beyond their pre-war progress:

"Our people are joining in, and being accepted by P.T.A. and other civic organizations. And with the

Ave., holds a carnival every year with street dancing that has become a top attraction in Long Beach.

And just last month, Long Beach became the sister city of Yokkaichi, Japan.

Of all the immigrants in this country—everyone but the Indians—none has a greater claim to call himself an American or boast of helping build this country than the Chinese and Japanese.

Thompson Westcoast Company

Project Development — Planning & Designing — Construction — Investment
Suite 724 Edison Building, 100 Long Beach Boulevard,
Long Beach 2, California • Telephone 436-1871



CONSTRUCTION AT 1399-15 EAST SEVENTH STREET, LONG BEACH

The above rendering is one of "Thompson Westcoast Company's" latest custom deluxe apartment house projects in the Long Beach area.

***This 36 unit apartment house (22 two bedroom & 14 one bedroom) will feature many outstanding items. It is three (3) stories with subterranean parking, individual balconies off from bed rooms, "Gold Medallion", elevator, subterranean swimming pool, roof garden sun deck, "Finnish Sauna Baths", G.E. all-electric built-ins in kitchens, radiant ceiling electric heating with thermostat controlled in each room, individual electric water heaters and many other desired features.

***Construction Will Be Starting Soon.
***For Additional Information Telephone 436-1871.

F. ENWOOD THOMPSON, President

Specializing in: Condominium Hi-Rise Apartment Buildings — Apartment Houses — Hotel-Motel — Shopping Centers — Office Buildings — Medical and Dental Offices — Industrial — Specialty Restaurants — Mobile Home Parks — Commercial Buildings — Project Financing Arranged

REPRESENTATION ALSO IN THE FOLLOWING CITIES: SAN FRANCISCO, SAN DIEGO, PHOENIX, TUCSON

City Government

(Continued From Page 56)

realtions program has been highly praised both by theorists and by practical administrators. Some cities have copied it and others are preparing to vote on only slightly different variations.

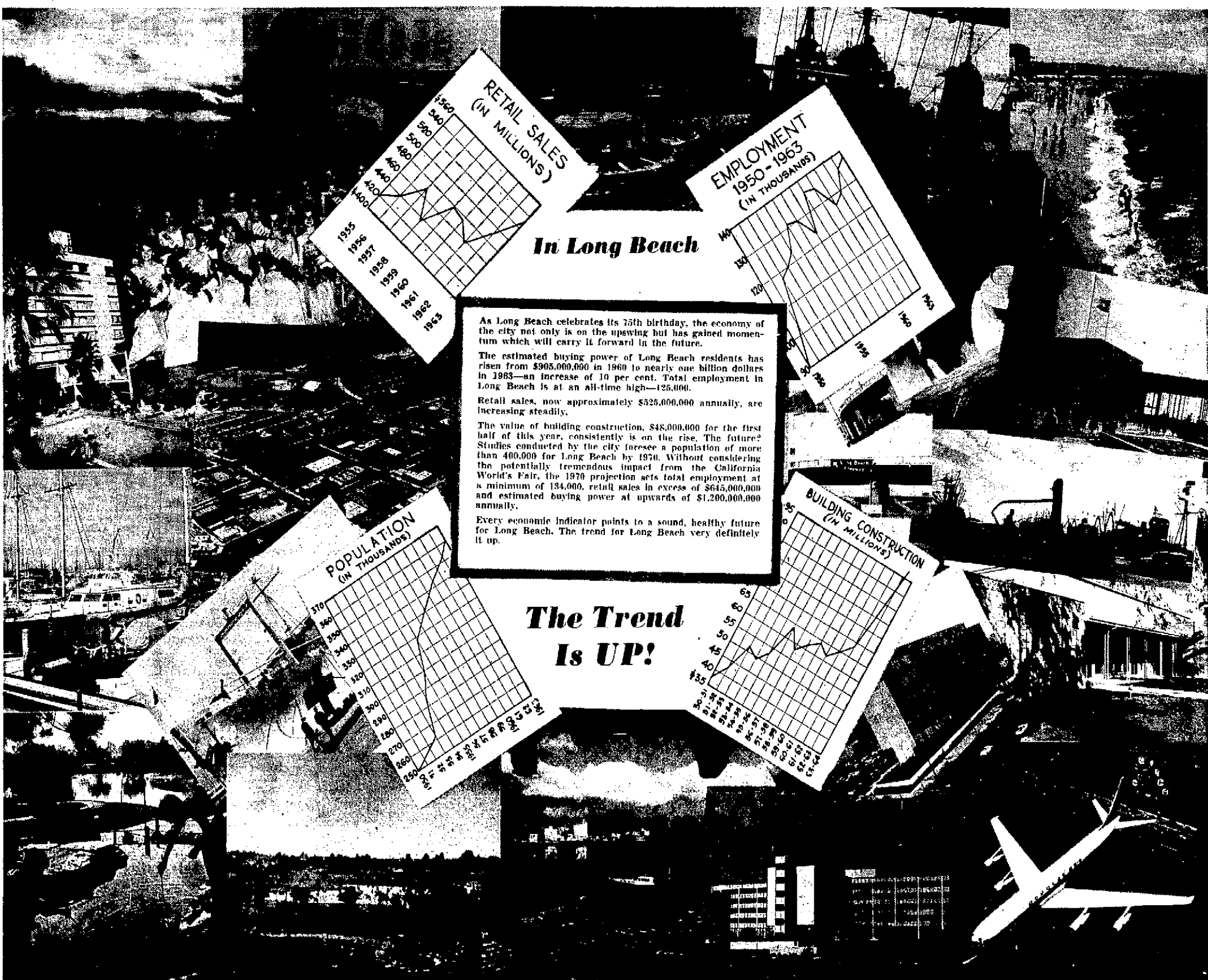
The more powerful Harbor and Water Boards were created in 1931. These two bodies have literally survived floods, depressions and droughts to expand their departments into fields—oil production and leadership in the campaign for equitable allotment of ground water—not dreamed of at the time.

Prior to 1899 the main seat of city government was in rented quarters on Ocean Park Avenue (Ocean Boulevard) near First Street. Then the council appropriated

\$9,000 for a site at Second Street (Broadway) and Pacific Avenue, along with the construction of a two-story frame building.

MOVED ACROSS THE street in 1921 to make way for the new City Hall, the first municipal center remained in service for several more years. At least one current city employee, Vi Dovey, administrative assistant to the mayor, recalls working in that building.

Long Beach's method of nominating councilmen by districts, then electing them by a city-wide vote from the two leading candidates in each district, often puzzles newcomers from the East. Actually, it is far from unique in western cities. San Diego, for example, has exactly the same system.



People are funny,
but animals are . . .

Models of Humor

NEXT TIME you receive a greeting card, take a second look at the design. If it's a humorous card, chances are three to one that there'll be a picture of an animal on the cover.

The models may be seen doing all sorts of things from pecking at a typewriter (why don't you write?) to sipping a stein of beer (Happy New Year) and the methods used to get these feathered and furry friends to pose would fill a handbook on animal psychology.

PUPPIES, RABBITS, squirrels, chicks, ducks, turtles, kittens—even raccoons and skunks—are among the visitors. And when they can't come to the studio—because of size or temperament—artists and cameramen visit them at zoos, on farms, and at livestock shows, to sketch or photograph them for research in the creation of authentic finished art work.

A number of fascinating facts have been discovered about the tastes, habits and ways of the various animals and some ingenious devices are used to get them to pose.

Dogs are attracted into alert postures or odd expressions with the use of whistles, cookies, candy and sometimes raw meat. A cookie was concealed in the mouthpiece of a telephone to photograph an especially appealing shot of a tiny boxer pup "chatting" with somebody (far away on a special day).

(Continued on Page 24)



"Why don't you write?" (Well, who's been to school yet?)



"Happy New Year!" (With my head? Don't be silly!)



"Happy Easter!" (OK, but look here, Sister, I'm no bunny!)



"Happy Birthday!" (Who you kiddin' . . . all them candles!)

(Horsey set? Don't get me wrong . . . I'm just a pony!)

Southland Prospers in Space-Age Gold Rush

By LEE CRAIG

In the California gold rush of the 1960s, Long Beach and its surrounding trade areas are cashing in on the mother lode of federal defense and space budgets.

Douglas Aircraft Company's Long Beach division, the bulwark of the city's economy for over 20 years, pours an annual total of \$90 million into its financial bloodstream in the form of paychecks for more than 12,000 employees.

North American Aviation's burgeoning Downey plant, with its \$934.4 million contract for development of the Apollo spacecraft to carry three men to the moon, has expanded at an almost unbelievable rate. The Apollo work force of scientists, engineers and technicians has swelled to 22,000, some of them on a 60-hour, six-day week.

NAA's AUTONETICS Division in Anaheim employs more than 33,000 workers for its defense-oriented activities, which last year produced sales of \$572,810,000. The division's purchases in Los Angeles County alone for components, supplies and services totaled \$112,111,036 in fiscal 1962.

Northrop Corporation's Norair Division and Space Laboratories, Hawthorne, and Nortronics Division, with branches in Anaheim, Hawthorne and Palos Verdes Estates, have similar—if less spectacular—records. The Aeronutronic Division of Philco Corporation, a Ford Motor Company subsidiary, has moved rapidly into the space field.

Others which might be listed include Air Products and Chemical Corporation of Long Beach, the nation's largest liquid hydrogen plant, Arrowhead Products Co. of Los Alamitos, Astropower, Inc., of Costa Mesa, a Douglas subsidiary, and Space Technology Laboratories of Redondo Beach.

SINCE IT IS estimated that for each direct defense job there are about two other supporting jobs in industry in this area, total employment based on federal expenditures can be measured in the hundreds of thousands in metropolitan Long Beach.

And this, some economists feel, represents a potential threat to continued prosperity.

The heavy reliance on space and defense spending—not only here, but throughout the state—is the cause of increasing concern.

WHAT IF THE FLOW of federal contracts dwindles to a trickle, perhaps because of growing competition from other areas of the nation or perhaps because aerospace firms here cannot easily remain geared to the changing demands of the space age?

This region has come to possess an industrial economy that has been the envy of the rest of the nation. The natural attractions of the Southland, its climate, play areas, labor force, space, power, water and other resources all formed an environment friendly and conducive to industrial growth.

Times, however, have changed.

Location of industry is no longer so dependent on the presence of a large labor force for the fulfillment of gov-

ernment "bread and butter" contracts. There are few assembly lines and production, more and more, is of "one of a kind" items, involving lengthy research and development by a comparatively few scientists and technicians.

THIS LATTER FACTOR also reduces the significance of proximity to markets and transportation costs. Automation, too, has had its effect on the industry.

Most of the Long Beach area aerospace firms are alert to these shifting trends.

Douglas, the cornerstone of the industry here, appears comparatively secure, with its diversification-of-product interests.

While continuing as a major aircraft producer, Doug-

las still is investing more and more of its corporate chips in space-oriented projects.

Proof of the company's solidity came following cancellation of the Skybolt contract when the firm bounced back with an \$18.5 million contract for Delta rocket boosters and plunged into a ten-year building program that will create an entire space systems center in Huntington Beach at a total estimated cost of \$78 million.

NORTH AMERICAN AVIATION, a few short years ago the nation's largest producer of jet fighter planes, has all but left the aircraft manufacturing business and now is a formidable competitor for contracts in nearly every phase of defense and space projects.

NAA also is a prime example of the jolts and rebounds in the aerospace industry. In 1957, the cancellation of NAA's Navaho missile contract meant the drying up of 24,000 jobs.

However, the Apollo plum for the company's Space and Information Systems Division, plus the success of the Autonetics and Rocketdyne divisions in their fields, has assured NAA's job producing capacity for some years ahead.

Although it seems obvious that the Southland will no longer have matters its own way in the tug of war for the \$4 billion-a-year national space budget, as long as federal spending remains on a competitive basis, this area appears well equipped to meet the challenge.

The Fantastic Record of Douglas Aircraft

Amid the turbulent and booming years of World War II, Long Beach achieved a fantastic production record.

The Douglas plant, at Lakewood Blvd. and Carson Street, built 4,285 military versions of the DC3 transport plane, 3,000 B17 Flying Fortresses and 999 A20 Havocs.

Long Beach Douglas led the nation in war-time production. It turned out 170,985,000 pounds of air frames; it was the first single assembly plant to manufacture more than \$1 billion worth of planes; and it also produced 3,400 more planes than any other Douglas plant.

The vast aircraft manufacturing center delivered its first DC3 to the Army in March of 1941. It's phenomenal success and growth was one of the biggest factors in the boom that hit Long Beach about 1942 and has continued more or less steadily ever since. Over 16,000 people are currently employed at the plant.

DESPITE all the war-time jokes about defense plant workers, the Douglas plant here achieved a remarkable performance record for its product, which was basically the reliable old DC3.

The Civil Aeronautics Board, concerned about air tragedies, began studying planes in 1947 and finally finished its observations seven years later with the report that the DC3, the Long Beach war-time "baby," had achieved the greatest safety record of that period. During those years, the CAB found, the wartime-built workhorses had lugged passengers and cargo 7,244,000 revenue-hours—more than twice that of any other airplane, and with the highest safety factor.

The Douglas buildings here, with nearly 40,000 names on their payrolls, caused a monumental change in the economy of the Long Beach area.

WHEN THEY were built, they were literally surrounded by bean fields. The village of Lakewood was a tiny suburb. When the new Donald W. Douglas Engineering and Product Development Center was unveiled in October of 1962, there were houses as far as the eye could see—in all directions.

Giant shopping centers rose up to serve these homes. The faces of Long Beach and its neighboring communities had changed.

The face of Long Beach keeps changing with Douglas. One of the keys to a bright future is the Engineering and Product Development Center, newest the Douglas complex. More than 360,000 square feet of floor space is provided in the laboratory building for five major sections of operations.

THESE INCLUDE the mechanical section, testing and research; model shop, wind tunnel and display; model fabrication; records and stockroom; material procurement and followup. In these sections, Douglas plans for the future and implements the plans. In designing the building, architects made it possible for engineers to walk only a few feet from their visionary drawing boards to the practical site of tests.

The Douglas plant is the direct result of the engineering genius—and practical ability—of Donald Wills Douglas, who saw the Wright brothers fly when he was only 17 years old. He worked briefly for Glenn Martin in 1915, but soon branched out on his own and headed for the West Coast.

OPERATING from an office in a barber shop in Los Angeles—and hoeing potatoes to feed his family—he dreamed, designed and talked airplanes.

Finally he accumulated some backers and built a revolutionary airplane he named the Cloudster. It was clean in appearance—Douglas sheared off all the clumsy superstructure typical of the airplanes of its time—and was the first flying machine able to lift its own weight in payload.

Built in a rented loft, it was completed in 1921 and began a cross-country flight that ended with engine trouble in Texas.

But the Cloudster, however much a failure on its first trip, impressed the Navy. In 1924 three Douglas-designed and built variations of the Cloudster were flown by Navy pilots all the way around the world.

FROM THEN on Douglas planes were demanded. First by the government air mail lines, then by the commercial airlines.

When war loomed for the United States, Donald Douglas was prepared. In October of 1941, to the accompaniment of brass bands and heroic speeches, the Long Beach Douglas plant was dedicated. Actually, it had been in partial operation for some time.

There was no limit to its orders. The demands for Douglas transport planes leaped with World War II. It was almost a question of "how many can we make?" rather than "how many orders can we get?"

ON V-J DAY (the day of the Japanese surrender and the end of World War II) Douglas received a telegram. It cancelled all of his contracts with the government. Within a week he was forced to lay off 90,000 men and women in all of his plants.

That was also a week of decision. The age of the non-competitive market was gone. So was the age of the trusty DC3. By now Douglas was producing the DC6 (it's moving in on 9 now) and he decided that the future was secure enough to continue operations.

The DC6 was a success. By 1953 there were 400 of them in use by private airlines. The DC8, which brought Douglas into the jet age, was slower in coming, and the first one cost the company an estimated \$200 million before it took its first test flight. That flight took place May 30, 1958, and resulted in certification for the plane. It went into operation Sept. 18, 1959, for United and Delta Airlines.

CREATION of such a plane was the result of a tremendous investment of men, time and money. A new plant was built in Long Beach, on the east side of Lakewood Boulevard, at a cost of \$20 million. Long Beach was so aware, however, of the importance of the DC8 to its economy that 50,000 people—at the time about one out of every six people in

the city—turned out to watch the test flight.

On the eve of his 70th birthday in 1962, Douglas offered some of his comments on his fruitful life:

"It was difficult to be original. There was so damn little money, we couldn't afford to make one mistake.

"We knew about retractable landing gears for years, but we didn't want to take chances with a new design that wouldn't be popular. Then one day we did it, and everybody did it."

Of the DC3's, obviously his favorite airplane, Douglas says:

"I like best the stories about the accidental over-loadings—the times a plane was loaded twice for one trip, and hauled it all the way anyway."

Well aware of the importance of his plant to the present and future Long Beach, Douglas says quietly and firmly:

"We like Long Beach. We are here to stay."

The millions of dollars worth of new buildings, and the drawing boards full of future plans, back up what he says.



Since 1922

MARINE GLASS has been serving the people of the Long Beach area with . . .



Mobile Radio Service for Quick Dependable Service

MARINE GLASS Co.

SCOTT—WOODARD—SCOTT SR.

Corner 14th & Magnolia
LONG BEACH

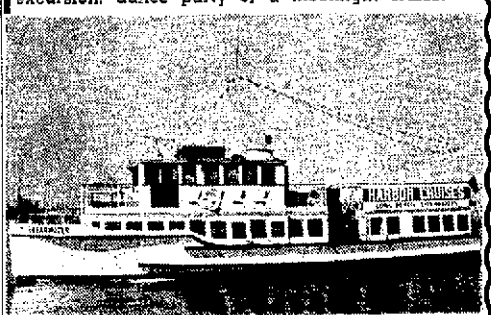
Phone HE 7-7471
San Pedro: 760 Miraflores, TE 3-2481

HARBOR CRUISES

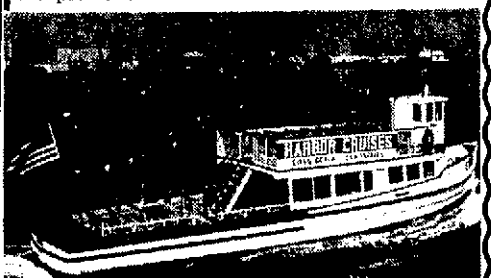
Through Long Beach Harbor-Alamitos Bay and Long Beach Marina

SEE THE WORLD'S MOST MODERN PORT. HUGE NAVAL CRAFT, CARGO SHIPS FROM ALL PORTS OF THE COMPASS, LUXURY YACHTS AND SCORES OF MEMORABLE MARINE THRILLS.

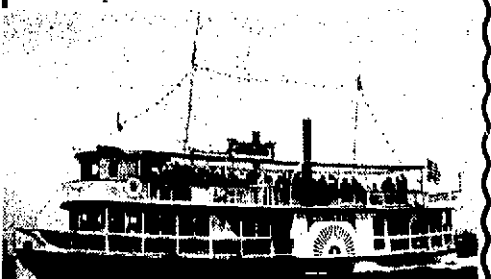
You can charter a sightseeing boat for a group excursion, dance party or a moonlight cruise.



M.V. "SHEARWATER"—This famed harbor sightseeing boat is 65 feet long and provides comfortable seating for 140. Food and refreshment bars are provided.



M.V. "STAR"—A recent addition to the fleet, this attractive boat is 65 feet long and seats 160. She also provides food and refreshment bars.



"S.S. PRINCESS"—Southern California's spectacular party boat. Day or Night the "PRINCESS" offers an unforgettable setting for your party. If you like FUN, FOOD and FESTIVITY . . . you'll love the "PRINCESS!"

Southland Harbor Cruise, Inc.
For Information & Reservations Call HEmlock 2-1116

MARINE RECREATION CENTER of the WEST PIERPOINT LANDING

There's always something doing at Pierpoint . . . For the Entire Family

• KIDDIE RIDES • LIVE SEALS

UNUSUAL GIFTS
From the Sea . . . Sea Shells
Jewelry • Shell Lamps
SEACOMBER SHOP

FRESH SMOKED FISH
Every Day of the Week—Live
Lobster and Crab. Custom Smoking.
DEARDEN FISH CO.

PIERPOINT
SPANISH KITCHEN
Specializing in Delicious
Tacos • Chili • Enchiladas
Combination Plate

STONEYS BAIT-TACKLE
Everything for the Fisherman
Reel Repairing • Tackle Rentals
Open 24 Hours

WING LIM CHOP SUEY
Combination Dinners • Noodles
Fried Shrimp • Chow Mein
Orders to Take Out

A & W CANDY STAND
Hot Popcorn • Caramel Corn
Salt Water Taffy • Cotton Candy
Sno Kones • Soft Drinks
Fresh Delicious Homemade
Chocolate Candies

DELICIOUS
That's the Word for
PERKIN'S
Hamburgers and Hot Dogs

A SNACK or a MEAL
Tender, Tasty and
Tantalizing Treats
Fish 'n Shrimp Shanty

PIERPOINT
RESTAURANT
The Finest in Seafood
BREAKFAST • LUNCH
DINNER
HE 6-9393

BOAT RENTALS
14' Birchcraft
16' Cruizon
For the Best in
Breakwater Fishing

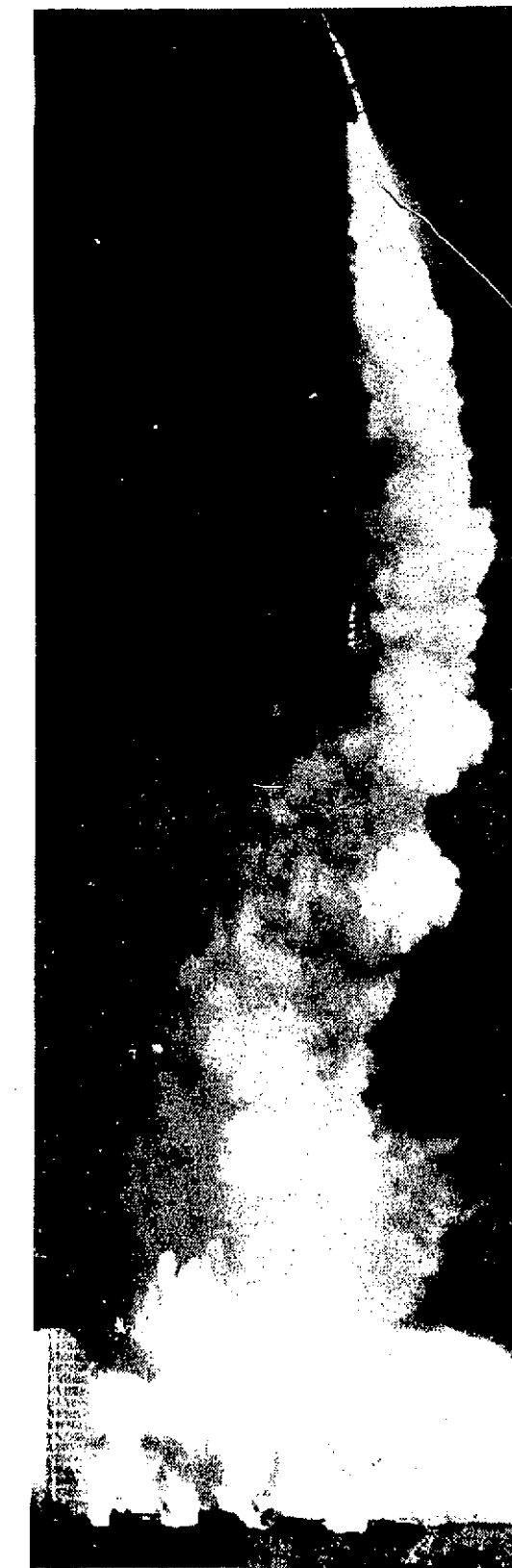
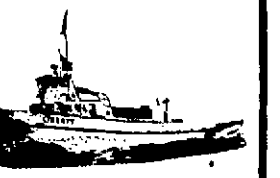
BOAT HOIST
4 Electric Hoists
Complete
MARINE SERVICE STATION

KOCEVAR'S
Sandwiches
Cold Drinks
Coffee and Donuts

DEEP-SEA FISHING

Pierpoint is . . . the home of the world's first 85-ft. luxury Sportfishers."

VISIT PIERPOINT
IN THE PORT OF
LONG BEACH
(At the Very End of the
Long Beach Freeway)
FREE PARKING
HE 2-0408, SP 5-2381



THE NAVY'S STAKE in the future was brilliantly demonstrated in April 1960, when the first underwater launching of the Polaris missile was staged at San Clemente Island. The test was successful, and today the Polaris is the main armament of the Navy's fleet of nuclear subs.

ADD-A-ROOM Bedroom
Family Room
Bathroom

Call us before
you buy

\$1395

NO MONEY DOWN
29.65 per month

Same Room 15'x20', \$1880 • 39.95 Per Mo.

Buys a beautiful 10'x15' family room. Includes: plans and permits, concrete slab, exposed beam ceiling, stucco and plaster, sliding glass door, floor tile, electric, & roof a complete room!

OPEN SUNDAY **R. W. HORTON CO.** OPEN SUNDAY

DU. 1-5815 NE. 5-8887 PA. 2-8282 FA. 8-4971 AX. 2-8855

Metropolitan Area South-East Area North-East Area South Bay Area South-West Area

LONG BEACH PLYWOOD SALUTES LONG BEACH CITY ON ITS 75TH BIRTHDAY

SPECIALIZING IN

PLYWOOD

WALL PANELING

BOAT PLYWOOD

CONSTRUCTION
GRADES

FULL SHEETS
OR ODD SIZES

Top Quality in All Types

**LONG BEACH
PLYWOOD CO.**

ESTABLISHED IN 1947

1851 FREEMAN AVE. GE 4-7495

How Long Beach Repaid Carnegie

By Olive Breed

ONE OF the world's great men visited Long Beach on March 17, 1910. A canny Scott, he came to see what the city had done with his \$30,000.

After viewing the new Public Library dedicated a few months earlier, he made this note:

"I wish to record the intense satisfaction with which I look upon this noble building, one of the finest I have seen. That I have been privileged to contribute to its erection is one of the sweetest of all rewards."

Then Andrew Carnegie turned and remarked to Jotham Bixby, who had given the park in which the Library stands,

"You are the papa of Long Beach. Well, I must congratulate you on your family."

NINE YEARS earlier Carnegie had ended his 51-year period of "acquisition" as he termed it, and had begun the period of "distribution," during which more than \$350,000,000 was given away, about \$60,000,000 to libraries.

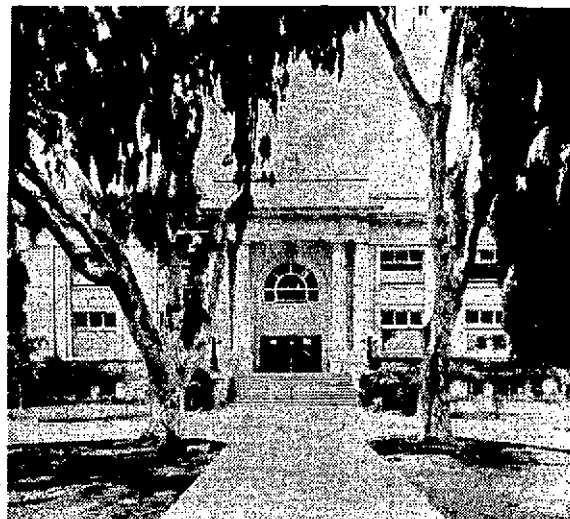
In his words, distributing wealth was "more serious and difficult than acquiring it," and he planned to use every means to "guard against its misuse," and the first of these was that the receiver match his gift with an equal amount.

Records show that the library board of Long Beach on April 7, 1902, wrote Carnegie, mentioning a previous petition, and asking him for \$12,500 toward a library building. They listed the following reasons for qualifying:

1. City's rapid growth, fine class of people; good beach, climate and location.
2. Marine termini, and 20 miles to Los Angeles.
3. Educational and religious assemblies during the summer, including chautauqua.
4. Discrepancy between the permanent "rate paying" population and transients.
5. Heavy expenses, including new pier—no hope for raising money for library.
6. Library had been taken over by city, with yearly maintenance appropriation.
7. Library had site in perpetuity.

In January 1905 Carnegie's secretary wrote to the board that upon receipt of resolution of council appropriating \$1,250 per year for maintenance, and providing there would be enough on hand to complete the building free from debt, Carnegie would give the \$12,500.

Negotiations hung on until 1907, when the board asked Carnegie to increase the



When Andrew Carnegie came to Long Beach to see how his money had been spent, this was scene at library entry.

amount of his gift to \$40,000. He declined, and upon his request, was furnished with a statement of assessment for the years since 1900. He agreed that the city had trebled in size, and finally increased his gift to \$30,000, with the usual provision that an annual maintenance appropriation of \$3,000 be made by the council.

Later he declined an added request for \$8,000 and, in September 1908, the first installment of \$8,200 on Carnegie's gift of \$30,000 was paid. Long Beach then was one of the eventual 2,800 towns to have a "Carnegie" Library.

AFTER Carnegie's death in 1919, the Carnegie Foundation kept close touch with the libraries. This was illustrated

in 1928, when Mrs. Theodora Brewett, librarian, consulted them about proposed changes and additions to the building.

Their answer was that, while there was no objection "in principle": "We would need to see the plan... have information about cost and revenue to carry on service."

However, all connections were discontinued later and although Carnegie is gone, there are those who watch the services of the library burgeoning, something like his super-Horatio Alger life, and see a parallel between them.

One patron who has been a frequent user over the years was heard to remark very recently, "Somehow, every time I walk up these steps, I think of Mr. Carnegie and our very real debt of gratitude for his generosity."

*Visiting this beautiful library
March 17th 1910 I
wish to record the intense
satisfaction with which I look
upon this noble building, one
of the finest I have seen.
That I have been privileged
to contribute to its erection
is one of the sweetest of all
rewards*

*Success to Long Beach
Andrew Carnegie*

Carnegie wrote this note, expressing his satisfaction with Long Beach Library achievement, done with his aid.

WHAT YOUR NAME MEANS

Send your name to La Reina Rule in care of Southland Magazine, 604 Pine Ave., Long Beach 12, Calif., for origin, meaning and brief genealogy, for reply only in this column.

DEAR MISS RULE: Would you analyze McGRATH. —M.M., Santa Barbara; J.B., Long Beach.

M.M., J.B.: McGRATH, a famous Irish lineage, is a sept of the old Gaelic clan name MagRaith which means "sons of prosperity." The principal division of this family lived in north Irish Donegal where they owned Castle Termon Magrath on Loch Erne. Another section of this family were from County Clare. The McGrath coat-of-arms is a shield divided into four quarters. The upper left quarter is silver emblazoned with three red lions; the upper right has a hand holding a blue cross on a gold background; the lower left quarter is red with a hand holding a gold battle axe; the fourth section is silver, decorated with a black antelope in the center.

DEAR MISS RULE: Please give the source of COOLEY. —Mrs. V.C., Long Beach.

V. C.: COOLEY descendants are traced to a Gaelic Irish forefather called Giolla-Chuille meaning "adherent of St. Mochuille." The Gaelic ancestral clan Mac-Giolla-Chuille were natives of County Clare. This name, very rare in Irish annals, was first modernized to MacKilcooley, then to Cooley. Branches of this lineage migrated to Scotland and England centuries ago. Benjamin Cooley, born in England in 1614, settled at Springfield, Mass., in 1640 and was one of the founders of that city.

DEAR MISS RULE: What is the origin of MARSELIS, originally MARCELLUS. —O.M., Long Beach.

O.M.: MARSELIS or MARCELLUS may be German or Italian in origin. The source was the ancient, popular Latin given name Marcellus, derived from Marcus meaning "little warlike one." No coat-of-arms is recorded for Marcellus in Germany or Italy. Marcellus was made historically famous by Marcus Claudius Marcellus, Roman consul and conqueror of Sicily, who died in 208 B.C.

DEAR MISS RULE: Is DICKSON the same as DIXON? —L. G., Long Beach.

L. G.: DICKSON, the root of the familiar English surname Dixon, is from Dick, and ultimately from Richard, meaning "powerful ruler." Yorkshire 1379 records include Eillism Dycson and Roger Dikson. The Dickson shield is blue with three silver stars on it.

DEAR MISS RULE: Kindly analyze PAGE, PAIGE, PADGETT—G.M., Lynwood; E.P., Lakewood; E.S., L.P., Long Beach.

PAGE and PAIGE were

English terms for a "youthful attendant to a knight-at-arms." Padgett indicated "Little Page." Recorded ancestors include Lambert Page of Yorkshire, 1273, and John Paget of Yorkshire, 1379, as well as Mary Padgett of London, 1779. The Page-Paige shield from Devonshire has a

diagonal black stripe between three black eagles with outspread wings on a silver background. The Padgett-Paget shield has a silver, scalloped-edge cross on a black background. John Page of Haverhill, Mass., was listed as being aged 71 in the year 1709.

DEAR MISS RULE: Kindly analyze MARKS.—Mrs. J.M., Appleton, Wisconsin.

J.M.: MARKS, of either German or English background, is based on the ancient Roman baptismal name Marcus for "warlike one," as is Marcellus. English ancestry

includes John Marcus or Marks of Essex in the late 1200s. The English Marks shield has a gold rampant lion on a background of a pattern of gold fleurs-de-lis.

DEAR MISS RULE: Kindly explain AGUEROS—M.A., Seal Beach.

M.A.: AGUEROS, a Spanish surname, means "prophecies and omens," and was endowed on the forefather because of his aptitude at interpreting signs and omens, and in making predictions. The original Agueros could have been a student of nature

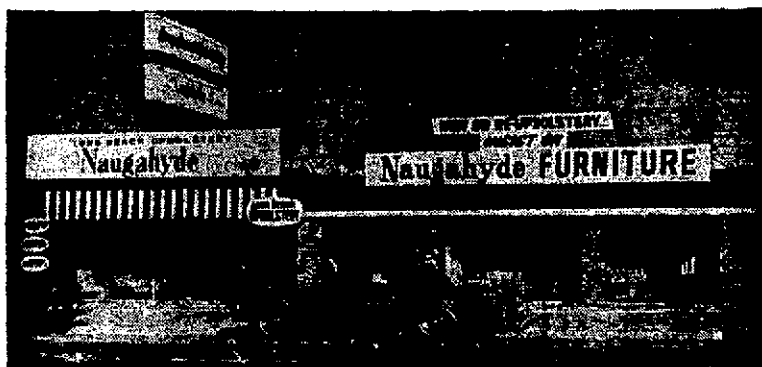
and astronomy who predicted when to sow or reap the most

DEAR MISS RULE: Have you data on HILLMAN? —W. H., Long Beach.

W. H.: HILLMAN was an Anglo-Saxon warrior name in 11th century Britain, formed from "Hilde-Mann" meaning "warlike man or hero." This surname can also be directly from a countryside landowner ancestor known as the "Hill Man." The Hillman coat-of-arms has three red roses on a diagonal gold stripe across a red shield.

EXPANSION SALE!

WE MUST INCREASE OUR SIZE AGAIN!



Reprinted from Ind.-P.T. Nov. 4, 1962

Naugahyde Store in Expansion

Long Beach Upholstery's House of Naugahyde at 3434 Atlantic Ave. is expanding again for the second time within a year. This is due to the increased number of patterns that look like fabric and the many new styles of furniture that adapt themselves to the new Naugahyde coverings.

Bernie Wishney, owner, has been one of the pioneers in Naugahyde furniture; and today the store has the largest stock of this type of furniture in Southern California.

According to Wishney, Naugahyde furniture, because of its long wearing qualities and easy cleaning with ordinary soap and water, has been accepted as ideal for den and living room.

Today's Naugahyde has the feel and looks of normal fabrics yet has the strong wearing qualities that is found in Naugahyde. Wishney further stated.

Because of the great expansion, the House of Naugahyde is holding a giant expansion sale with greatly reduced prices.

HOUSE OF NAUGAHYDE EXPANDS AGAIN!

COME IN AND SEE THE LARGEST SELECTION OF

NAUGAHYDE FURNITURE

In Southern California

IT SELLS FOR **33 1/3 % LESS**

• It Wears at Least Twice as Long • Wipes Clean with Soap & Water
BEST OF ALL

IT LOOKS AND FEELS EXACTLY LIKE REGULAR FABRIC!

Bank Terms

Furniture Made of Naugahyde Is Now Used in Living Rooms as Well as Den! Stylings in Modern, Provincial, Traditional to Suit Any Decor



FABULOUS SAVINGS IN OUR RE-UPHOLSTERY DEPT.

PHONE FOR FREE ESTIMATE IN YOUR HOME, GA 7-8696

LONG BEACH UPHOLSTERY

INSIST ON **U.S. Naugahyde** VINYL FABRIC

CHAIRS

Our Selection Is So Complete We Are Sure to Have the Right One to Fit Your Husband. Orders for the Holidays should be placed Now to assure delivery and choice of colors.

OPEN TODAY

(SUNDAY) 1 to 5 P.M.

Mon. & Fri. Eves. Till 9 P.M.

3434 ATLANTIC
at WARDLOW

Talents United in Creating a Home

larged, decorating ideas have been utilized to make it appear much larger than it was. Three quarters of the far wall is Bouquet Canyon rock, the wall space next to the fireplace is glass. Floors are teak parquet.

Bouquet Canyon stone has a natural orange cast, as if a paint brush dipped in orange lightly touched the surface here and there. Waller accented this detail with paprika wool and cotton fabric for the two sofas, and an

—Photos by Joe Risinger

LAST 4 DAYS **OCTOBER CLEARANCE**
Save Up to 50%
 FREE ESTIMATES by Appointment . . .
 Phone 7 Days a Week (days or eves.)
 Re-Upholster Like New or Trade In Your
 Old Furniture. Top Quality Materials
 Call ME 3-5552 or GA 3-2327
NU-WAY UPHOLSTERY
 AND MATTRESSES
 Same Location for 2 Years is Your Guarantee
 8755-8763 Artesia (1 blk. W. of Lkwd. Bl.) Bellflower

ELEGANT CUSTOM MADE DRAPERIES

HOLIDAYS ARE COMING ORDER NOW!

Regularly \$12.50 to \$17.50
\$5.49 Per Panel
CEILING TO FLOOR
 Shorter Lengths Proportionately Priced
MATERIAL AND LABOR INCLUDED

BIG DISCOUNTS ON ALL THE LATEST FALL FABRICS

LEISURE WORLD RESIDENTS
 We Have Measurements on All Apartments
SEE US FOR OUR SPECIAL PACKAGE OFFER

DRAPERIES by MR. HAROLD
 Formerly Van Dells
 419 E. 6th St., LONG BEACH
 — Telephone Sales Office Only —
HEmlock 7-1448 Phones Open Sunday 24 Hours
 Deal with an established Long Beach firm of 18 years' experience.
For Free Estimate — Shop at Home

Fireplace wall of Bouquet Canyon stone sets the living room color scheme in the home of the Walter Newlands. View above toward dining room; below, the family room.

By Stella George

COMBINE the talents of an artistic housewife with those of a professional interior designer and add the cooperation of a contractor in the customizing of a small tract home, and the result is an outstanding finished product. This is the story behind the home belonging to Mr. and Mrs. Walter Newland, 3517 Canchill Ave. The once small, unimaginative house is now large, unusually attractive and customized in detail with finishing touches created by Bryan Waller, the designer.

Enhancing the approach to the front door and partially shading the house is a weeping willow tree. The front entry leads directly into the family room, with a step up to the landing at the far right, which, in turn, has access to the kitchen at the left and the living room straight ahead.

Furnishings in the family room include a piano, Danish modern sofa, table and chairs, and built-in bookshelves. On the right of the landing, plain cupboards were transformed into a decorator's item when they were painted—each door painted a different color: blue, coral, yellow, beige, chartreuse, green and lavender.

THE KITCHEN is light coral and, with the exception of one bedroom, every other room in the home has white walls and ceiling. Modern in every respect, the kitchen has plenty of work area, a built-in spice cabinet, and ample cupboards.

While the living room itself has not actually been en-



Exterior view of the home, a tract house done over to fit needs and provide comforts of its current occupants.

The Fleet's In--to Stay!

(Continued From Page 57)
dominates the harbor skyline.

UNDER THE command of Capt. Jamie Adair, who is also industrial manager for the 11th Naval District and supervisor of shipbuilding at Long Beach, the shipyard is the only Naval shipyard with direct access to the sea (Remember what Adm. Glass said?)

Although smaller in size, the U.S. Naval Station, Long Beach, with its 1,172 military and 557 civilian personnel, does a job comparable to that of the shipyard.

Its primary function is to provide support services not only to the 109 homeported ships but also to various land-based facilities. This includes providing berthing, fuel and water to the ships, as well as recreational facilities for their men.

Major portions of the station's services are accomplished by the Port Services office which, with its six tugs, four yard oilers, three water barges, three garbage lighters, three small cargo craft, two gasoline barges and numerous other small craft, services an average of 10 arrivals and departures every day.

ONE OF THE most vital functions the station performs for Navy personnel is the administration of four Navy housing units in area where Navy men and their dependents can live at greatly reduced rentals. In a major effort to modernize and improve the facilities available, Naval Station officers, most notably former commanding officer Capt. Francis Silk, managed earlier this year to push Congress into appropriating \$3.5 million for construction of a new 250-unit housing project, a \$950,000 enlisted men's barracks and a \$1,020,000 mess hall which will accommodate 2,000 men.

Plans for the immediate future include construction of a WAVE barracks, three more enlisted men's barracks and an officers' mess. Presently in command of the station is Capt. R. E. Dornin, a 28-year Navy veteran who won two Navy Crosses while serving aboard submarines in the Pacific during World War II.

The greatest area of Navy land in the area is under the command of the United States Naval Weapons Station at Seal Beach. More than 14,000 acres is administered by the station with two-thirds of it located at the Fallbrook Annex.

ALL LONG Beach and San Diego based ships receive and unload their ammunition at the Seal Beach ammunition dock. This means that about 15 ships load or unload about 92

tons of ammunition, including some guided missiles, every month.

At present the National Aeronautics and Space Administration is building a \$5 million plant on 35 acres of the station where Saturn II moon rocket boosters will be assembled. This plant, to be operated by North American Aviation Co. will add from 400 to 600 employees to the station's 329 military and 650 civilian employees.

The largest "filling station" in the area is the Naval Base's Fuel Depot at San Pedro. Here more than 2 million barrels of fuel is dispensed to about 40 ships and various shore activities every month.

More than \$5 million worth of fuel is stored in the depot's 1,753,000-barrel storage tanks and 75 miles of pipeline on its 480 acres of land. In addition the depot had a pipeline extending all the way to the Marine Air Station at El Toro through which all the station's JP4 jet fuel is pumped.

THE NAVAL Dental Clinic at Long Beach provides dental treatment for 25,000 ship's crewmen, in addition to 3,000 shore-based personnel and 9,000 Fleet Reserve and retired navy people. Staffed by 56 military and civilian personnel including 20 dental officers, dental clinic has an annual payroll of more than \$385,000.

The Marine Barracks, of the Naval Base is responsible for security for the base as well as brig guards and military police. Five officers and 179 Marines perform the same function at the Seal Beach Weapons Station.

Least known, probably because they are the smallest of the base's components are the Branch Oceanographic Office and the Navy Finance Office although both of the functions of these offices are vital to the Navy here.

THE OCEANOGRAPHIC with a total of four personnel stores 20,000 charts and 2,500 nautical publications for all the navigable waters of the world for issue to ships of the fleet and sale to private ship operators and the general public. The office also provides navigational technical assistance and reference data on hydrography, oceanography and meteorology to military activities of all the services in the 11th Naval District.

The Finance Office, with 65 employees, pays out the wages of personnel of 80 different shore activities, 45 ships without disbursing officers and about 70 Naval Reserve units in the Los Angeles area. It also pays travel claims and similar vouchers. All this involves paying out about \$1.5 million a month.

So much for statistics.

For a city like Long Beach, which from early history appears to have been a good Navy town even before it was a town, the future of the Navy here appears bright and rosy.

Although the physical installation is as large as it probably will ever get short of war, the Navy is in Long Beach to stay.

A new \$5 million Navy Landing at the foot of Magnolia Avenue was dedicated in 1961 to replace the old Pico Street Landing; a million \$1 Armed Services YMCA was built in 1960 to replace the sinking old one at the foot of Pico; the old signs, "No Dogs or Sailors" some of the early-day Navy men complained about have been replaced, if they ever existed, by welcome smiles; police and shore patrol cooperation is as high as anywhere in the nation; the mutual respect and warm friendships between ranking naval officers and city officials is rivaled only by that of the rank and file civilian and Navy people.

In short Long Beach, not only has always been, but apparently will become even more so in the future "A good town for leave or living."

Port Spends \$1 Million Per Month

America's Most Modern Port, the official motto of Long Beach Harbor, is spending about \$1 million a month to stay that way.

Between 1935 and 1960 the municipal harbor spent \$39 million for new facilities, more than any other U.S. port except New York.

Currently there is more than \$50 million in new facilities either under construction or in various stages of planning.

THE LONG range port expansion and improvement plan will cost more than \$150 million.

To keep up with this unprecedented growth and the additional problems of subsidence correction work the port has a 90-man engineering staff headed by Bob Hoffmaster.

The staff also has a "watchdog" role in the planning for the 1967-68 California World's Fair, scheduled to be held on Pier J.

Target date of a 20-year expansion program which will bring the total number of deep water berths in the harbor to 71 is 1977.

Early Name

Lincoln Park, site of the library and underground parking center, was originally known as Pacific Park.



Courtesy of Mabel Eldred

ONCE UPON A TIME . . .

This was the view in 1916 from 10th Street and Termino Avenue looking toward Reservoir Hill before the oil boom replaced trees and meadows with stark derricks. The hill may look something like this again one day as view lots grow scarcer and more expensive, and oil operators are encouraged to put pumping equipment underground to make way for a new type of boom on the hillside.

Long Beach...a Cadillac City

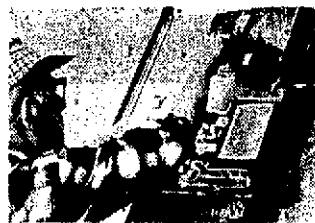
RIDINGS... YOUR Cadillac DEALER

1501-25 LONG BEACH BLVD. LONG BEACH



PICTURES
TELL
... AND SELL

COMPLETE
PHOTO ENGRAVING
SERVICE... FROM
LONG BEACH'S OLDEST
ESTABLISHED
PHOTO ENGRAVING
PLANT



Independent Press Telegram
Engravers

604 PINE AVE., ROOM 410
Call HEMlock 5-1161, ext. 267

FREE PICK-UP AND DELIVERY

Helen Perkins, Manager





Living room, seen from dining area: Twin sofas are of paprika tone, color-accented by Indian rug on wall.

October fruit print for the occasional chair and pillows. Accessories in the room are particularly interesting: An Indian prayer rug appears to be customed to order as a wall hanging above one sofa; a black terracotta frog sits by the fireplace; a small fuchsia cigarette set brings out one of the tones in the October print.

MRS. NEWLAND can serve a sit-down dinner for 16 persons at her dining room table. Lights can be dimmed or brightened in the long rectangular light fixture which hugs the ceiling above the table. Bright, cut-out burlap birds "perch" on a burlap background, made and framed by Mrs. Newland, and complementing a similar hanging of an owl across the room.

Around the corner, but with no separation from the dining room, is the study. The back door across from the desk in the area has a stained glass window. Tall shutter doors at the end of the area hide a sewing center and provide storage space for an ironing board and typewriter.

SMALL BEDROOMS have been made to look larger with ingenious decorating ideas. In Delia's room, for instance, built-in units line the walls and there are twelve drawers and two cupboards for storage. The room has bright red carpeting and soft pink walls.

Carol's room is tailored with walnut units running the width of the room. A private bathroom with shower adjoins the rooms. The shower is new—created with space stolen from a former closet.

The new master bedroom is larger than many living rooms. Furnishings are French Provincial done in fruitwood. Shuttered closets line one side of the room. The adjoining bath (partly old, partly new, entirely redecorated) has a dressing table built in beside the wash basin.

There are no drapes in the home. Not only does this eliminate upkeep problems, but shutters appear to enlarge rooms. When the redecorating was being done, small details were given attention. As an example, doors and cupboards have new, shiny knobs and/or handles. Lamps were brought for beauty as well as function, and placed in strategic spots where they ornament as well as give light. A hanging lamp in the living room is just in front of the large picture window. Another hanging lamp is slightly to the right, outside the house. At night, when all lamps are lighted, the reflection of the inside lamp increases to three the total number of lamps. A slender walnut lamp on the table near the fireplace does not detract from its background; one across the way is bold, forming its own background.



NEW EXCITING KITCHENS!

Call us for free estimate, on kitchen modernization, bathrooms and additions. All or any part of your project, 100% financing.

Accent
Kitchens

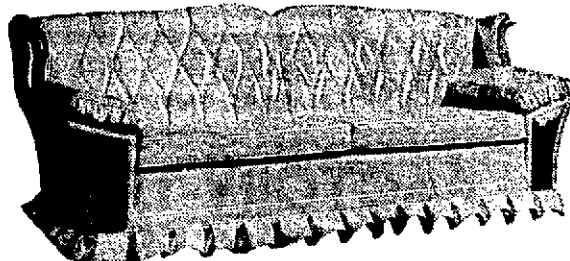
1276 Gladys Avenue • Long Beach, California • OE 3-0400

OPEN SUN.
10 to 5

SAVE 30% TO 50%

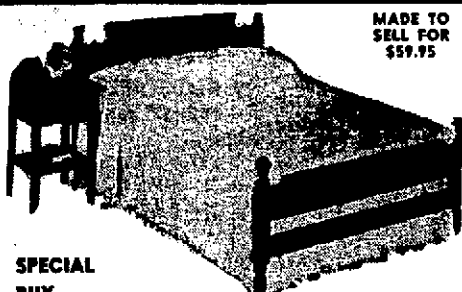
Early American Furniture at
Low, Low Warehouse Direct Prices

**EASY
TERMS**
UP TO 36
MONTHS TO PAY



100-INCH SOFA

SUPER SOFT VINELLE
FOAM TUFTED
BACK AND ARMS
Zippered reversible cushions,
soft edge, double doweled
construction, birch wings and
panels, fully guaranteed.
MADE TO SELL FOR \$369.95
Colonial
Warehouse
Price **219⁹⁵**



MADE TO
SELL FOR
\$59.75

SPECIAL
BUY

SOLID MAPLE BED

TWIN OR FULL SIZE

Colonial Furniture Warehouse
has purchased these solid Maple
beds at a great reduction and
is passing this tremendous sav-
ings on to you.

\$24⁹⁵

MATCHING PIECES AT COMPARABLE PRICES

LAMP SPECIAL



Repeated
by Popular
Demand

LAMP AND
SHADE

14⁹⁵
ea.

2 for
27.95

MADE TO SELL FOR 25.95 EA.

Attractive Early American Lamps in
choice of milk or amber glass. Shades
in choice of color.



SOLID MAPLE
MILK STOOL

Colonial Warehouse Price

REG. 3.95 **1⁴⁹**

5-PIECE EARLY AMERICAN DINETTE SET



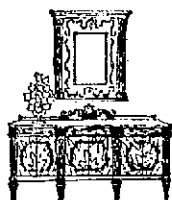
Set includes
Table and 4 Birch
Windsor Fiddle-back Chairs
Table in choice of natural wood
or Nevamar top.

Made to sell for \$149

\$79
COLONIAL
WAREHOUSE
PRICE

Greer Furniture

"Where
quality and
good taste
are not
expensive"



● Complete Home Furnishings

● Interior Designers to Serve You

3800 E. Anaheim St.
Long Beach

GE 4-3446

Open Fri. 'til 9 P.M.

Colonial FURNITURE WAREHOUSE

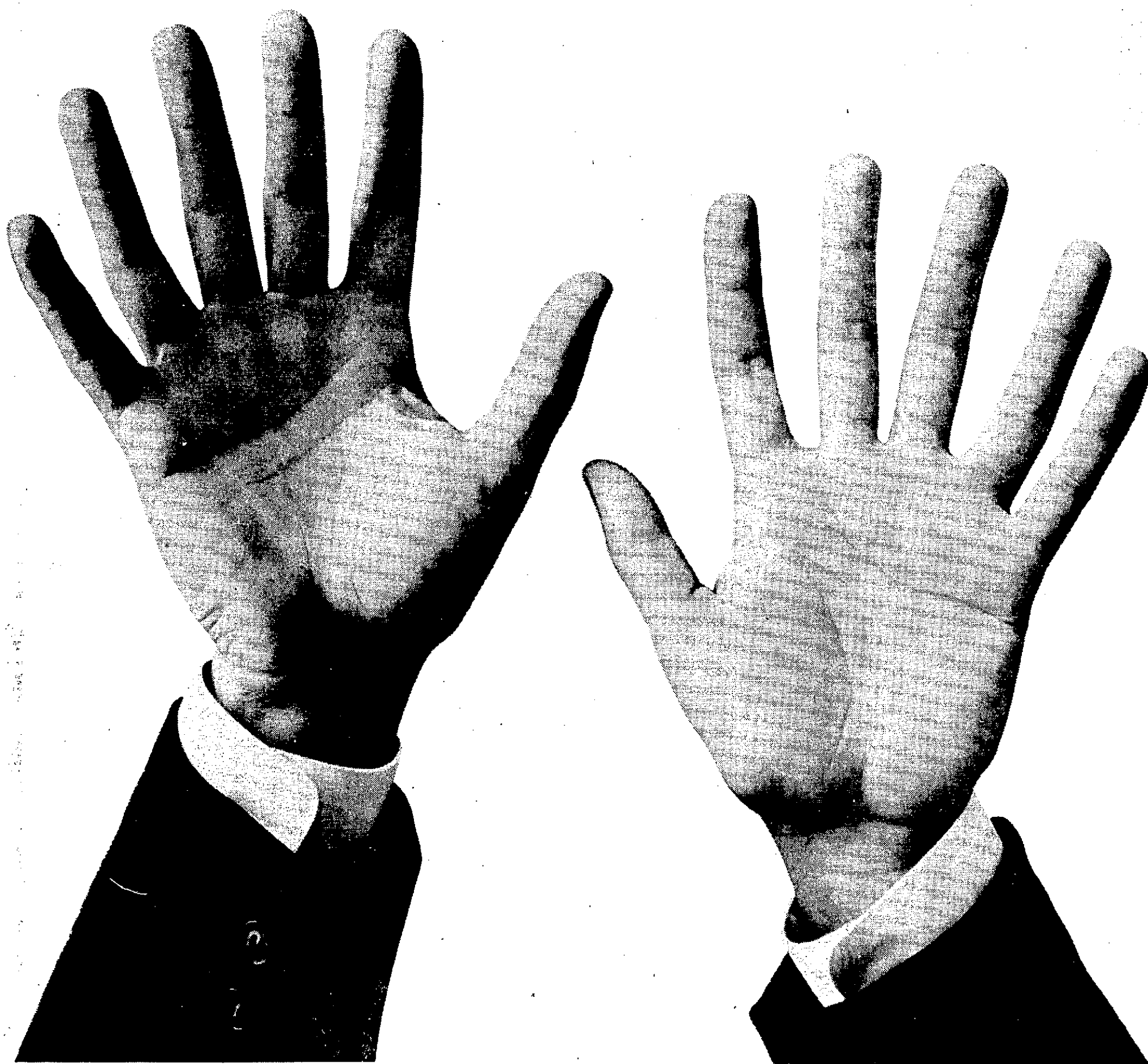
1740 DAISY AVE.

ONE BLOCK SOUTH OF PACIFIC COAST HIGHWAY
ONE BLOCK WEST OF MAGNOLIA AVENUE

Industrial Center of Long Beach

HE 2-5190

Open Monday and Friday Evenings 'til 9 — Tuesday, Wednesday and Thursday 'til 5:30
Saturdays 'til 4 — Sunday 10 to 5



Twelve Times a Year, your earnings are compounded

Go ahead, count 'em. Count on 'em, too, because twelve times a year you earn interest on your interest at Belmont Savings. What happens when your earnings are compounded monthly this way? *Money* happens, that's what. Say you start out with \$100 and just leave it here; at the end of 12 months of compounding, you're ahead by \$4.96. Your earnings are paid into your account at the end of each quarter, giving you a regular and substantial increase in your balance.

Besides monthly compounding of earnings, Belmont Savings adds other advantages that make money happen: Funds post-marked by the 10th of any month earn from the 1st of that

month, giving you up to ten days' Bonus Earnings. To this, Belmont adds daily interest—funds received after the 10th of the month earn from the day they're received when held to the end of the quarter. And Belmont's current rate of 4.85% a year makes your savings account here an exceptionally good and profitable investment.

Open your account now. Call us if you need further information...come in to our nearby office...or send us your check or money order to start your account. To transfer your savings to Belmont, just send us your present passbook; we'll collect all of the earnings due you, and open your account immediately.

For higher earnings, visit the Belmont office nearest you:

MAIN OFFICE:
5200 East Second Street • Long Beach 3, California • Tel. 434-3451

PLAZA BRANCH:
6300 East Spring Street • Long Beach 15, California • Tel. 421-8931

WILSHIRE BRANCH:
2406 Wilshire Blvd. at Parkview • Los Angeles 57, Calif. • Tel. 385-4116



BELMONT SAVINGS

Lost Emeralds of the Santa Rosas

By Retta E. Ewers

IN CAHUILLA Indian country, below Palm Springs and near the Borrego Desert, lie lost emerald mines of the

Santa Rosa Mountains. The area is reached by traversing ancient Indian trails but no white man knows exactly



Modern rockhounds, Joe George and Bert Albrecht, search a slide in Santa Rosa Mountains, hoping to find an emerald.

Beautiful Draperies

CUSTOM TAILORED TO YOUR WINDOWS

At Willbanks we have always operated our own workroom to insure our customers the quality of work to be proud of and still sell at lower prices. Our range of work includes every style and type of window decor available. Single and double rod, valancing, custom brass, wall or ceiling, matching fabric and spreads.

DECORATOR-ADVISER SERVICE BY APPOINTMENT in the Convenience of Your Own Home Without Obligation.

CALL TODAY **GE 4-0901**
FROM ORANGE COUNTY CALL JA 7-9112

WILLBANKS



1879 FREEMAN
DRAPERIES, CARPETING SIGNAL HILL

ALL WORK GUARANTEED

- Measuring in your home.
- Decorator consultation.
- Wide selection of beautiful drapery fabrics.
- Complete expert labor using 4-inch double tops with heavy crinoline, 3-inch spacing with hidden seams, weighting, hooks and fan folding.
- Completed draperies delivered to your home and installed.
- Money-back guarantee. Willbanks drapes or carpets must meet your satisfaction.

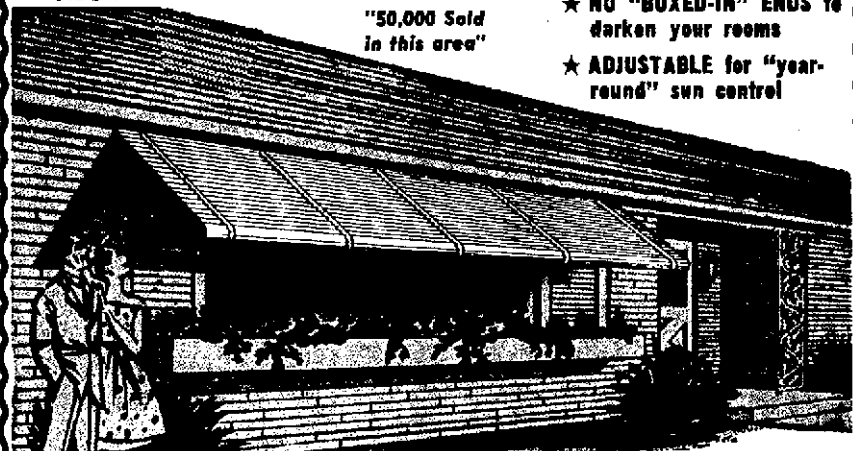
ATTENTION: Leisure World and El Dorado Park residents. We have all the necessary measurements to carpet and drape your home. Compare our prices before you buy.

TRO-PIC-KAL
ALUMINUM AWNINGS

FACTORY-TO-YOU PRICES

"50,000 Sold in this area"

- ★ NO "BOXED-IN" ENDS to darken your rooms
- ★ ADJUSTABLE for "year-round" sun control



"LOUVERED" FOR FILTERED LIGHT — 5-YEAR GUARANTEE

The most popular awning in this area.

PATIO COVERS. Something excitingly NEW and completely DIFFERENT from the ordinary. Visit our modern factory.

"NO unsightly I-beams underneath"



Your Local Awning Hdqtrs. Buy NOW and SAVE!

modern products co.
"Your local manufacturer since 1943"
Visit our factory — See them made
We bring samples to your home
2 Blocks East of Cherry Ave

2245 East Artesia Street • GARfield 2-2166 • METcalf 3-4027

where the deposits are supposed to be.

The Indians reputedly once brought in the shining green crystals and gave them to their medicine men who used them in their bags of tricks and trinkets to ward off disease and evil spirits.

Stories of the emerald mines may be legendary, but it is said that their former location was once marked by a large rock, shaped like the head of a coyote or a wolf. An earthquake caused the rock to fall into the canyon below where it landed upside

down and is no longer recognizable.

Emeralds are derived from the mineral beryl, many of which are to be found in San Diego County in the pegmatite dikes that resemble a wall of rock.

THESE DIKES produce many other gem stones and indicate the presence of minerals of different sorts.

The color of emeralds is due to the presence of oxide of chromium. Beryls are often white, sometimes straw colored.

(Continued on Page 17)

Lynn Colton's
Tips for
the week

Courtesy of
Weinheimer's



Lynn Colton
NIRC Advisor to Homemakers

HINTS ON PILE CRUSHING & CORNER CURLING

When carpet pile is crushed down because of furniture pressure or walking, try a hot iron over a damp cloth, or a steam iron on the spots, being sure not to press down on the iron. Brush up the spots gently after the treatment on the front and back of carpet corners that curl. For cut pile, dampen the crushed area lightly. Comb to raise the pile. Allow to air dry.

Remember your expert professional rug and upholstery cleaner is an expert and can help you with all of your carpet and upholstery problems.

Write or stop by for Lynn Colton's free booklet: "Tips for Rug and Carpet Care." Lynn Colton's Spotting Kits available at \$1.25 each.

Quality cleaning... backed by a
CERTIFICATE OF
GUARANTEE

Weinheimer
RUG & UPHOLSTERY
SALES & SERVICE

EXPERT QUALITY CLEANING
ON LOOSE RUGS AND
UPHOLSTERED FURNITURE AND
WALL-TO-WALL CARPETING



3720
East Fourth St.
in Long Beach Since 1934
CALL FOR
FREE ESTIMATE
GE 3-9906

Member of Custom Upholstery Dealers Assn.
Member of the California and National Institute of Rug Cleaners

Pickle Barrel Clown *By Lorena Fleissig*



Photo by Larry Reichner Studio

Party fun picks up when a pickle barrel clown, like this one, doffs head to disclose "innards" of gifts.

A DISCARDED glass pickle barrel or an oversized jar may be turned easily into a jolly clown centerpiece for a party.

His head is an overturned fish bowl that fits within the open neck of the bottle.

Both head and body are sprayed with glue and then wound round and round with a continuous strand of coil cotton, such as beauty shops use. The arms are a doubled length of the cotton ending in red felt mittens. The mouth, nose and ears of red felt and the blue felt eyes are simple to cut and will stick to the cotton without gluing. Construction paper can be used and attached with glue instead of using felt.

OUR HAPPY clown wears a hat, scarf and holds an accordion of pleated wallpaper. However, gift wrappings, shelf paper or colored paper may be used.

When the time comes to distribute gifts or treats, the clown's head is lifted off and each young guest may reach in for his present.

To carry out the joke theme, have the gifts of toys, candy or whatever, tied up in discarded boxes of toothpaste, shaving cream, vitamins, etc. Let the titles show to fool everyone into thinking it is what it isn't.

SUGGESTIONS for surprises include crackerjack, candy bars or homemade cookies which will most happily conclude a small fry party.

IMPROVE YOUR HOME

ALL
TYPES
OF
HOME
IMPROVEMENTS



Alterations
Additions
Kitchens
and
Baths

NO JOB TOO SMALL — 100% FINANCING

LOCAL CONTRACTOR — OVER 20 YEARS EXPERIENCE

LONG BEACH SPECIALTIES

CA 4-8171

2615 MAGNOLIA AVE.

LONG BEACH



STRATO LOUNGER

SAVE 20.95!

Here is plush comfort
you'll really appreciate.
All quality construction.

REGULAR \$109.95

Choice of Colors... **\$89.00**

OPEN EVENINGS 'TIL 9, TUESDAY 'TIL 6
FREE PARKING, FREE DELIVERY
EASY CREDIT TERMS — CLOSED SUNDAYS

EASY TERMS AVAILABLE TO YOU

LONG BEACH FURNITURE INC.

L B F Furniture
LONG BEACH BLVD. at 6th HE 67231

"ROOM ADDITIONS ARE OUR ONLY BUSINESS"



ANOTHER SATISFIED FAMILY:

The Harry Groves, 3368 Knoxville, Long Beach

100% FINANCING

NO DOWN

Up to 20 Years to Pay

CALL ANYTIME

GA 3-1438

FREE ESTIMATES

**LOCHRIDGE
CONSTRUCTION CO.**
LICENSED & INSURED LOCAL
CONTRACTOR

BANKERS

CONSTRUCTION COMPANY

Custom - Built Model
Furnished by Carl's Furniture

NOW OPEN FOR INSPECTION

WE BUILD ON YOUR LOT

- INCOME UNITS DUPLEXES •
- APARTMENTS TRIPLEXES •
- HOMES 4-PLEXES •
- COMMERCIAL BUILDINGS
- ADDITIONS

COME TO THE CORNER OF
ATLANTIC and WILLOW

And Let Us Design a Building
Program to Help You Increase
Your Income



CONSTRUCTED TO
MEDALLION
STANDARDS



600 E. WILLOW ST.
LONG BEACH

Garfield 6-6988

100% Financing Available



NEW MODELS

Number —927 sq. ft. living area and garage. Two bedroom.
\$5900 Los Angeles County
Slightly higher in some cities

Number. —Three bedroom. 2 complete baths, 1200 sq. ft.
\$7650 Los Angeles County
Slightly higher in some cities

FREE ESTIMATES

Semi-custom SPACIOUS HOMES 2-3 bedrooms

• Duplex • Apartments • Commercial

OPEN DAILY
9 to 5 p.m.

Member of Contractors
Association of CALIF.

DUNCANBUILT HOMES

1554 W. Wardlaw Road, Long Beach Nevada 6-7488 GA 6-4227

Harry V. Duncan Jr.
General Building Contractor

CUSTOM FIREPLACE SCREENS

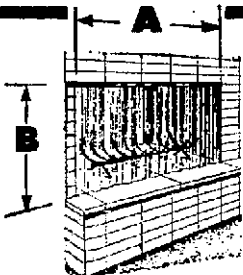
Custom Fireplace Screens — Installed by
you . . . in minutes! Just bring in your
measurements. We have screens to fit fire-
places up to 52" wide in a variety of fin-
ishes.

ONE DAY
SERVICE

MEASURE AS FOLLOWS:

- A. (width of opening)
- B. (height to firebox)
Not to Hearth

Finishes in Stock
POLISH BRASS, SATIN BRASS
OXIDIZED BRASS,
MATTE BLACK, SWEDISH.



(Use Steel
Tape Measure")



2335 LONG BEACH BLVD.

OPEN FRI. EVE., 9 to 9

GA 4-7957

OPEN DAILY 9 TO 5

(Advertisement)

Outside House Painting Now Eliminated

Another boon of the space age has been accomplished for the homeowner . . . an exterior wall coating so tough and durable that it is guaranteed to totally eliminate exterior house painting for over 10 years. This remarkable textured coating is Fiberglas FLEXON.

BEST IN NATION

Homeowners are requested not to spend a single penny on painting their residence until they hear the FLEXON STORY. This remarkable material insulates, waterproofs and beautifies, and every Fiberglas FLEXON job is factory guaranteed for 10 full years against chipping, flaking, or peeling.

Fiberglas, a product of Owens-Corning, brings to FLEXON its great strength, its wonderful insulating properties, its resistance to time, weather, and chemical attack.

PROVEN OVER MANY YEARS

FLEXON is one of the oldest, tried and true coatings now being marketed and has been applied on thousands of homes and commercial buildings. These buildings have remained in perfect condition after more than 10 years exposure in all types of weather.

SHOT FROM A GUN

FLEXON is applied with special heavy duty spray equipment and is actually "shot from a gun" without muss, fuss or odor. FLEXON fuses itself to the wall and fills holes, cracks and covers building defects.

CITY OF LONG BEACH

Cal-Tex Improvements, Inc. is a licensed City of Long Beach Building Contractor. Most of the work now being done by Cal-Tex is in the greater Long Beach area.

Cal-Tex has been selected as the exclusive franchised contractor of FLEXON in Southern California. You can obtain free information or have a free home demonstration without obligation. The low cost will surprise you and terms can be arranged to suit your pocket book.

For your free brochure regarding FLEXON, the coating that will eliminate your paint problems, call HE 6-8830, or just mail the coupon.

CALL HE 6-8830 NOW

Cal-Tex IMPROVEMENTS, INC.

419 E. 6th St., Long Beach 12, Calif.

Without obligation, please send me free information today on FLEXON.

NAME _____

ADDRESS _____

CITY _____ PHONE _____

FREE

Limited Time Only!
Choice of Rio Verde
Stone (3' high across
front of home) or
aluminum framed
screens and doors
for entire home,
with each FLEXON
job!

MEDICINE AND YOU

Bird Transfers Cat Ailment

By Ben Zinser

Southland Magazine Medical-Science Writer

A DISEASE called cat-scratch fever, once thought transmissible only by cat claws, can occur without contact with a cat, a doctor reports.

Dr. Russell J. Blattner of Houston, Tex., in a report in Journal of Pediatrics, tells of a 41-year-old man who contracted the ailment from a parakeet.

The pet bird had been ill, and the patient, to dispose of it, had wrung its neck with his bare hands.

The patient suffered a swollen lymph node under his arm, and the lump was removed surgically. Skin and blood tests indicated cat-scratch fever. The ailment is thought to be caused by a virus, ordinarily conveyed to man by cat claws.



A NEW psychodrug called trifluoperidol looks promising in the treatment of chronic schizophrenics, Tulane University researchers report.

Doctors gave the drug to 18 patients at East Louisiana State Hospital, Jackson, La. Another group of 18 got the widely-known chlorpromazine.

Trifluoperidol surpassed chlorpromazine in effectiveness, the investigators report in Current Therapeutic Research.

The doctors say they are impressed. In four years of drug studies, trifluoperidol is the only new experimental drug that has surpassed chlorpromazine in therapeutic efficacy, they say.

Side effects such as tremors are common when this new drug is used, they say, but these adverse reactions can easily be controlled by giving the drugs Cogentin or Artane.

DENVER DOCTORS have found the cause of 290 cases of a strange skin infection which sprang up in the Denver area some months ago.

All cases were traced to a single swimming pool. The cause was a micro-organism called Mycobacterium balnei.

The bacteria caused growths of in-

flamed tissue, usually on the elbow.

At the time of the epidemic the pool was not chlorinated.

The report is in Archives of Dermatology.

SOME thalidomide children are now showing up with ear deformities and hearing loss, a Swedish physician reports.

Dr. Bengt Barr of the famed Karolinska Institute, Stockholm, said that in a number of cases of hearing loss, there have been no limb malformations.

Thalidomide is the sleeping pill linked to a sharp rise in deformed babies. It is dangerous when taken by the mother during pregnancy. Its use has been banned in many parts of the world.

Thalidomide babies also have been born with facial paralysis and heart disorders.

CLEFT LIP and palate are 2½ times more common among Caucasian or Oriental children than among Negroes, according to a five-year study of birth records in four states.

The study, conducted by the Public Health Services Dental Health Center, continues. Other preliminary findings: Two-thirds of all cleft lips occur on the left side. Mothers over 35 are more likely to bear children with cleft lip and palate.

CAPSULES: Alcoholism has reached epidemic proportions in the U. S. and is now the nation's No. 3 public health problem, says the International Commission for the Prevention of Alcoholism. . . . Tigacol rated tops in effectiveness in an experimental evaluation of three anti-dizziness drugs, according to a report in Journal of the American Geriatrics Society. . . . Deaths from bee and wasp stings may run into the tens of thousands each year, estimates Dr. Theodore W. Richey, chief of the U. S. Air Forces laboratory services in Washington, D. C. . . . Why do children run away from home? Explains a psychologist, in Archives of General Psychiatry: Because of an overwhelming sense of helplessness in the face of real or imagined subjugation by their parents.

INSURED SAVINGS

Equitable

SAVINGS and LOAN ASSOCIATION

4.85%

CURRENT EARNINGS PER ANNUM

MAIN OFFICE
328 LONG BEACH BLVD.
LONG BEACH 12, CALIF.
NEXT TO POST OFFICE

T. A. GREGORY,
Chairman of the Board

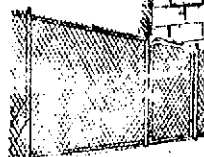
Free Customer Parking at
345 ELM ST.

BLOCK WALL OR CHAIN LINK FENCES

• BLOCK WALL

A handsome addition to any home. Excellent for privacy, security and permanent. Offers absolute privacy without any maintenance cost! Weather-proof, fire-proof, rot-proof.

NO CASH
DOWN
UP TO 3 YEARS
TO PAY
1st Payment
After 45 Days



CALL TODAY
FOR FREE
ESTIMATES

• CHAIN LINK FENCE

Keeps children and pets safe from harm. Sturdy, dependable, allows good circulation of air. Requires no yearly painting or repair.

HARRIS FENCE CO.

ME 0-6295 • GA 4-9513
6925 ATLANTIC — LONG BEACH

Historic Headlines

Independent-Press-Telegram
LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 27, 1963
DIAMOND JUBILEE
1888-1963

BEACH CITY

BEACH BUILDS A
church frequently at
splendid high ideals

ESTABLISHED
BY YEAR 1913

LONG BEACH PRESS

LONG BEACH, CALIFORNIA, SATURDAY EVENING, MAY 24, 1913.

RESULTS SURE!

ADVERTISING IN THE PRESS
effectuates profitable returns to
the advertiser. Prove it! Do it now!

HEART-BREAKING CATASTROPHE ENGULFS WHOLE CITY IN WOE

MUNICIPAL AUDITORIUM COLLAPSES KILLING OR INJURING MERRYMAKERS

**Overloading Causes West Threshold to
Collapse and Crash Through Lower Deck
to Veritable Shambles on Surfline Sand**

WHAT must go down in history as the most terrible disaster in the annals of Southern California, made gruesome history at 11:33 o'clock this morning when a 40-foot-square section of the upper deck of the municipally-owned Auditorium, chief assembly and play-place of Long Beach, just at the threshold of the main entrance, at the west end of the big building, of a capacity of 4000, fell to the sand below.

What caused the disaster is mere conjecture. Side doors had not been opened and the immense throng as advance guard of the ten thousand visitors in the city to attend the British Empire Day celebration had jammed to the west entrance, a solid mass.

This section of the upper deck's flooring crashed through to the lower deck, also crowded with visitors and merry-makers, getting ready for the noonday picnic. Snapping the timbers of the lower deck as matches, the awful tragic homogeneity of splintering planking and shrieking humanity went down to the sand, just a few feet distant from the surf, at low ebb.

From every direction out of town people in gala attire and townsfolk out upon the street for the lunch hour, gaily sauntering to the place of amusement, where Mayor Hatch would within ten minutes have opened with address of welcome the chief program of the day, as preliminary to the afternoon's schedule of sports on The Strand, were horrified by swift-passing word of the tragedy.

Then began the work of rescue, out from the debris, moving the dying and cruelly injured to physicians' offices and the two hospitals and tenderly carrying the dead to the four undertaking establishments only three and four blocks away.

Because of the inconceivable confusion and the horror of it all it has been impossible to secure at this hour a full list of the dead and injured. Many were too badly hurt to give names and addresses and some of the dead have as yet been unrecognized by any who have called at the morgues and hospitals.

The tragedy is international. Great Britain, with the blow falling possibly most heavily upon the Dominion of Canada, is most grievously bereft, numerically. Nearly every city of Southern California is counting her dead and injured. Of all these, Los Angeles, because of its greater size and its propinquity, is most sorely afflicted. Though the majority of the victims are of British birth or ancestry, several of other nationalities, participating in the spirit of the day to which Long Beach and all the southland had joyfully lent themselves, were hurt fatally or not.

Panic Shambles.
Nearly two score lives were snuffed out and a hundred people by conservative estimate, were injured when the upper deck of the Auditorium collapsed, precipitating its mass of struggling humanity upon the beach forty feet below, amid a tangle of wreckage.

For more than half an hour, as the rescuers labored, the victims of the catastrophe fought and tramped upon each other in their efforts to get their heads above the death trap where they could catch a breath of air.

Regging pitiously to die, those who were most seriously injured were first taken out and laid upon the sand, whence they were removed as soon as possible to the hospitals by automobiles which the police had pressed into service.

Scenes Unparalleled.
Heart-rending scenes, never before equaled in the history of Long Beach, were enacted on the beach as the dead and living were carried out and tenderly laid on the beach.

Many begged pitiously to die. A lad of ten years was seen to pass away in his mother's arms, as she was raising a glass of brandy to his lips.

A broken-hearted father carried the limp and almost lifeless form of his fourteen-month-old baby up the steps, to hunt a doctor. His

wife lay on the beach with her life crushed out. A mother saw her little boy smile and die at the Seaside Hospital, a half hour after he had stood with her and cheered as the parade disbanded for the Auditorium ceremonies.

History has furnished few scenes more pitious and tragic than are presented today at the Long Beach hospitals. At the Seaside Hospital, where Long Beach physicians concentrated their efforts, every room was filled. Cries were shrieked in the hallways and the mangled bodies of victims were cared for on the porch and even on the very steps.

One strong young man was weeping silently as he sat crumpled and bleeding on a chair in the hall. "My wife and boys were with me," he said. "I don't know where they are now. I felt the very life being crushed out of my baby boy as I held him in my arms, by the cruel feet of the struggling victims."

Paralyzing Shock.
Another girl couldn't even remember what had happened. "I thought grandma was with me," she smiled from her improvised hospital couch on the floor, "but really I can't remember. Where are we and what is it all about?"

Equally touching were the scenes at the Long Beach Sanitarium on East Tenth street. Stimulants were secured and every effort was made by the medical men and nurses to single out the most atrocious cases and care for them first. Pitious were the pleas of the injured for word from their companions, parents and children. One woman, near to death, said her one concern was to her baby's life.

One doctor estimated that the number of injured in the Seaside Hospital was more than fifty, but no definite line could be obtained. Fully a score are estimated to have been cared for at the Long Beach Sanitarium. Others were taken to private residences and those who escaped with slight injuries, assisted the doctors and nurses in attending the wounded.

Splendid Rescue Work.

Every available automobile and ambulance had been impressed into service at once by Chief of Police Austin, and the work of removing the dead and injured from the scene of the disaster was carried on with an orderliness and dispatch remarkable.

Within three-quarters of an hour the injured had been tenderly placed in autos and taken either to their homes or to the hospitals.

Just what was the cause of the accident has not been definitely established. In times past, crowds as large, or even larger, have been accommodated in the Auditorium and the collapse today came like a thunderclap out of a clear sky, for it was generally believed that the structure was safe in every respect. Much has been said about the instability of the pier as a whole and the sun parlor at the outer end, but not since the Auditorium was rebuilt has there been one word of public criticism against the Auditorium.

Amusements Closed.

All five amusement places with the exception of the Theatatorium voluntarily closed this afternoon out of respect to the dead and injured of the catastrophe of the morning.



Of all the major news stories that marched across the front pages of Long Beach newspapers, none so horrified the city as the Empire Day disaster on May 24, 1913, when the top deck of the municipal pier collapsed and plunged 350 persons through the lower deck to the beach, killing 50 and injuring 174. The remarkable photo above, taken moments after the disaster, shows survivors trampling on those below in effort to escape. At left is collapsed deck. Reporter John Meteer's eyewitness story is reproduced at left.

Emeralds

(Continued from Page 14)

ored, and facet into beautiful stones, with brilliance like that of a diamond.

The deserts of Southern California have proved to be a storehouse of treasure for the rockhound fraternity, and many fine specimens have been brought out, cut and polished, and displayed at the various rock and minerals shows throughout the country.

But there has been no concentrated effort to relocate the lost emerald mines from which the ancients obtained their glittering stones. This may be due to the extreme ruggedness of the area, or it may be because the story is not well known. The ancient trails are now almost obliterated.

GEM STONE pegmatite dikes in the Santa Rosa mountains produce many nice crystals of beryl. Near the old Alessandro Trail that leads over the mountains south of Hemet, some beryl crystals of good variety have been found, although digging is required to unearth them.

Wherever a trace of greenish beryl is found, true emeralds may be turned up. One color indicates the presence of others. Topaz, tourmaline, kunzite, agate, jasper, petrified wood and sand concretions are also found in the Borrego desert.

San Diego County, the home of the beryl, has already produced a number of fine emeralds, and where one has been found, others await the lucky finder.

With the approach of winter, rockhounds will again take to the desert trails. Every rock club will have field trips. Every weekend and holiday will see the avid hunter skimming over the freeways toward the desert to find specimens to add to his, or her, collection.

A WARNING here perhaps may not be amiss; take plenty of water and warm clothing, especially when planning to remain out overnight. Desert nights are generally cold, but the days are always warm and pleasant. Watch out for snakes during the day. Never go alone into an unfamiliar area.

Be careful when climbing over rocks. A broken leg, sprained ankle or a foot caught in a rock crevice, may await the careless hunter. Even an emerald is not worth it.

Indian Trails always led somewhere, possibly to water, possibly emeralds—who knows?

(EDITOR'S NOTE: The author is vice president and a charter member of the Riverside County Chamber of Mines and Gem Societies.)

—33rd Anniversary Sale—

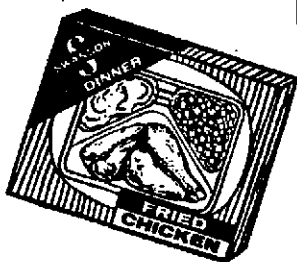
CHAIN WIDE

SPECIAL VALUES AT

Thriftmart

FOR MON. thru Wed.

OCT. 28 • 29 • 30



SWANSON'S FROZEN
TV DINNERS
YOUR CHOICE
ALL VARIETIES
49^c EA.

IRIS—LONG
SPAGHETTI 1-lb. Pkg.
QUAIL BRAND

TOMATO SAUCE



7 3/4 oz.
TIN

WONDER'S CELLO WRAP
BREAD 15-OZ. LOAF

19^c
5^c
25^c

FIXINGS FOR
HALLOWEEN FESTIVITIES

IRIS—REGULAR OR LOW CALORIE

CANNED POP
12 12 oz. CANS
88^c

JEFFY WITH ALUMINUM SKILLET & COVER
POP CORN... 25^c

ORCHID PAPER WRAP
NAPKINS 80 CT. PKG.
10^c

Rib, Round or Family STEAKS

U.S.D.A. GRADED
"CHOICE"
STEER
BEEF

79^c lb.

CENTRAL AMERICAN
BANANAS

EXTRA FANCY WASHINGTON

DELICIOUS

APPLES

10^c lb.

Lions 1 1/2 oz. pkg.

SEEDLESS

RAISINS 10 FOR 29^c



GROUND CHUCK **49^c** lb.
GROUND ROUND **59^c** lb.

FRESH LEAN **GROUND BEEF**
35^c lb.

U.S.D.A. GRADED "CHOICE"
RUMP ROAST BONE IN **75^c** lb.
SPENCER STEAK BONE-LESS **\$1.59** lb.
ROUND STEAK BONE-LESS **89^c** lb.

VALUABLE COUPON



FREE

With This Coupon at **THRIFTMART**
2 CAMPBELL'S 10 1/2 oz. TINS
TOMATO SOUP

LIMIT: ONE COUPON PER FAMILY—ADULTS ONLY PLEASE

COUPON EXPIRES 10-30-63

How War Came to Long Beach

By NED FRENCH

At 3:16 a.m., Feb. 25, 1942, a friendly gathering of the Sunrise Social Club, an informal group of morning newspaper employees, was interrupted with crashing violence.

Club members laid down their cards, looked at each other and dashed for the roof, where they could view searchlights sweeping the sky and see shellbursts of the Army's antiaircraft batteries "repelling" what the Army called "the first air raid on the U.S. mainland." Then they dashed for the stairway when they realized that the stuff raining down was metal and smoking hot.

Searchlight beams, which had been hunting across the sky, soon formed a many-poled wigwam of light with its peak several miles northwest of the downtown district. The slam and muzzle flash of artillery continued from scores of emplacements, some apparently as far away as Inglewood and Huntington Beach. Machine guns red-lined the sky with tracer bullets although the "target" on which the lights were focused was far out of their range.

THE TELEGRAPH editor, only newsroom man present, with the help of the head makeup man from the printshop, tried to get through by telephone to the police station and failed. He ran downstairs to his old "rag-top" car and drove to the city hall, where a detective consented to open a line to the newspaper office and give what information he could.

The report was taken over the phone by the printer. It was combined with what had been seen first hand and with information from the teletypes. At 3:36 firing stopped until 4:06, when it broke out again for nine minutes. Thanks to the club meeting and the cooperation of all hands, when the Army sounded the "all clear" at 7:24 a.m., the paper went on the street with the only morning edition in the west that carried an account of the "raid."

The next day, Secretary of War Henry Stimson and Secretary of the Navy Frank Knox issued conflicting statements. Stimson said there had been "enemy aircraft" over the Southland and it was at them that the Army AA batteries fired. Knox said flatly that it had been a "false alarm; there were no enemy planes."

LOCAL observers' reports were in conflict also. Some who watched throughout the night were not able to see any aircraft. Others "saw" as many as 200. At this, even the Army scoffed. Gunners at Fort MacArthur fired only four rounds. Fragments of shells, some of them weighing more than a pound, penetrated car hoods, tops and rear decks. One inflicted a cut on a man's head that required eight stitches but it did not break his skull.

A three-inch shell exploding in the street damaged the pavement and broke a plate-glass window in a bank. Another, luckily a dud, fell through the roof and into the pantry in the home of a physician. No one there was hurt.

The only human fatality from the "air raid" was a Long Beach police sergeant killed in a head-on collision as he drove through the blacked-out streets to report for duty.

BUT THE "raid" dealt a fatal blow to apathy. Although war had not been declared until the day after Pearl Harbor, eleven weeks earlier, Long Beach had been in the undeclared war for more than a year before the "raid". When ground was broken, Nov. 22, 1940, for the giant Douglas plant, Long Beach became an important part of the "arsenal of Democracy." When the plant was opened in October, 1941, an addition that was to double its size was begun the same day. Before VJ Day it would

have 170,000 persons on its payroll at one time or another, but Long Beach did not realize it was in the war.

April 1, 1941, Daugherty Field, the municipal airport, became a military airdrome and headquarters of the Sixth Ferrying Group of the Army Air Transport Command. Most of Long Beach paid no heed to this sign that the city was taking part in an undeclared war.

Service-connected families expected, even after Pearl Harbor; even after Japanese submarines sank half a dozen tankers within sight of the California coast; even after, on Feb. 23, a Japanese submarine shelled an oil field and refinery at Elwood, near Goleta, much of Long Beach failed to take the war seriously . . . or so it seemed to some observers.

IT HAS BEEN suggested that the Army saw it that way. Soon after Pearl Harbor, Lt. Gen. John L. DeWitt, heading the Western Defense Command, began preparing the public, through publicity releases, for removal of Japanese and Japanese-Americans from the coast.

Numerous civilian leaders and groups supported the general's suspicion that the Nisei were not loyal to the United States. The League of California Cities and the Los Angeles City Council asked that all Japanese and persons of Japanese ancestry be removed from coastal areas.

Atty. Gen. Earl Warren announced, Jan. 30, 1942, that "hundreds" of illegal Japanese secret societies existed in California and should be abolished at once. General DeWitt's "amen" to this statement was his famous dictum, "A Jap is a Jap is a Jap," followed by his order for removal of aliens and citizens alike to relocation camps.

MEMBERS of the Sunrise Social Club worked in the afternoon and until past midnight. Once a week, sometime before dark, they received a business visit from bright-eyed, moon-faced, 8-year-old magazine salesman Takashi Masuoka. Takashi was just learning to take a kidding and to make new friends each time he called.

Then, 170 FBI agents and city police arrested 500 alien fishermen in the Terminal Island Japanese colony. Gov. Culbert Olson publicly promised that loyal Nisei could stay. But it was a promise the Army did not allow him to keep. Takashi was seen no more in the newspaper office.

There were unsubstantiated charges, even after the Terminal Island colony had been wiped out, that "Japs" had signaled with lights to the "air raiders." One Japanese was arrested for driving with his lights on in the blackout. He was taking a load of cauliflower to market and was unaware then an alert had been ordered.

AT THE Long Beach public market bordering Lincoln Park, where farmers brought their produce three mornings a week, 79 booths operated by Japanese and four by alien Italians were closed. An effort to abolish the market entirely was defeated and it continued to be a tourist attraction and a prime source of fresh fruit, vegetables, poultry and other superior items of food for residents of central Long Beach until recently.

Today the farmers' market, relocated while construction of the garage under the park went forward, still barred from its old site, is dying. Although it recovered from the decimation of 83 booths in wartime, it appears that improvement of the park soon will do to the market what misguided patriotism failed to accomplish.

Although Long Beach at the beginning of the war was the home port of the U.S. Fleet (not just the Pacific Fleet) the Navy

seemed much less jittery over the Japanese on this coast than the Army did. On Dec. 7, 1941, as soon as the news of Pearl Harbor was received the port was locked. Antisubmarine nets were closed, mines were laid, surface and air patrols were activated, the Army raised barrage balloons over vital installations, police and fire departments went on emergency alert, the Council of Defense put air-raid wardens on stand-by status and the medical society put into effect its plan by which members would be available on short notice in case of disaster.

RADAR scanners and artillery pieces overlooking the beach were installed in Bluff Park and antiaircraft batteries took up positions in some other city parks. A \$3,500,000 addition to Pier A was built to serve as the principal unit in the Port of Embarkation for supplies shipped to the China-Burma-India theater of war and to the Western Pacific.

The Fourth Interceptor Command stationed volunteer watchers in the towers of the Ocean Center Building and the Villa Riviera, as well as at other points of vantage. From these observation posts, they scanned the skies day and night for enemy aircraft, which, happily, never appeared.

Meat, sugar, coffee, tires, gasoline and even retread rubber were rationed. Drivers were conducted to collect scrap metal. Air-raid sirens were tested and, even as in recent times, were found to be inaudible in many parts of the area they were intended to warn.

MANY OF these steps were taken in January, 1942, but civilian life was not too different until after the "raid." New Year's Day brought the same old headline, "California Leads in Highway Slaughter" and the newspapers reported the usual demands from school and city staffs for higher pay. Except for those families who had been directly touched, there was little excitement or fear.

After the "raid," busy-body patriots became really voluble. They wrote letters to the editors inveighing against waste, crying out for efficiency, denouncing hoarders. When the OPA issued an order requiring the surrender of all tires in excess of five per car, the most vigorous flag-wavers



LONG BEACH'S FIRST DRAFTEES

In November, 1940, 25 Long Beach men packed their bags, said goodbye to their loved ones, and got a rousing sendoff from citizens who watched them march off to become the first draftees in the records of the local induction board. They were to be followed by many thousands before the citizens were once again to celebrate in the streets on VJ Day in 1945.

cried the loudest. Their spiritual support of the war effort was great but when it came to giving up a physical advantage, their moans were pitiful to hear.

One inveterate patriotic letter writer surrendered nine brand-new tires from his clothes closet. He saw no inconsistency, however, in continuing to urge his fellow citizens to sacrifice, and kept on operating a rhetorical "arsenal" right through VJ Day.

DAYTIME office workers took night-shift jobs in the shipyards and at the Douglas plant. Some of these who were not qualified for military service looked upon their daytime coworkers who did not take on extra jobs as "slackers" and did not hesitate to say so.

March 18, 1942, the first draft numbers were drawn and 5,300 of the 14,854 men registered in Long Beach were tapped for military service. Soon after that, the late Ruskin L. Dunfee, city editor-managing editor of the now defunct Long Beach Sun established the four-page, tabloid-size Service Men's Sun, which was mailed monthly to the 400-odd employees of the Press-Telegram and Sun in the armed forces around the world. Editorially it was a one-man effort, full of lively humor and morale-building pin-up pictures. The same printshop makeup man who had served as a reporter in the "air raid," made up the paper, various volunteers in the shop set the type, did the stereotyping and the

presswork on their own time, and the publisher of the P-T and Sun furnished the newsprint and paid the postage.

The Service Men's Sun was published monthly, with the last edition appearing soon after VJ Day, even though the Sun, itself, ceased publication Dec. 30, 1944.

In 1940, Long Beach population was 164,000 and in 1945 it was 266,000, according to the Long Beach Community Book, edited by the late Walter H. Case, who for years was editor of the Long Beach Sun and the city's leading historian. Twenty thousand Long Beach men went to war and 675 were killed in action.

The city gained greatly in wealth, population, industry and culture as a result of the war, but it lost the Sunrise Social Club. Death, old age, the withholding-tax and the general tendency of members to take on more and more installment payments spelled finis for that carefree group. Of the surviving members, some wonder now and then what Long Beach learned from the war and what ever happened to Takashi Masuoka.

Television Heroine An unlisted heroine of the Preston Foster "Waterfront" television series is the Milton S. Patrick, a tugboat that serves the Port of Long Beach. For her role in the video series, she carries a canvas sign, over her true name, bearing the words "Cheryl Ann."

LONG BEACH WE SALUTE YOU



Congratulations on your 75th Anniversary

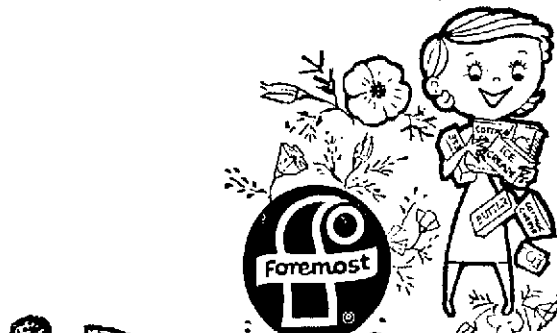
We are proud to share in the exceptional expansion and development of your community.

THE SPRAGUE METER COMPANY

Manufacturers of Gas Meters and Pressure Regulators

Greetings, Long Beach, on your 75th birthday!

. . . we've been here a long time, too



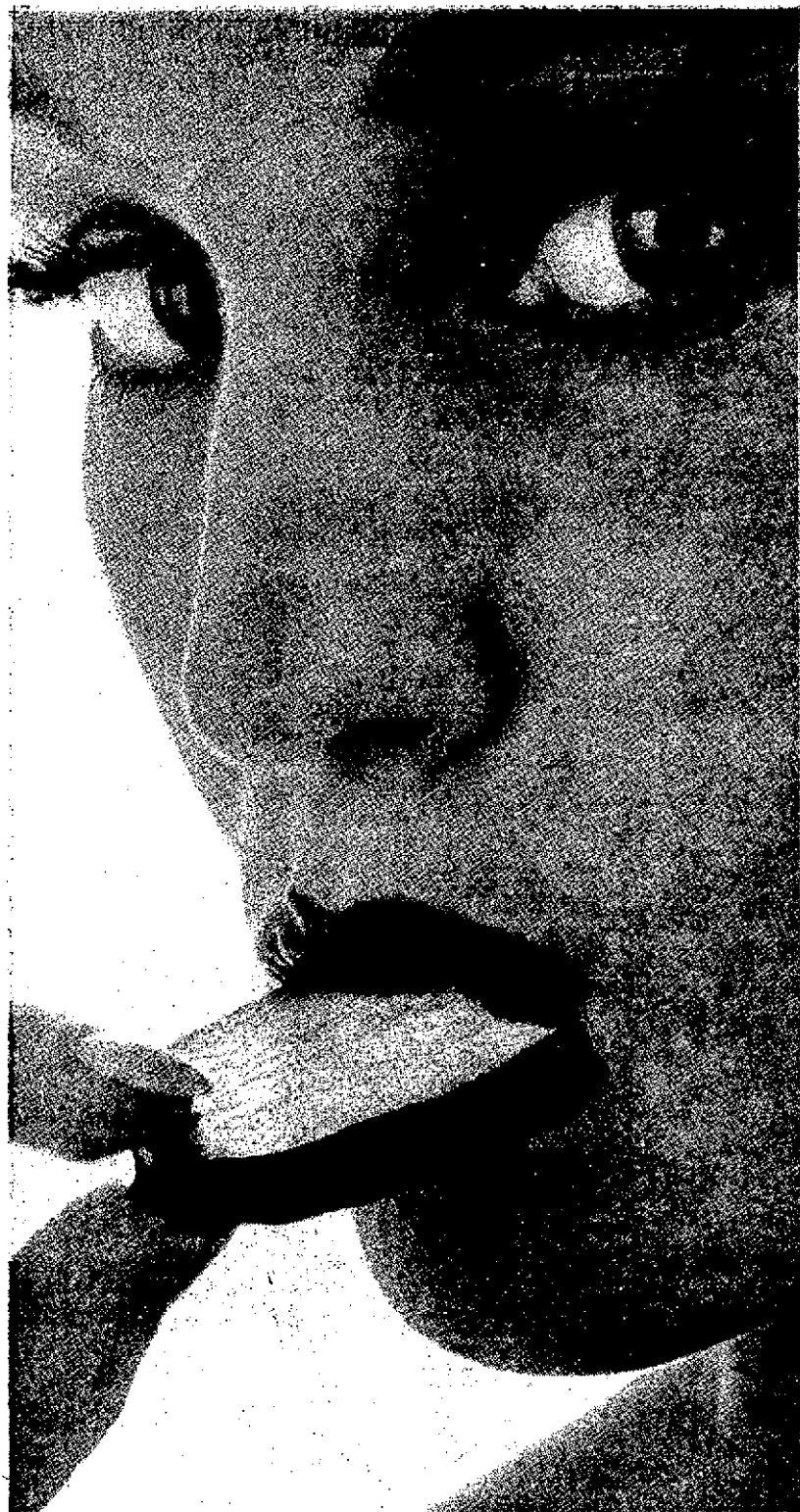
Long Beach was just an ambitious teen-age city when we delivered our first bottle of milk here in the early 1900's. That was a long time ago.

Old timers will recall those nostalgic names: Long Beach Dairy Co., Gold Medal Dairy, and Golden State. Now under the Foremost banner we are serving milk and ice cream to thousands of fourth generation customers in Long Beach. We at Foremost are proud to have been a part of the fantastic growth of this great city. And we shall continue to serve the highest quality dairy foods, which consistently over the years have earned for us the reputation of "Long Beach's favorite milkman."

FOREMOST
DAIRIES, INC.

Where everything is fastidiously fresh.

2707 E. ANAHEIM • LONG BEACH



On the mild side.

NEW
GOLDEN ITALIAN
DRESSING



A mellow Italian dressing you don't have to shake.

Wish Bone

Home Workshop



Four plans in one are offered in this design for a small girl's play kitchen, all constructed of wood.

By Bill Meyerriecks

LITTLE GIRLS are lucky this week. On the safe premise that the big, strong man around the home is dedicated to making his small daughter's life more happy, Sketchbook's design idea, the Kitchen Play Toy project, is a plan to consider.

And mother will be delighted, too. The finished kitchen furnishings will fill endless indoor hours with make believe enjoyment. The little Miss will have her own sink, her own range—her very own.

And if you are the plan-ahead parent, you may want to make this a Christmas project, working on any of the pieces on and off in plenty of time before the presents go under the tree.

THE MINIATURE kitchen consists of four items. All are made of $\frac{3}{4}$ -inch wood, approximately two-thirds life size. Sink and range have counter heights of $24\frac{1}{4}$ inches. Both are 20 inches wide and 12 inches deep. The refrigerator and cupboard are $42\frac{3}{4}$ inches high, 20 inches wide and 12 inches deep.

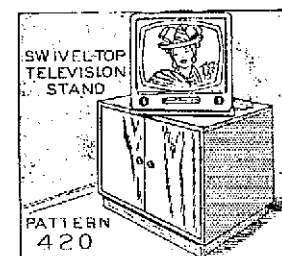
One of the advantages of the plan is that the lumber shopping list, parts list and detailed instructions for each unit are given individually. You don't have to buy all the wood or build them all at one time. Start with the one which appeals most to you, and add the rest of the kitchen on whatever schedule you wish.

The wooden construction

insures a sturdy toy with a long, useful life. Because of their natural weight, the pieces stay in place and won't tip or slide every time they're bumped. Accidental spills do not damage at all.

TO OBTAIN the Sketchbook Kitchen Play Toy plan, specify No. S-131 and send name and address and 50 cents to Building Editor, Southland Magazine, 604 Pine Ave., Long Beach 12, Calif.

You Make It



A storage-space base with turntable top makes an ideal television stand. The screen may be viewed from any angle. The base may even be a room divider and the machine used from either side. Pattern 420, which gives material list and illustrated directions for the swivel-top base, is 35 cents. It also is in the Modern Storage Unit Packet No. 46 which is \$1. Send orders to: Pattern Dept., Southland Magazine, Independent Press-Telegram and News, Bedford Hills, N.Y.

HOW YOUR CHILD LEARNS

It's a 2-Way Street

By Howard E. Kent

QUESTION: "We are new in our city, and my son is having trouble in school. He did all right where we came from, but teachers in the new school want him to use different methods, especially in math. Why can't they let him do it his way? After all, isn't it the results, rather than the methods, we're interested in? How about some flexibility?"



ANSWER: The good teacher shows his students several methods of attacking a problem, and he is elated with a correct answer, however produced.

Saying that, however, does not alter the fact that

your son must satisfy his present teachers if he expects to get passing grades.

You ask for flexibility. The math teachers, you say, don't have it. Well, then, how about your son? How flexible is he? This would seem an appropriate time to point out to him that there can be more than one acceptable way of arriving at the answer to a problem.

He did well before. I suspect if you help him shift gears, he'll do just as well under the new rules.

QUESTION: "I've had occasion at P.T.A. meetings to talk to several of the teachers of my daughter, who is a junior high school student, and they all have a different impression. 'A very enthusiastic child with lots of curiosity and a good sense of humor,' says one. Another says: 'She needs to exhibit greater interest in participation in the activities of the group.' Can you offer an explanation?"

ANSWER: Children, like adults, may react differently to different people and therefore leave conflicting impressions. Sometimes a child will refuse to work simply because he doesn't like the teacher or feels the teacher does not understand, respect or appreciate him.

Teach the child he must concentrate on subject matter rather than on the personality of the teacher. In this world a person can only do his best, maintain his personal integrity, and hope he will impress others favorably—but not worry too much if he doesn't.

Recipe of the Week

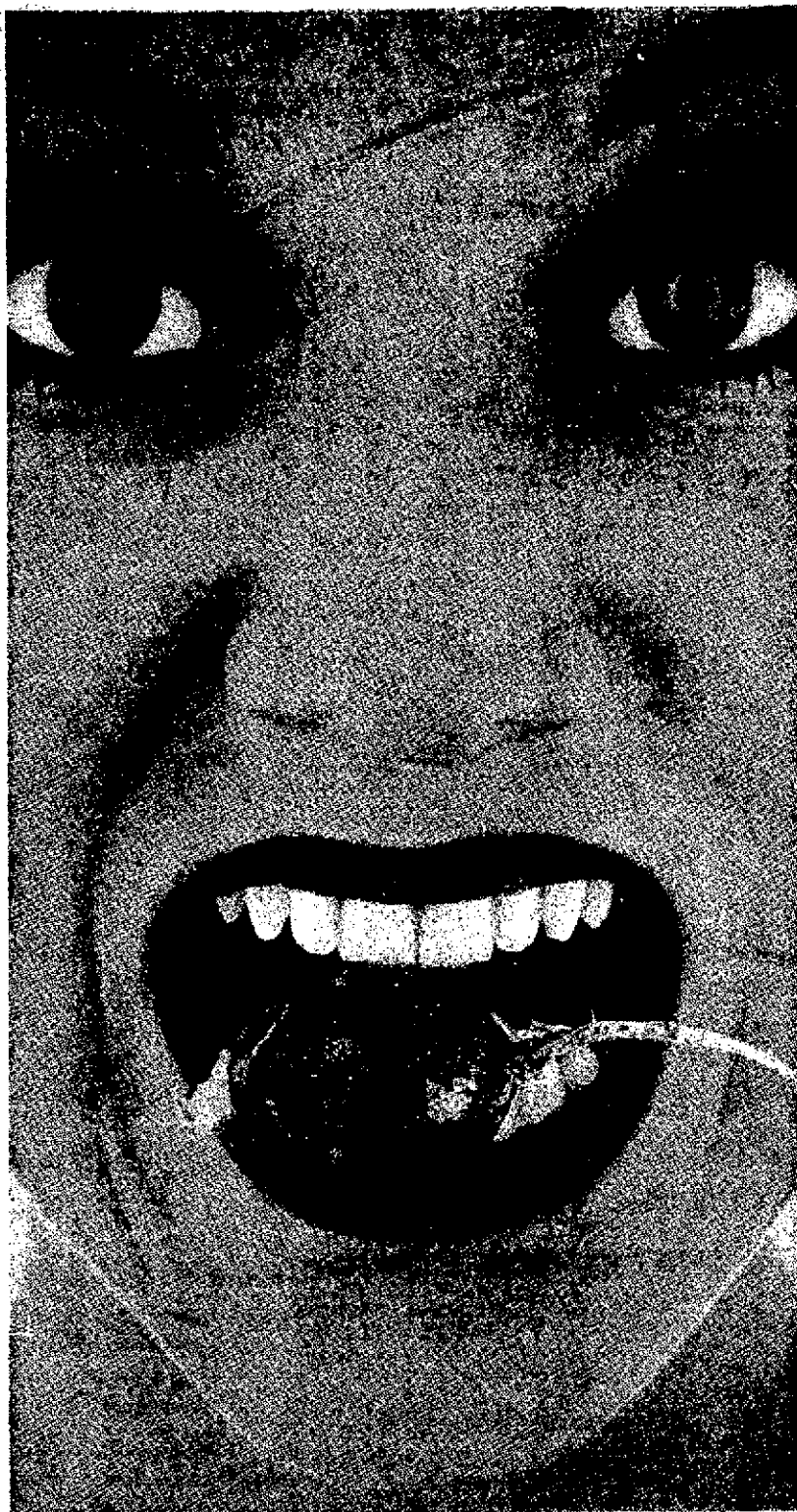
NOURISHING and tasty, his week's prize recipe is a meat and vegetable dish that gains \$5 for Mrs. Dorothy Rushton, 1119 E. 4th St., Apt. N, Long Beach 12. The recipe:

Veal Asparagus Supreme

- | | |
|---------------------------------------|----------------------|
| 1 10-oz. pkg. frozen asparagus spears | 1 beef bouillon cube |
| 1½ lbs. veal steak, 1 inch thick | 1½ cups hot water |
| 1 tsp. salt | ¼ tsp. garlic powder |
| ¼ tsp. black pepper | 1 tsp. paprika |
| ½ cup flour | ¼ tsp. oregano |
| ½ cup shortening | ½ tsp. dill seed |
| | ¼ tsp. white basil |
| | ½ cup sour cream |

Thaw asparagus. Divide veal into 8 pieces. Mix flour, salt, and pepper and generously coat veal slices in flour. Melt shortening in electric skillet on high heat. Add veal and brown well on both sides. Dissolve bouillon cube in hot water. Add garlic powder, paprika, oregano, dill seed and white basil. Cover skillet and simmer on low heat for 1 hour or until meat is tender. Add asparagus and cook 10 to 15 minutes longer. Remove meat and asparagus to platter. Stir sour cream into pan liquid and pour over veal and asparagus. Serves 4 to 6.

What's your favorite recipe? For each recipe published in this space, Southland will pay \$5. Men are urged to submit their recipes along with the ladies. Send yours, with name and address to: Recipe Contest Editor, Southland Magazine, 604 Pine Ave., Long Beach 12, Calif.



On the wild side!

NEW
GARLIC FRENCH
DRESSING

An uninhibited new
French flavor
with a dash of garlic.



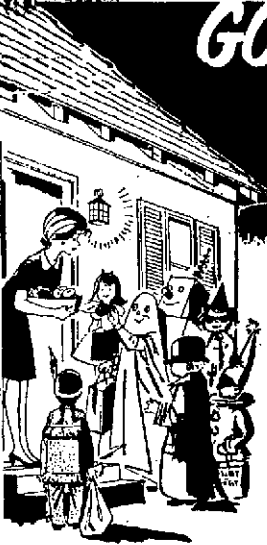
Wish Bone

Call Cumberland or Gilbert 3-6181
For Location of Store Nearest You



Bakery Treat
CINNAMON ROLLS
VONS 100% ALL BUTTER—12 IN PKG. **47¢**

Complete Your Set Now
TRIUMPH SNOW WHITE CHINA
ALL PIECES NOW AT **Super Savings!**
WITH \$5.00 PURCHASE, exclusive of fluid milk, tobacco or alcoholic products.



GOBLINS-APPROVED... GOODIES

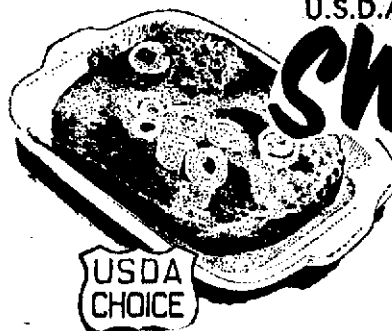


Save on Trick or Treat Goblins' Pleasers

Potato Chips VONS FRESH, CRISP 10-PK. REG. 49¢ **39¢**
Kraft Caramels A REAL TREAT IN THE BULK **35¢ lb.**
Evans Popcorn THE GOBLINS' CHOICE 2-LB. PKG. **29¢**

LIQUID DETERGENT VONS ALL PURPOSE 22-OZ. BTL. 29¢ SAVE 10¢	EVAPORATED MILK JERSEYMAID TALL CAN 10¢ SAVE 4¢	APPLE CIDER TREE TOP HALF GAL. 49¢ GAL. JUG 89¢	TOPS 'N' POPS BEVERAGES ASSORTED FLAVORS 12-OZ. CANS 14¢
---	--	--	--

Frozen Drinks TIP TOP ORANGE, GRAPE, BLACK CHERRY 8 6-OZ. CANS **69¢**
Eggo Frozen Waffles PKG. OF 3 **10¢**
Tiny Taters BIRDSEYE 16-OZ. PKG. **25¢**
Grape Juice Bars WELCH'S 6 PK. **49¢**
Prell Shampoo CONCENTRATE LARGE SIZE **75¢**
Chewable Vitamins VITA-VONS 60-CT. **99¢**



SWISS STEAK
U.S.D.A. CHOICE BEEF (THE ONLY KIND WE SELL)
ALWAYS JUICY & TENDER WITH OUR FAMOUS CUSTOM TRIM **59¢ lb.**

SWIFT PREMIUM SMOKIES

HICKORY SMOKED 12-OZ. PKG. **55¢**
Borden's Biscuits PKG. OF 10 **3¢25¢**

RUMP ROASTS
LEAN, FLAVORFUL OVEN-READY... **69¢ lb.**
Boneless... **79¢ lb.**

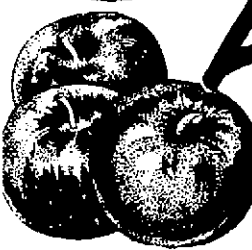
Fresh Ground Round EXTRA LEAN **69¢**
Sliced Bacon VONS TARIFF KING—1-LB. PKG. WAFFER THIN... **57¢**
Round Steak U.S.D.A. CHOICE BEEF—LEAN FLAVORFUL FULL CUT **69¢ lb.**
Boneless Round Steak EXTRA LEAN **79¢**
Boneless Top Round EXTRA JUICY **95¢ lb.**



Produce Department Specials!



PUMPKINS 2¢ lb.
FOR YOUR JACK-O-LANTERN—ALL SIZES



APPLES 10¢ lb.
RED ROME BEAUTY—BEST FOR BAKING

SEEDLESS RAISINS
GOBLINS LOVE 'EM—1½-OZ. BOX **10¢ 29¢**

Extra Values
Shrimp MEDIUM 5-LB. BOX \$3.79 **79¢**
Halibut Steaks CENTER CUTS **69¢**
Fish Sticks—FOUR FISHERMEN... 8-OZ. PKG. **39¢**
Breaded Shrimp—FOUR FISHERMEN... 8-OZ. PKG. **59¢**
Halibut Steaks—CARNATION... 12-OZ. PKG. **79¢**
Cod Fillets—CARNATION... 1-LB. PKG. **59¢**
Veal Drumsticks—T-M... 12-OZ. PKG. **67¢**
Frozen Pet Burger... 2-LB. PKG. **49¢**

New Better Homes and Gardens COOK BOOKS
Eight beautiful volumes in Better Homes & Gardens new Creative Cooking Library — only 99¢ each! New books each week!
Now on Sale! **BARBECUES AND PICNICS 99¢**



Prices Effective Mon., Tues., & Wed., Oct. 28, 29, 30 at



LONG BEACH, 1033 Long Beach Blvd. at 10th Street	LAKEWOOD, 4206 N. Woodruff at Carson TORRANCE 3035 Pacific Coast Hwy. SAN PEDRO, 926 N. Western	DOWNEY, 10001 Paramount Blvd. at Florence Ave. DOWNEY, 9018 E. Irwin Ave. at Lakewood Blvd. GARDENA, 1240 W. Redondo Beach Blvd. near Normandie	GARDEN GROVE, 12151 Brookhurst at Chasman Ave. ANAHEIM, 9922 Katella Ave. at Brookhurst	LYNNWOOD, 11417 Long Beach Blvd. at Imperial FULLERTON, 1845 Orangethorpe at Brookhurst
--	---	---	---	---

3/10/33
5:55 p.m.



By DICK EMERY

Seismologists are not at all flattered about the only earthquake that ever got named for Long Beach. They rate it, by magnitude, among run-of-the-mill quakes, not even worth listing in tables of major quakes—to say nothing of what they call the Great Quakes.

Even so, Long Beach treasures in memory that frightful event of 5:55 p.m., March 10, 1933. It wasn't a test by fire, because city firemen quickly put out the fires. But it was a test of spunk and Long Beach proudly came out of the test to build a bigger, better, stronger city.

From the test, Long Beach learned—Oh, so bitterly!—that shoddy, jippo, mis-designed buildings won't do.

Gratefully, also the city learned that good, solid, well-designed and honestly constructed buildings and homes can take a hard shaking with little damage.

For all its low rating on the seismology tables, the 1933 quake was a killer, a destroyer of weak buildings. It caused violent shaking in a 450-square-mile area which, in the 30 years since the quake, has seen a fantastic population growth—cities stand now where bean fields spread under the 1933 sunshine.

But the old-timers who lived here in '33, who felt the quake and saw what it did, remember what killed and injured: certainly, not the shaking of the ground.

No, not the trembling, jerking, crazy movements, but the falling junk from roofs and parapets, junk

that should never have been there. The deadly debris was loose bricks, unsecured Spanish tile, chunks of masonry from useless false fronts of old buildings, heavy stone ornaments which had been propped up there years earlier with a slap of cheap mortar to glue them in place.

For newcomers who might question that recollection, here's a terse quote from County Coroner Frank A. Nance's sworn annual report for 1933, a 62-page document, under "summary of earthquake fatalities" on page 32:

"Struck by falling debris, 86; falls due to earthquake, 4; motorcycle collided with pile of debris, 1." Those were the 91 quake deaths in Los Angeles County. Orange County had four.

IF EVER a lesson was taught, and taught hard, there it was: Get rid of the junk and build well!

Of what its men saw in 25 cities hurt by that '33 quake, the U. S. Coast and Geodetic Survey reported in its annual "United States Earthquakes" for 1933:

"The nature and amount of the structural damage were out of proportion to the energy and violence of the shock." Then the report gave as reasons the weakness of many buildings on alluvial or filled land which turned bedrock shaking into wall-cracking jolts.

BECAUSE Long Beach, with 40 square miles and 142,000 residents, suffered about half the casualties and damage, the quake was named the Long Beach Earthquake. But she shared the disaster with 14 hard-hit cities in Los Angeles County and 11 in Orange County. The Orange County area hardest shaken was at that time sparsely populated.

Quake deaths for the whole zone totaled 95. Los Angeles County had 91 dead and 4,883 injured; Orange County 4 dead and 28 injured.

(In the quake year of 1933, traffic accidents took 474 lives in Los Angeles County; drowning, 49.)

BY CITIES, the death toll was reported by Los Angeles County Coroner Frank Nance as follows:

Long Beach, 51; Compton, 10; Los Angeles, 7; Huntington Park, 6; Artesia, Bellflower and Watts, 3 each; Walnut Park and Lynwood, 2 each; Norwalk, San Pedro, Dominguez, 1 each. There were other deaths in unincorporated areas and in Orange County between Laguna Beach and Long Beach.

Cost of the quake, in dollars, first was guessed at \$40,000,000. Year by year, the figure grew. To the present day, the Long Beach city building department issues permits for quake repair work.

quake, Los Angeles city newspapers still were speaking, plaintively, of "the \$25,000,000 damage suffered by the Los Angeles city schools in the Long Beach Earthquake of 1933."

Some idea of the damage visible after the quake can be had from the American Red Cross 1933 annual report of its relief operations:

In 25 cities, 1,893 homes destroyed, 31,453 damaged, 207 buildings destroyed, 1,550 damaged.

In the weeks and months after the 1933 quake, Long Beach and her sister cities bent to a back-breaking cleanup. Shattered buildings had to be torn down. Streets and lots had to be cleared of rubble. Pipelines and power lines had to be inspected and repaired. It was a year tabbed—years later as the pit year of the Great Depression; money came hard. Still, homes had to be made liveable again. Damaged buildings had to be made safe.

MEN LONG out of work found work aplenty. As the mess got cleared, and as aftershocks dwindled, an optimism came over the whole quake-hurt community.

There was one horror, however, which lingered. Long Beach, and other cities, too, stared at their public schools. No other class of buildings had taken such a smashing. Only the timing of the earthquake—5:54 p.m.—had spared the cities an appalling catastrophe—the crushing of perhaps thousands of school-children in their classrooms.

Grim men stalked among the school ruins and, picking up samples, crushed mortar between their fingers like dry toast. Chemists analysed the mortar; the worst of it was little better than dried sand.

THE DAMAGED schools were closed, and the inspectors and engineers, the quake men and the architects, met with lawmakers.

Out of the horror of those days came such a toughening of building codes as California never before had seen. By 1934, the Riley Act required quake-resistant design and materials in public buildings.

Buildings would cost more—not much more, at that—but they'd withstand a shaking if such a shaking came.

Repairing and rebuilding gained pace from year to year as the Depression eased. Some Long Beach Building Department figures for total building—new and repair:

1932, \$2,716,760; 1933, \$6,452,960; 1934, \$2,629,670; 1935, \$6,864,188; 1936, \$8,147,680; 1937, \$8,278,505.

THOSE WERE Depression years. In 1962, with a more than doubled population, Long Beach construction totaled \$79,454,939. And only her old-timers remem-

YEARS AFTER the

(Continued Page 7 Col. 1)



COLLAPSED FRONT OF APARTMENT BUILDING TYPIFIES FORCE OF 1933 EARTHQUAKE



CHURCHES and schools were among buildings hardest hit by quake. One result was a radical revision of building codes for public buildings.



THE CITY wasted no time in digging out from under the rubble and starting afresh. Signs like these were nailed up to keep morale high.

*A Circle of Friends
and Neighbors to Serve You*

*Long Beach's Only Locally
Owned National Bank . . .*

*Operated By Long Beach
People to Serve
Greater Long Beach*

NELSON MCCOOK JR.
Vice President

FONDA MCCOOK
Chairman of the Board

FRANK E. PLUMMER
Vice President

R. N. MCCOOK
Asst. Vice President
and Secretary

PERRY CARTER
Cashier

ROBERT P. JOHNSTON
Auditor

WALTER NIEMANN
Asst. Cashier

LOUISE LEINENWEBER
Escrow Officer

JAMES E. BROWN
Asst. Cashier

GLEN L. CLARK
Director

L. DEAN GARDINER
Director

PAUL D. McLAUGHRY
Director

BEULAH R. HARSH
Escrow Officer

MAIN OFFICE
THIRD AT LOCUST

DOWNTOWN AUTO BRANCH
235 LOCUST

**Some of Our
Special Features . . .**

- Bank-Without-Leaving-Your-Car at 235 Locust Ave. Downtown Auto Branch
- Bank-By-Mail We pay the postage both ways
- Bank-In-Person Third at Locust Ave.
- Free Parking 235 Locust Ave.
- All Types of Loan Services Available

Member: Federal Reserve System,
Federal Deposit Insurance Corp.

**First National City Bank
OF LONG BEACH**

LONG BEACH, CALIFORNIA



Lunches need eye appeal as well as taste interest and this takes a bit of imagination to achieve. Presented above are

several ideas that will help toward this end and provide an idea for further development of lunch boxes for school days.

Lunchbox Treasures

By Mildred K. Flanary

Southland Magazine Home Economics Editor

Whether your lunch box "toters" are "earners" or "learners," they'll "go" for every tasty crumb if it's filled with interesting surprises and a few added treasures.

Here are some suggestions to guide you in preparing imaginative, well-balanced midday meals:

Horseshoe Dog

Skinless frankfurters Hamburger buns Butter Baked beans

Cut skinless frankfurters at intervals of not quite a fourth inch and not all the way through. Butter bun and place hot dog curled around the edge. Fill center with drained baked beans and top with buttered bun. Wrap, refrigerate until butter is firm and then pack.

Bun Boat

Hot dog bun Butter Luncheon loaf Pimiento olive loaf Tomato, cucumber, lettuce and pickles

1. Carefully slice top and bottom of bun in half again. Butter all cut slices.
2. Cut luncheon meat slices diagonally in half. Fold halves and stand like tents into top and bottom of bun. In center arrange tomatoes, cucumbers, pickle and tuck a bit of lettuce into both sides.

Round Decker

Bologna Hamburger bun Tomato and lettuce
Slice top and bottom of hamburger bun in half thus making 4 slices of bun. Butter all sides. Alternate layers of bologna and vegetables on slices. We used 2 slices of bologna on top and bottom with mustard spread in between. Wrap and refrigerate.

Frank Kebob

Carrot skewers Skinless frankfurters Green pepper squares Radish slices Olive slices Cheese Hot dog buns

1. Cut long strips of carrot less than 1/4-inch in diameter. Cut skinless frankfurter into half-inch chunks, green pepper into half-inch squares and slice radish and olives.
2. With a sharp thin bladed knife slit through each frank chunk

and also the green pepper squares. Now thread onto carrot skewer alternating frank chunk, olive and radish slice and the green pepper square, beginning and ending with frank chunk. Place kebob on buttered hot dog bun on top of some slices of cheese. Skewer and all is eaten.

All sandwiches are packed with relishes and dessert of apple pie topped with piece of cheese cut into apple shape, or your favorite chocolate pudding garnished with coconut and cookie decorations, or a crisp apple. Hot chocolate to drink.

What to pack is only half the secret... here are hints on how to pack to keep your treasures in top shape:

SANDWICHES: Spread softened butter on both slices of bread, crust to crust, to keep filling from making bread soggy.

Pack lettuce leaves, tomato slices, pickles, etc., for sandwiches separately, to be added at lunchtime.

Use individual sandwich bags or waxed paper, foil or plastic wrap.

For variety, cut sandwiches not just crosswise, but diagonally, in thirds or quarters.

EXTRA TREASURES: Include something crisp and raw in each lunchbox—carrots, celery, radish roses, cauliflowerets. These provide welcome texture contrast as well as vitamins. Wrap separately.

Match the contents of the vacuum bottle to the weather—piping hot soup on chilly days, cold beverages on hot days. Don't forget straws.

For better balance to your meal, include a salad often. Use a wide-mouthed vacuum bottle or small plastic container. Tuck in plastic utensils.

Salads that wilt should have dressing carried separately. Small food jars or tiny paper cartons are perfect for single servings of dressing.

Don't forget miniature paper salt shakers and paper napkins. For children, add colored paper plates, small party favors, other surprises.

Arrange foods carefully, heaviest items at bottom (handle side up). Keep lunchbox contents refrigerated until last possible moment.

Modern L.B. Created by War

By VERA WILLIAMS

Long Beach started out as a sleepy seaside village, and it stayed a sleepy seaside village for a lot of years.

It was a small town for some more years, then it became a fairly good-sized town.

World War II changed it to a city.

Things boomed during the war. Douglas, with 42-

000 employees, turned out C-47s, B-17s, A-20s, A-26s and a C-74 transport. California Shipbuilding Corp. (Calship), with 40,000 employees, launched an unending succession of Liberty ships which were 10,000-ton cargo vessels, and later in the war built attack transports. Consolidated Steel Corp. (Consteel) at Wilmington built cargo carriers and transports. Bethlehem

shipyard at Terminal Island turned out Navy fighting craft.

WAR WORKERS came here from all over the world. They crowded into houses, apartments, rooms. There were rooms, it was said, with 12 pallets on the floors. Dead-tired war workers, at the end of a shift, flopped onto the pallets, and at the end of the next

shift, they got up and other dead-tired war workers took their places. The blankets never got cold.

Trailer parks sprouted, with sometimes two and three families living in a trailer.

Navy ships came in and went out in tight secrecy. Military planes roared overhead. Military trucks lumbered through the town.

Suddenly, there was lots of money—a golden stream of money (after years of the depression. Remember the depression?)

LONG BEACH has the largest protected harbor in North America. Nearly 2,000 ships arrive annually, bringing 10 million tons of cargo. In 1940 that figure was 2,918,573 tons; in 1950 it was 5,698,379.

Ideally situated for conventions, the Municipal Auditorium includes a convention hall which seats 4,500; a concert hall which seats 1,400, an exhibit hall which seats 2,200, and a brand-new Long Beach arena which seats 15,000 for sports, convention and show events.

About 2 1/2 times as many babies are born in Long Beach nowadays as were born in 1940. Here are the figures in case the stork hovers near your home: 3,381 births in 1940; 7,325 in 1950; 10,129 in 1955; 9,003 in 1960, and look for close to 10,000 in 1963.

INCIDENTALLY, Long Beach has one local bus company, five interurban bus companies, three trans-

continental railways (freight only), 15 local steamship offices including resident offices for 25 steamship lines, daily flights to Santa Catalina Island, San Diego, San Francisco and other western points. Seven freeways connect the city with all parts of the metropolitan area and provide direct connection with downtown Los Angeles. Travel time, if you are a fearless driver, is 30 minutes.

Long Beach has 227 churches, representing 46 denominations; 98 hotels with 3,218 rooms; 108 motels with 1,966 rooms; 16 hospitals with 3,729

beds; eight miles of beach; 22 city parks.

The city has 40.65 square miles—29,813.79 acres. Elevation ranges from sea level to 46 feet above. It has a Mediterranean climate. A 30-year average shows only 15 degrees variation between the mean average temperature of 55 degrees in winter and 70 degrees in summer. Average annual rainfall is 12.36 inches. Taking the year as a whole, you can expect 181 clear days, 124 partly cloudy and 60 cloudy days.


Aren't you glad you live here? Aren't you glad that when you came here, you decided to stay?



HEROES ON PARADE
Generals Jimmy Doolittle and George Patton salute during ceremonies at conclusion of War Bond drive at Municipal Airport in later years of war.

Established over 25 years in Long Beach

With the 75th Birthday of Long Beach, we are proud to be part of the Diamond Jubilee. It is our sincere desire now, and in the future, to bring benefits by Natural Herbal Treatments.



DR. CHAN, D.C.

Why continue to suffer distressing symptoms of HEARTBURN, BLOATING, BELCHING GAS, SOUR STOMACH, when Dr. Chan's Famous Herbs may help you back to Health and Happiness? They are created to benefit the entire system, smoothing the affected parts, thus you get quick relief with the natural Herbal Treatment. DR. CHAN'S natural Chinese Herbs purify, cleanse and restore the stomach, liver and spleen to normal function, preventing gas and lower the blood pressure. No matter what your ailment may be there is an herb remedy for it.

Help for Sufferers of These Ailments:

Anemia	Chronic Cough	Lumbago
Arthritis	Dizziness	Nervousness
Asthma	Drainage	Neuritis
Bladder Trouble	Dyspepsia	Piles
Bleeds	Eye Trouble	Rheumatism
Cellulitis	Gall Bladder	Skin Trouble
Cold	Headaches	Sleeplessness
Colitis	Kidney Trouble	Sour Stomach
Constipation	Liver Trouble	Stomach Trouble
Cranes or Milk Let		Urinary Disease
		Vomiting

Dr. Chan D. C.
Chinese Herb Specialist
928 Long Beach Bl.
Long Beach
Phone HE 7-2076

Office Hours: Daily 10 A.M. to 12 Noon
Tues. & Fri. 10 A.M. to 12 Noon
Closed Sundays & Holidays

SILK HATS EMBARRASS CITIZENRY

The question of whether to wear a hat even bothered local males back in 1904.

After grand opening of the Pine Avenue pier in 1904, pioneer druggist R. S. Oakford, head of the drug store which bore his name from 1901, is reported to have remarked:

"All of the city trustees decided that since the governor of the state was to be present, we would wear silk hats to lend dignity to the occasion.

"When Governor Pardee arrived, he was modestly attired in a business suit. We felt decidedly uncomfortable in our stovepipe hats and long-tailed coats."

9th Street Span a Major Project

Construction of the Ninth Street bridge, over the Los Angeles River, which was undertaken in 1957, was one of the city's major projects of recent years.

The job required 55,600 cubic yards of excavation; 211,000 lineal feet of piling; 11,070 feet of handrail; 7,870 feet of concrete pipe; 5,922 tons of structural steel; 2,157 tons of reinforcing steel; 318.5 tons of miscellaneous steel and iron; 31,700 tons of structure concrete; 45,500 tons of crushed rock base; 21,400 tons of asphaltic concrete; and 412,600 tons of embankment material.

Navy Ships Open

United States Navy ships stationed in Long Beach maintain a regular schedule of "open house" events for visitors Saturdays and Sundays. Phone HE 1-606 5-5377 for detailed information.

Historic Museum

Rancho Los Cerritos, at 4600 Virginia Drive, is an original Long Beach Rancho now conducted as an historical museum open Wednesday through Sunday from 1 to 5 p. m. without charge.

CAME THE end of the war, at last, in 1945. The men came home. They liked Long Beach. Their families liked it. The men had gone through Long Beach on their way to war. Their families had come here, to be near their men, and work in the war plants. They all went back East to say "Hello" to relatives and friends and let them know they still were alive, then they returned to Long Beach to look for jobs.

They had money. Some of them had shoeboxes filled with greenbacks and government bonds. They had money for down payments on houses as soon as they could be built, new cars as soon as the post-war "bugs" could be worked out of them.

They could buy rugs and draperies, furniture, washers, driers, new stoves, refrigerators, the first freezers on the market.

LONG BEACH'S population skyrocketed. Look at the figures: 164,271 in 1940; 250,767 in 1950; 298,158 in 1955; 344,168 in 1960; 352,385 in 1962; 360,000 now. Close to a half-million people live in the Greater Long Beach area.

Bulldozers cleared whole areas and houses went up fast, many built on an assembly line basis. Blocks which had been mustard fields and truck gardens suddenly become subdivisions. Look at these figures: Long Beach had 65,137 dwellings in 1940; 97,037 in 1950; 116,138 in 1955; 134,056 in 1960; 140,000 now.

Long Beach's buying income jumped from \$523,590 in 1950 to \$905,285 in 1960 to \$1 million now.

Real property assessment was \$232,849,045 in 1940; \$716,550,040 in 1960.

BANK CLEARINGS were \$196,986,091 in 1940; \$809,200,186 in 1950; \$1,497,628,299 in 1960. Incidentally, Long Beach has 24 banks with deposits totaling \$403,900,091. (How much of it is yours?)

Remember how hard it was to get a telephone during the war? The city had 46,550 telephone connections in 1940; 111,160 in 1950; 194,757 in 1960; 211,712 in 1962; 219,528 now.

In 23 years water meters

Fast Tracks to the Future



Comparison between the average tank car and the new JUMBO TANK CAR used by Baker which carries more than twice the payload of the standard regular capacity.

Another FIRST for Baker Commodities, Inc. —and Long Beach!

THE LARGEST RAIL TANK CARS EVER BUILT are now serving Long Beach Harbor where Baker imports on Pier D await shipment to the midwest.

Producers and exporters of high grade tallow—importers of crude coconut oil that comes from the Philippines, Baker Commodities, Inc., unloads thousands of tons of import shipments each month. Here 35 Jumbo Tank cars are in constant readiness, operating between Long Beach and the Mississippi, on a never ending day and night schedule. This is our special work — our own way of bringing the Orient to America and returning to shipside with liquid domestic goods to south Pacific countries where the Port of Long Beach plays a most significant role in our oceanic and roadbed transportation.

It is only appropriate on a Diamond Jubilee observance to mention that a First for Baker's Commodities, Inc. is obviously a first for Long Beach as well. FAST TRACKS to the future is further assured by this history making Community so well on its way!

Baker Commodities, Inc.
Producers and Exporters of Tallow

Pier D, Berth 30,
Long Beach, Calif.
HEmlock 6-1137

4020 Bandini Blvd.
Los Angeles 23
ANgelus 8-7106

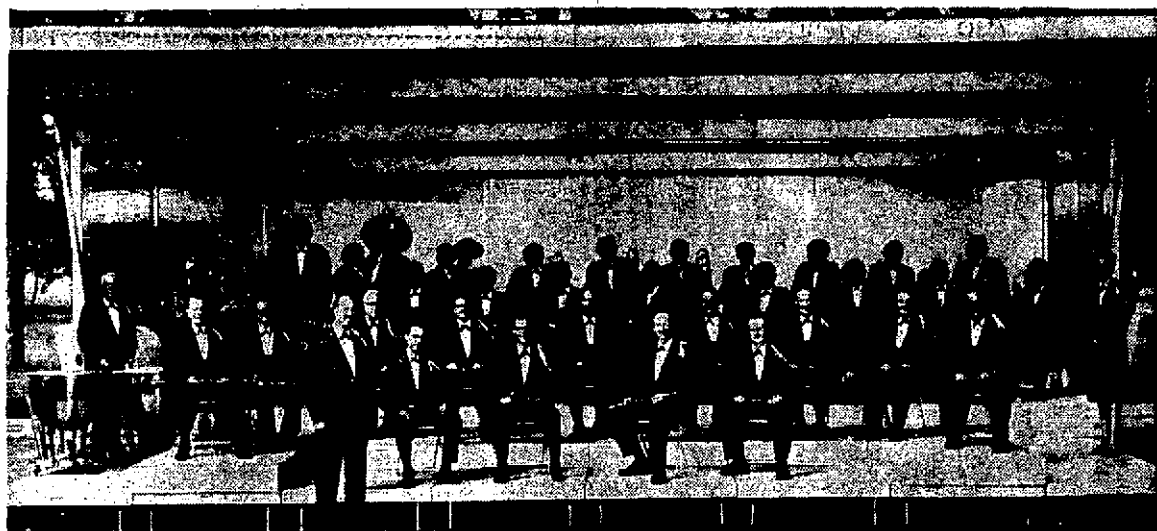


Photo by Perry Griffith

With a portable bandstand, Long Beach Municipal Band has continued serving the music-loving public long after former permanent home was pulled down. The band is shown here with Charles Payne, director, in foreground, in traveling stand.

Have Bandstand Will Travel

By
Marian Henderson

MODERN Musical Gypsies for real are members of the Long Beach Municipal Band. Each evening their portable band shell moves to a different Long Beach park, where they entertain with an hour of old-fashioned music.

For instance, Sunday night is Naples night on the Colonade by Naples Canal. Band lovers come on foot, on bicycles, unicycles, in strollers, wheel chairs, electric cars and even by boat, to hear the concerts conducted by Charles J. Payne who has been director of the band since 1957.

The scene resembles that of a small mid-western town instead of the heart of a million dollar Marina crammed with costly yachts and sophisticated inhabitants. They sprawl on the grass and sidewalk, tote folding chairs and even come equipped with coffee.

BEGINNING with the favorite, "Carnival of Venice" (in a modern arrangement) they swing into nostalgic

(Continued on Page 25)

QUITTING BUSINESS SALE

Reversible Braided Oval Rugs

Approximate
9 x 12' SIZE



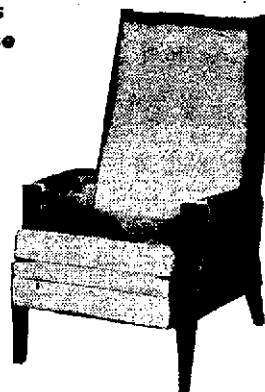
Get extra wear and lasting beauty from this scientific blend of wool, cotton, and rayon yarns! Firmly braided, these oval rugs are reversible, easy to clean, heavy weight quality. An unmatched value in brown, beige, or green.

OUT THEY GO ... \$24⁵⁰

Just
a
few
of
the
items
we
are
sacrificing

Modern Recliner

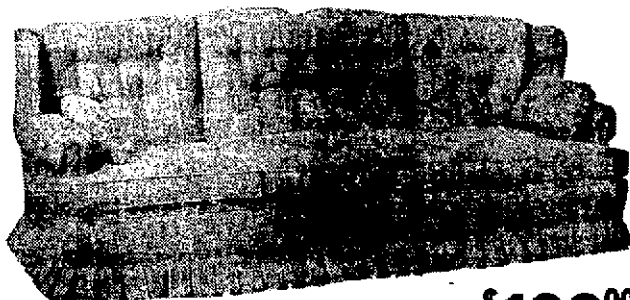
3 Colors
to Choose
From



REG. \$109.95

NOW ONLY \$69

**CHECK THE PRICE ON THIS DELIGHTFUL
96" SOFA, 3 COLORS TO CHOOSE FROM
WITH MATCHING PILLOWS**



REG. \$229.95

NOW ONLY

\$139⁰⁰

80" SOFA Reg. \$179.95.... \$99

**OPEN DAILY 9 to 9
SATURDAY 'TIL 5 — SUNDAY 11 to 5**

International House of
CHAIRS

4106 E. Anaheim
Long Beach
(between Kimmer
and Termino)
**EASY
TERMS**

Provincial
**WING
CHAIRS**
King Size

REG. \$119.50
\$69

Genuine Salem
**BOSTON
ROCKERS**
*Authentic Style

REG. \$34.50
\$20

**MAPLE
ROCKERS**
Upholstered
Assorted Colors

REG. \$79.50
\$49

Colonial Sofa
Sleepers with
Mattress

REG. \$269.50
\$169

7-PIECE
**DINING ROOM
SET**

Maple or Pecan
Drop-leaf or
Extension Table
4 Chairs — and China

REG. \$499.95
\$295

5-Piece
**MAPLE
DINETTE**

*Plastic Top
Table — 4 Chairs

REG. \$109.50
\$79

Band Facts

Long Beach Municipal Band plays over 600 concerts a year, including performances at the Los Angeles County Fair, Orange Show, public functions, and three afternoon concerts weekly at Bixby Park.

It has one of the largest music libraries in the world.

It has been on radio station KGER since 1929 and has broken all records for continuous broadcasting.

Its concerts in the schools are at no expense to the school system.

It is first on the West Coast to have a portable bandstand.

It does not try to be a concert orchestra but a Municipal Band, appealing to all ages and all walks of life.

Arnold E. Hagen INFORMATION FREE

("Information Free" is a listing of booklets and/or materials available on miscellaneous subjects. All are free for the asking. Write directly to sources indicated. Each source reserves the right to withdraw its offer at any time.)

RIVER CRUISES: A color folder that lists all 19 cruises on the Ohio, Mississippi, Tennessee and Cumberland Rivers.

HISTORIC STEAM CALLOPE: A folder that tells all about a historic steam callope. Find out many interesting facts about this rare instrument.

Green Line Public Relations, Dept. IF, 300 Public Landing, Cincinnati 2, Ohio.

AMERICAN HUMANE EDUCATION SOCIETY, brochures: (1) Dog and Cat Care, (2) The Eternal Turtle, (3) Care of a Pet Rabbit, (4) Cushioned Claws and (5) Parakeets as Pets.

The American Humane Society, Dept. IF, 180 Longwood Ave., Boston 15, Mass.

ITALY, informative booklets: (1) Your Visit to Italy, (2) Italy Today, (3) Visas, Customs and Foreign Exchange and (4) Map of Italy. **Italian State Tourist Office, Dept. IF, 333 N. Michigan Ave., Chicago 1, Ill.**

WORLD PEN PALS: Information on letter writing and ways of sharing.

World Pen Pals, Dept. IF, World Affairs Center, University of Minnesota, Minneapolis 14, Minn.

TOURING WASHINGTON STATE: A durable guide for exploring Washington State. A complete list of forest camps in national forests, state parks and national parks. Also a Washington State Highway map.

Department of Commerce & Economic Development, Dept. IF, Olympia, Wash.

LET'S HAVE FUN WITH STAPLES: A booklet which shows children how to make toys and other articles with staples—such as sail boats, aprons, flags, doll beds, etc. A guide which will act as a stimulus to creative, imaginative play experiences.

Bostitch, Inc., Dept. IF, 2031 Briggs Drive, East Greenwich, R. I.

EMPLOYEE RECREATION IS GOOD BUSINESS: Tips on how to start or expand an effective employee recreation program.

AMF Pinspotters Inc., Dept. IF, Westbury, Long Island, N. Y.

SHOTSHELL RELOADERS: A booklet that will interest the sportsman. Illustrations and facts.

Mayville Engineering Company, Inc., Dept. IF, Box 267, Mayville, Wis.

Aid for Pruning

You can get the jump on rose-pruning by going over rose bushes now and removing any dead wood, and foliage that has suffered from

mildew or other troubles. This will make the actual pruning simpler in January and February and serve to clean-up the rose bed in the meantime.



*Fall Fix-up Time Is Time to Start
Planning a New . . .*

- Fireplace • Family Room • Bedroom
- Kitchen • Patio • Fence • Wall

Imaginative Design at Realistic Prices
OPEN 7 DAYS A WEEK

Visit Our Huge Outdoor Display Today
No Money Down — Up to 7 Years to Pay
Another Sunset first for better living
to be announced soon. Watch for it.



SUNSET

DESIGNERS & BUILDERS

- Room Additions • Patios • Walls • Fences • Fireplaces

3626 Long Beach Blvd., Long Beach GA 4-0771

SAVE—ADD ON AND SAVE

FREE

LABOR &
MATERIAL
BONDS

PREVENTS PAYING TWICE!
All Types of Financing Available!
CAL - VET — MORTGAGES
7 - YEAR TERMS AT 5%



14 x 20' FAMILY ROOM

\$2170

\$45.09 PER MONTH
NO DOWN PAYMENT
BEDROOM and BATH:

\$2660

HI QUALITY — LO OVERHEAD

CALL DAY OR EVES.
SATURDAY or SUNDAY

GE 1-6526

JA 7-2171



25 YEARS
OF PLANNING
ABILITY

10865 BEACH BLVD.

SAVE—ADD ON AND SAVE

Southland Magazine is your entree to a different home each week, offering an opportunity to see how others developed decorative themes, incorporated comforts, solved family housing problems.

CARPET CITY

SLASHED PRICES

WED. - THUR. - FRI. - SAT. - SUN. - MON.
6 BIG SALE DAYS

NEW HOURS

OPEN

DAILY

9 to 6

MON. & FRI.

9 to 9

CLOSED SUN.

CARPET SALE

AT LOWER THAN DISCOUNT PRICES

FAMOUS DUPONT

100%
FILAMENT

'501' NYLON

You're assured of America's finest quality with the genuine "DuPont 501" label . . . don't settle for less during CARPET CITY'S fabulous sale . . . this is the DEEP PLUSH carpet made to keep its expensive look for years . . . 100% filament nylon broadloom in a tremendous special purchase . . . come in and choose your carpeting from a wide choice of decorator colors . . . and SAVE!

ONE PRICE INCLUDES ALL — COMPLETELY INSTALLED!

- EXPERT INSTALLATION
- DOOR METALS
- ALL SEWING AND LABOR
- FOAM PADDING
- TACKLESS STRIPPING
- CHOICE OF COLORS

WITH THE GENUINE DUPONT '501' LABEL!

LONG BEACH
HE 7-2737
1170 E. ANAHEIM

LOS ANGELES
SM 5-5461
3401 S. WESTERN
Near Slauson Ave.

WEST COVINA
YO 3-3776
434 S. SUNSET
1/2 Block E. of City Hall

SHERMAN OAKS
13123 VENTURA BLVD.
763-2334

SAN DIEGO
CV 7-1631
618 W. WASHINGTON
Mission Hills Area

ANAHEIM
PR 3-7272
709 E. CENTER
(Continuation of Lincoln)

688

SQUARE
YARD

Completely
Installed

FIRST
QUALITY

Death of a Town

(Continued from Page 8) exodus began. By this time people had seen enough gold

excitements and their tragic sequels. They could read the writing in the sand. It was

no orderly leave, but a panic. Buildings were abandoned with merchandise still on the shelves . . . the saloons with the stock of whisky untouched. Just as they came, by ox-cart, buckboard, mule,

and on foot, or by rail, people fled.

The railroads pulled in their horns. Not only did they discontinue service, but sent crews to pull up the rails and even the ties, which were sold at a handsome profit. Soon the population dwindled from 15,000 to a mere couple of hundred, then in a year or so that number melted to dozens until now only a floating population of 8 remains. Two couples stay there permanently—the Rev. H. Heussler and his wife who operate a former Rhyolite depot as a combination gift shop and hotel. It is the only building that was sturdy enough to withstand the ravages of the desert and vandals. Another couple operates the Bottle House, a small shack made of bottles, to sell rocks and desert souvenirs. Others are retired oldsters and prospectors who come and go. But aside from these two structures, only gaunt hulks remain of what once had been proud buildings, and piles of tailings tell the story of failure and heartbreak. In the broken masonry lurk rattlers, lizards and spiders. Local folk say there are plenty of ghosts, too, for the only stable population of Rhyolite, totaling 200, is under the sand, in the unkempt graves on the outskirts of town. And beyond the blue and trembling haze lies the Amargosa—the desert which is famous for reclaiming its own.

Models

(Continued from Page 9)

While rabbits — termed truly dumb animals—do like lettuce and carrots, as the book says, baby bunnies are much more interested in candy. One artist covered a tiny animal's forepaws with sugar candy and, as it licked away contentedly in a hunched position in front of a spray of lilies an excellent photo was made of a tiny bunny "saying its prayers."

KITTENS are attracted by fish, string or a slight noise like a clap of the hands. Some breeds, like Siamese kittens, cannot be used. They are too belligerent, for one thing, and it has been found that they look furtively unattractive, like foxes, when photographed.

Another delicacy, to animals, the staff discovered, is cream cheese, it was once used as frosting on a cake in a greeting depicting a White African Pekingese licking a cake, a birthday hat perched on his head. One of the most popular of all the models, this pup was so fat and so small he had to be placed in a brandy snifter in order to reach the cake!

Depicted on this page are some ideas in the trial stage and some possible reactions of the animals.

Mrs. Jeannette Lee, director of design at Hallmark Cards, reports these inside facts on animals and the tricks used by photographers, artists and "wild animal trainers" at Hallmark's studios in Kansas City, Mo. Photos or artists' portraits of birds and animals appear on about 75 per cent of U. S. greeting cards, she says. An average of 200 "models" are used annually in creating some 5,000 designs for seasonal and every-day cards.

Part-Time Art

(Continued from Page 7) necessary."

BUT, NO matter what direction art is taking or how critical some are of the results, more Sunday painters are definitely taking up the brushes.

And, according to the majority of artists, they should be encouraged. In summing up they seem to agree on the following:

The term Sunday painter covers a wide variety of people who don't devote full time to painting.

Some do creditable work, others, who like to call themselves artists, are mostly interested in winning ribbons.

In nearly all cases they lack the knowledge and skill of the dedicated artist—but, their interest should be promoted.

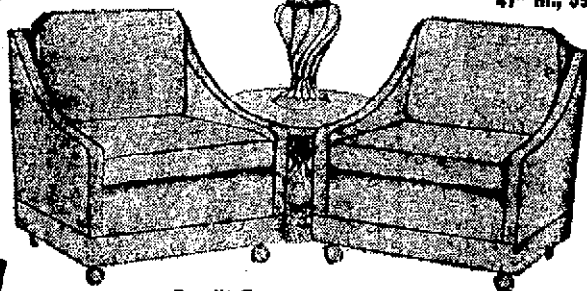
They encourage the study of famous paintings; enrich cultural life.

So, whether that painting Aunt Tilly has hung proudly in her sitting room qualifies as art or not—it is to be applauded.

For, it helped bring fine art out of the ivory tower.

ITALIAN-CLASSIC Chairs

- Choice of Decorator Fabrics
- Custom Tailoring
- Reversible Cushions
- Shepherd Casters



\$59⁹⁵

Italian Marble Table, 24" H., \$9.95
Decor. Lamp as shown, 47" H., \$9.95

Credit Terms

Lane's

Open Mon. & Fri. 'til 9 P.M. — Daily 9 A.M. to 6 P.M.

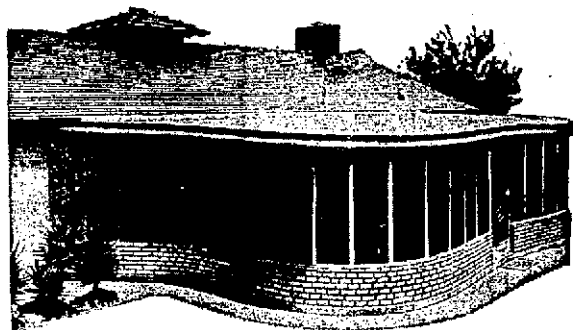
3030 E. PACIFIC COAST HWY.

Long Beach — West of Traffic Circle

GE 3-9971

HOME FURNISHINGS

BEAUTIFUL Flexalum PATIO COVERS



FOR CRAFTSMANSHIP. Nothing a Flexalum Patio Cover by Liken. Custom Workmanship, Unique Construction, No Nuts, Bolts or Screws to Mar the Beauty of Your Patio.

FOR QUALITY. The Extra Strength of Top Quality Spring Tempered Aluminum Panels. All Aluminum I-Beam Under Structure. All Aluminum Panels with 2 coats of Baked Enamel. Never Needs Waxing.

FOR BEAUTY. The Uniqueness of Our Designs Have Won National Acclaim. Special Skylight Panels to Allow Proper Amount of Light to Filter Through. Your Choice of a Multitude of Softest Glass and Metallic Colors.

Brick Wall . . NO EXTRA COST
18 Inches High . . . Used or Regular Brick on Our **FLEXALUM PATIO COVERS**

or existing roofs — you will pay cost of the screen enclosure from the slab up, 18" brick wall is FREE at no extra cost.

ATTENTION: LEISURE WORLD RESIDENTS

T. H. Liken & Sons has a complete staff of experts ready to solve your patio cover problems.

No Payment 'til 40 Days After Purchase

THE Liken AND SONS

3700 E. 7th St., LONG BEACH

THE PRICE IS RIGHT EASY TERMS

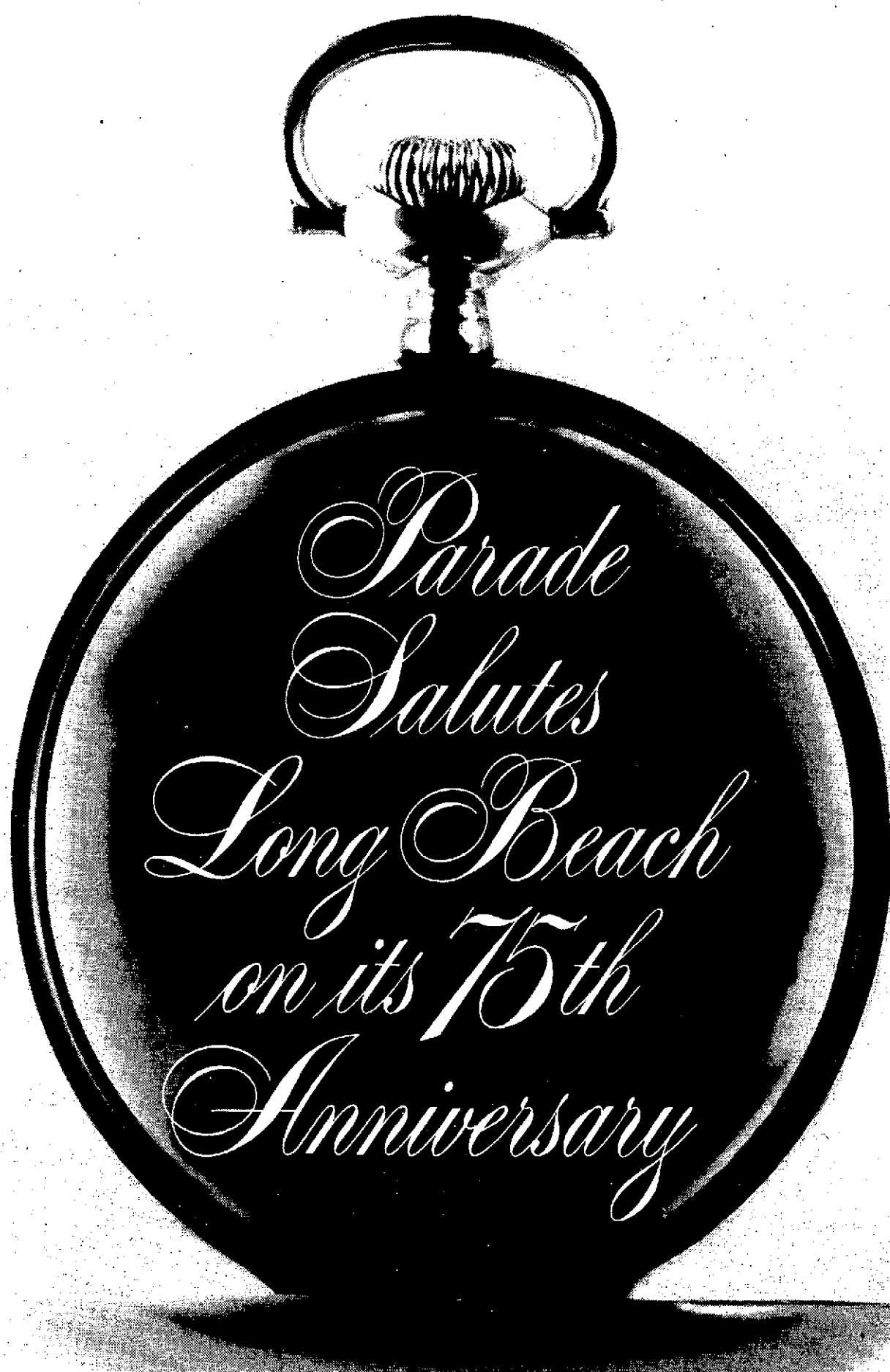
No Money Down — 3 Years to Pay
5 - Year Unconditional Guarantee

PHONE

GE 3-0946

ANY TIME
ANY DAY

for FREE Estimate



Parade warmly shares your celebration. America's best-read Sunday magazine is proud to be a part of a great city's great newspaper—the Long Beach Independent, Press-Telegram.

PARADE

*The Sunday magazine section of 73 leading
newspapers from coast to coast*

PARADE PUBLICATIONS, INC., 733 THIRD AVENUE, NEW YORK, N. Y. 10017



Community programs, such as that given out of doors at Naples Colonnade, attract appreciative audiences.

Bandstand

(Continued from Page 22)
selections from "Showboat" or the more modern "Came-lot." Popular with the crowd is Barbara Johnson whose beautiful soprano voice is often joined by tenor Gene Conklin in a romantic duet that drifts across Alamitos Bay.

The Long Beach Band attracts the finest musicians in the country. Actually, only two cities in the United States have full-time bands—Long Beach and Honolulu. In fact, Payne thinks it would be great publicity if the two bands played exchange concerts. Payne has another

dream; he would like to have the band make a coast-to-coast tour playing in little towns across the country. He thinks it would be fine publicity for Long Beach. He says that in driving around the country, people will say, "Long Beach, oh yes, that's where they have the band."

THE BAND PLAYS at assemblies at each school in Long Beach during the year. Many principals say these are the best attended assemblies. Payne says the band's objective is to encourage young people at all grade levels to develop listening habits. One reason the park concerts attract children is because he

believes in "showing them, a good time."

Most gratifying to the band are the concerts they play for blind children. At Bryant Elementary School in 1955, after the concert the bandmen let the children feel the instruments to become used to them. One blind student, Mike Conrad, showed unusual interest in the E flat clarinet. Gene Conklin, who also sings and whistles, gave the boy clarinet lessons.

All has not been smooth sailing with the band. In 1957, a proposition was on the ballot to abolish the long-established group. But, music lovers rallied and the proposition was overwhelmingly defeated.

IN 1954, the band's snug shell by the sea was torn down when the Lagoon was filled in and a makeshift platform was set up in Lincoln Park. Gulls sulked over losing their popular perch and hundreds of tourists sighed sadly when they had to sit in the sun to listen to the music.

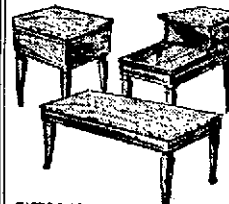
In 1961, when underground parking was started, the park platform was uprooted along with giant eucalyptus trees. The band took to wheels.

Beautify Your Home

WITH

GENUINE MARBLE

TABLE TOPS



GENUINE MARBLE \$10.00 from

Choose from a wide selection of MARBLE

- Entryways
- Fireplace Facings
- Bathroom Pullmans

For Free Estimates
Phone ME 4-7676
Weekdays 7 to 5:30
Sat. 8 to 4
USE YOUR BANKAMERICARD

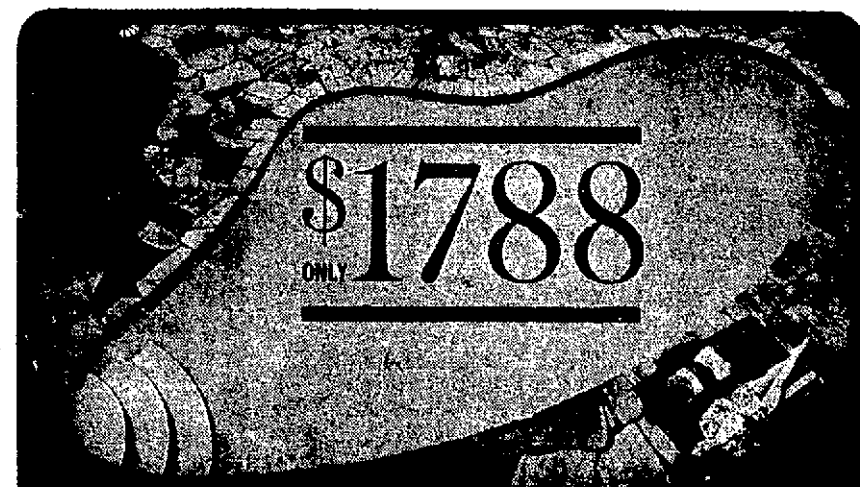
Special! MARBLE CUTTINGS 1' Sq. In.

Complete Line of
• Brass Bases • Marble Fruit • Marble Lamps

PARAMOUNT

MARBLE Inc.

SPECIALIZING IN CUSTOM MARBLE WORK
8549 EAST ALONDRA BLVD., PARAMOUNT, CALIF.



SAVE UP TO \$300 / 100% FINANCING / NO PAYMENT 'TIL MAY '64

FALL SPECIAL THE AUTOMATION "JET STREAM" SWIMMING POOL

15' x 30' = 3 to 7 ft. deep = 75 P.F. = 330 Sq. Ft.
LIMITED OFFER = SUBJECT TO CHANGE = SLIGHTLY
HIGHER IN SOME AREAS DUE TO CODE VARIATIONS

Contains the amazing new Jet Stream Flow Control, a sensational new water control system for your swimming pool which eliminates dead spots = acts as robot pool cleaner = reduces heating costs—gives deep heat control = cuts maintenance time = every Automation swimming pool contains this amazing flow control as standard equipment with no increase in price.

Why People Buy Automation Pools:

1. Automation builds the complete pool under a single contract.
2. Gunite and steel exceeds standard building requirements.
3. Only the finest domestic copper, fittings, tile, cement and plaster is used.
4. An Automation specialist personally supervises every pool from the planning stage through completion.
5. Plumbing installations exceed the industry's standard in size, amount, and placement of lines.
6. Only top quality accessories are used.
7. Schedules are followed closely and pools are completed on time.
8. Automation's service policy guarantees you complete service without charge on any construction detail.

Over 85% of Automation's pool business results from referrals of satisfied owners. Find out why. Phone Today!

AUTOMATION POOLS
A Division of Automation Industries, Assets over \$3,000,000.

Orange County JE 4-6566 • Downey
TO 1-1267 • Long Beach HA 1-5421



Jet Stream Flow Control guarantees complete water circulation, reduces heating costs, eliminates dead spots, acts as pool cleaner.

VISIT OUR DISPLAY POOLS AT:
8372 Garden Grove Blvd., Garden Grove

CALL BUTLERS

IN-THE-HOME
CUSTOM DECORATOR SERVICE

You can have the services of a trained decorator right in your home... at no cost or obligation. He'll bring newest samples, measure your needs, help you select colors and styles best suited to your home. It's the easiest way to custom decorate.

OUR CUSTOM SERVICE INCLUDES:

- Custom Draperies
- Custom Carpeting
- Custom Slipcovers

OPEN SUN. NOON 'til 5 P.M.

CALL US NOW FOR DECORATOR SERVICE...
AND FREE ESTIMATES... NO OBLIGATION.

GAfield 3-0901 • MEtcalfe 3-8107

BUTLERS
LAKEWOOD CENTER

Mon. thru Fri. 9:30 to 5:30; Sat. 9:30 to 5:30

City-County Marriage Is Happy One

By DONALD BRACKENBURY

The relationship between the county and the city is much like that of a husband and wife. Sometimes they fight; sometimes they get along fine. But always, they are two individuals, made differently and oftentimes with diverse approaches to life.

In the case of Long Beach and Los Angeles County, there have been some drastic differences of opinion, but both sides agree that the "marriage" is, on the whole, a good one.

Where there are "spats," just as in marriage, money usually is at the heart of the dispute.

By their very nature, governments of city and county are bound to run into conflicts.

COUNTIES, as creatures of the state, are dependent upon direction or authorization from the state for their activities. Cities are separate, legal entities, established by the people in a certain area to perform specific tasks.

Whereas a city can do anything which is not restricted by the state codes, a county can do only those things provided for in the state codes.

"We do about 90 per cent of our activity on requirements laid down by the state, and we act as agents for the state," explained Mort Golden, city-county coordinator in the office of Landon S. Hollinger, chief administrative officer for Los Angeles County.

GOLDEN CALLS county government "people-oriented."

"All our responsibility has to do with people and their problems, their health, their welfare," Golden said. "County hospitals, courts, probation services, public assistance—these reach into every community."

Although its functions concern the people of Long Beach, county government does not deal extensively with city government—at least, not nearly so much as it does with contract cities.

The contract cities incorporate to get home rule, then sign agreements with the county for such things as fire protection and law enforcement so they need not establish similar departments of their own.

NEVERTHELESS, Long Beach is vitally concerned with county administration; for example, it is important to city officials and residents where courts, jails, welfare offices or adoption offices are to be located. Not to mention the fact that Long Beach taxpayers contribute in no small part to financing county government.

It is no "shoestring" operation. The county's general fund budget for the 1963-64 fiscal year is \$682 million. On top of this is included some \$110 million in special districts' budgets plus about \$55 million in special county funds—principally the \$51 million road fund.

Not all of this nearly \$850 million must come from county taxes. The special county funds come from other sources of revenue, notably gasoline taxes for road construction.

THE "ALL-TIME" high \$682 million general budget derives most of its size from the \$380 million welfare program. Almost all of this money, however, comes from state and federal subventions.

As agent for the state, the county must administer these welfare programs—and must include their total expenditures in the county budget, even though most of the cost immediately is

offset by payments from the state.

There still is a large enough amount left to require the raising of about \$300 million from county taxes, however.

Long Beach properly owns share in this cost through the various county tax rates levied against the valuation on their property by the county assessor.

THIS TOTAL assessed valuation for Long Beach for 1963-64 is \$664,973,980 or about 5 per cent of the total assessed valuation of the whole county.

Because some parts of the city are in one special district and some are in another, there is no single total tax rate which applies everywhere in Long Beach. All property owners, however, pay the general county rate of \$2.21 per \$100 of assessed valuation. All pay also the County Flood Control District rate of 33 cents per \$100 of assessed valuation.

Taking only these two rates, this would mean that Long Beach property owners will pay nearly \$17 million in county taxes this fiscal year.

Such programs as the county-administered, but state-financed welfare system, of course, are based on state taxes.

OF THE \$682 million county budget, according to Hollinger, about 92 per cent, or \$628 million, will be devoted to providing services of a county-wide nature.

It is estimated that Long Beach's share of county expenditures, including the state-financed welfare program, will run about \$26 million for 1963-64.

No one contends that each city gets back as much as it puts in, however.

Under what Golden calls the "basic philosophy of community services," depressed areas of the county, where expenditures are highest for such things as welfare, law enforcement, courts and similar programs, must be at least partly financed by comparatively wealthy communities.

"WE HAVE some communities which are very wealthy, pay high taxes, but you won't find one resident who ever will use the county hospital, or be on relief," Golden explained. "But year after year, they contribute to the property tax and this goes, to a great degree, into this kind of service."

In Long Beach, during 1963-64, an estimated \$17,216,000 will be paid out in various aid and welfare programs.

The county also will spend about \$1,139,000 to operate El Cerrito Hospital (the former Seaside Hospital) and another \$934,000 in running Long Beach General Hospital, on Redondo Avenue at Willow Street.

Two of the county's largest operations in Long Beach are those of the County Flood Control District and the Road Department.

IN THE PAST 10 years, the Flood Control District has supervised the building of 15 storm drains and flood control projects at a total cost of \$18,698,000. These were financed from the \$179 million bond issue approved by county voters in 1952 and the \$225 million issue voted in 1958.

One of the most significant projects was improvement of Los Cerritos Channel and Los Cerritos storm drain. Combined, they form an extensive drainage system for the eastern portion of Long Beach and also intercept flood water from Lakewood and Bellflower.

Two other major projects were the "pump district" drains to carry storm waters from North Long Beach to outlets in Los Angeles River and a drainage system for the south central portion of the city.

CURRENTLY under construction in Long Beach are storm drain projects totaling \$1,312,919, while an-

other \$2,093,850 worth of work is scheduled to be started this fiscal year.

Cooperation between city and county has been at its best in the matter of road development, and improvement of such through streets as Wardlow Road, Spring Street and Willow Street testify to this fact.

Currently under way, with state and federal financial assistance, is the extension of Westminster Avenue from the Orange County line westerly to Pacific Coast Highway to link up with Second Street.

During the 1963-64 fiscal year, the county's Road Department will take part in three road improvements in Long Beach at a cost of \$278,686 as well as \$639,000 immediately adjacent to and benefiting the city.

HUB OF county activity in Long Beach is the modern, concrete-and-glass Long Beach County Building at 415 W. Ocean Blvd.

Supervisor Burton W. Chace, who represents the major part of Long Beach on the county's governing board, said at the time he was named a supervisor in March, 1953, that construction of a county building in Long Beach would be his "No. 1 objective." The new building officially was opened in December, 1960.

It houses branch offices of the assessor, Bureau of Adoptions, county clerk, district attorney, medical examiner—coroner, Medical Social Service, probation department and public defender.

SALARIES PAID to employees of these offices alone run about \$1,273,000 annually. Most of the employees live in Long Beach.

The building also houses the courts, whose operation and maintenance is a county function. Total cost for Long Beach Municipal Courts in 1963-64 will run about \$569,300. Salaries and wages for Superior Courts here will be about \$201,000.

Two county offices rent additional space in the city. The recently expanded Bureau of Public Assistance Office here will be paying \$43,130 this fiscal year for space at 1917-31 Long Beach Boulevard and another \$54,540 for space at 1945 Long Beach Boulevard.

The District Attorney maintains a failure-to-provide unit office at 100 E. Ocean Blvd., paying \$5,172 annual rent.

AS SUPERVISOR Chace points out, Long Beach has a big financial stake in county government.

Supervisor Frank G. Bonelli, who represents the eastern and northeast parts of the city, also pointed out that Long Beach and the county have "cooperated in the fields of recreation, welfare, law enforcement, fire protection." He noted that the county annually contributes \$100,000 to help defray the cost of maintaining lifeguard service on local beaches because of use of the beaches by residents of other parts of the county.

"It is certainly my desire and my belief that this spirit of harmony and co-operation must continue to prevail in the future if we are to keep pace with the growing demands for public service required by the ever-increasing number of citizens in the city and county," Bonelli said.

CITY MANAGER John R. Mansell agrees that relationships with the county "by far, are more on the amiable side" than otherwise.

Supervisors Chace and Bonelli have been "splendid to work with over the years," said Mansell, and the city "enjoys a fine feeling of cooperation" with Chief Administrative Officer Hollinger.

All is not perfect, however, as probably is true in any "marriage."

The continuing city-county dispute over health services was called by a high-placed city official "the most open wound" between Long Beach and the county.

It is "a definite point of contention" and one that Long Beach officials feel very strongly about, he said.

By state law, the county is obligated to provide certain basic health services to all cities that ask for them. By contract, it also will provide any additional services requested.

FOUR CITIES in Los Angeles County—Long Beach, Los Angeles, Pasadena and Vernon—operate their own city health departments. Because the county health department is financed by the general county tax rate, these four cities contend they are paying for health services they don't get.

Efforts to get legislative relief from the state have been unavailing to date. State legislators, in effect, say "if you don't want to pay for two health departments, close yours down and use the county service." The City of Los Angeles has proposed to do just that. Its city council has voted to terminate city health services at the end of this fiscal year.

Long Beach officials, saying they speak for a majority of city residents, want to keep the local health department. But they don't want to keep paying to support the county health department.

MANSSELL estimated it costs Long Beach taxpayers \$300,000 annually to maintain county health services—which they don't receive. If the county takes over health services for the City of Los Angeles, this figure will jump to about \$600,000, he said.

"Cities that are willing and able to run a fine health department should be exempt from taxation for the county's health department," Mansell said. "If other cities want the

county to furnish these services, we feel they should contract for such services and not have Long Beach picking up the bill."

A similar situation exists with Long Beach's honor farm. The city assumes the cost of operating the farm and pays the cost of custody of prisoners—principally drunks—when it could have them arrested under state laws on intoxication and thus sentenced to county jail.

BECAUSE the honor farm exists and because it is convenient for families of prisoners and for rehabilitation efforts, the city wants to keep operating the facility. It feels, however, that the county should reimburse the city for the cost of keeping such prisoners in custody because they would otherwise be charges of the county.

County officials, however, quoting a county counsel opinion that they cannot legally reimburse the city for the honor farm operation have suggested that the city's only alterna-

(Continued on Page 78)

THE MARK OF QUALITY



FINE ARCHITECTURAL
and
INDUSTRIAL FINISHES
Plants Varnishes Lacquers
Specification Coatings

WALLPAPER and WALLCOVERINGS

Dunn-Edwards CORPORATION

Our Long Beach Store is located at

805 W. WILLOW

Phone GA 6-1385 or NE 6-2339

VALUES PLUS • AMPLE FREE PARKING

STANDARDS OF QUALITY NEVER CHANGE, —unless to improve!



When Morris Blumer started as a restaurant jobber on West Ocean Avenue 34 years ago, he had only three employees. Yet by giving exceptional service plus a special liking for people, his business expanded in the finest tradition of success. Today MANHATTAN BRAND FOOD PRODUCTS, INC., operates its own processing plant on East Anaheim Street, employs 110 men and women and utilizes 10 refrigerated trucks. Specializing in the processing and packaging of frankfurters, bologna and luncheon meats, the labels identifying the Manhattan Brand are known to a hundred thousand consumers covering the entire Southern California region from Fresno to San Diego.

Only the finest of modernization and cleanliness permeates each step of the Manhattan Brand Food operation. With gleaming stainless steel and the latest in processing and packaging equipment, Manhattan must maintain its own "House of Quality" to be equal to itself, and to uphold the brilliant record started by its founder.

We salute LONG BEACH for its wonderful progress in its 75 years of history and praise it for the part it has played in our own advancement.

MANHATTAN BRAND
FOOD PRODUCTS, INC.

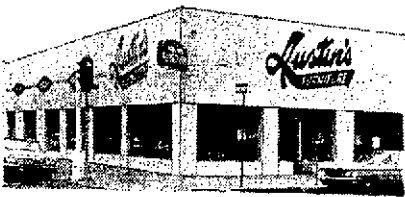


1241 EAST ANAHEIM, LONG BEACH 13, CALIFORNIA
HEmlock 2-2901



Long Beach has been
growing for 75 years

What's been going on at
the Southwest corner of
5th and Locust?



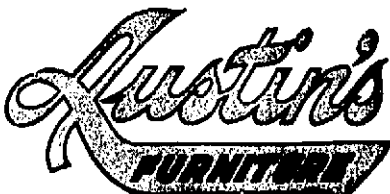
HERE'S THE RECORD...

- 1924 Repp & Mott opens auction Sales Room at this location...
- 1933—Delivery box named Jack Austin Hired...
- 1936—Store policy changed... new high-quality furniture featured...
- 1937—Jack Austin become new manager of store...
- 1940—Store next door added to Repp & Mott Furniture Store, doubling its size...
- 1949—Store purchased by Jack Austin... name changed to Austin's Furniture...
- 1963—Still selling the finest Provincial and Colonial-style furniture.

Contemporary styles come and go, but Provincial and Colonial never change. That's why we at Austin's prefer to handle the established styles... we like to think that our store is as solid and secure as the furniture we sell. Mahogany is our specialty.

A whole new generation has grown up around Austin's... and we still offer the same courtesy and service that made our store popular in the (twenties) thirties, forties and fifties.

NOTHING PLEASES US SO MUCH
AS PLEASEING OUR CUSTOMERS



Downtown Long Beach Ph. HE 6-4721

Point of Sea Wolves

By Tim St. George

AN AREA, already described by the famed artist, Francis McComas, as the "greatest meeting of land and water in the world," is now the site of a major

Rent Electric Carpet Shampooer FOR ONLY \$1

Now you can rent the new Blue Lustre Electric Carpet Shampooer for only \$1 per day with purchase of famous Blue Lustre Shampoo.

Save big with this easy-to-use "do-it-yourself" equipment. You'll be amazed with the new look of your carpeting. Available at



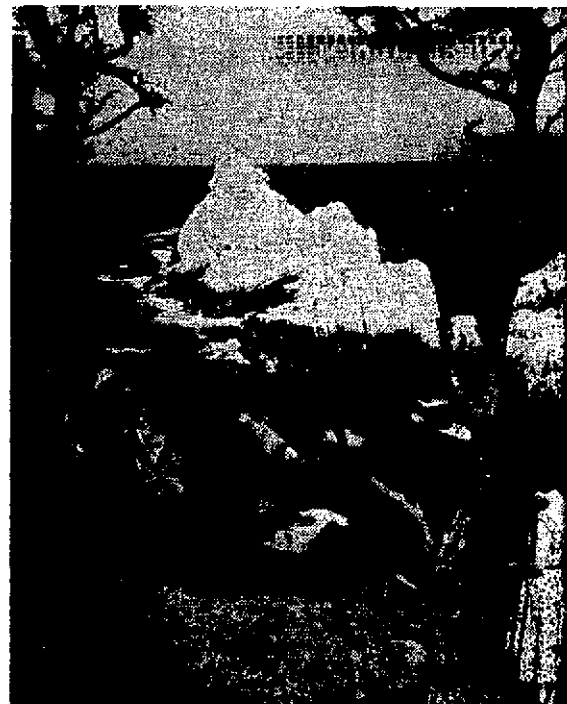
BATSON HARDWARE
1408 W. Willow St.
JOHN BROWN PAINT & WALLPAPER
1927 E. Anaheim St.

LONG BEACH DAVIS PAINTS
2650 E. Broadway
IMPERIAL HARDWARE
437 Long Beach Blvd.

PACIFIC VARIETY
2075 Pacific Ave.
WILMINGTON HARDWARE
711 N. Avalon
WILMINGTON

break-through for lovers of underwater life, Point Lobos State Park, near Monterey, is the first reserved area in preserving the primitive ocean bottom for appreciation by both present and future generations.

A marine life refuge of 775 acres has been set aside so that no transient scuba diver may disturb the sedentary marine plants and animal life. Pictures and observations may be made, after a permit is secured (at no charge) but no underwater hunting or salvage is permitted. The control extends to the mean high tide line, along the six miles of rugged shoreline. This does not affect the usual fisherman, since game fish are not con-



Point Lobos boasts of scenic beauty and now is a state park, preserving sedentary marine plant and animal life.



Open 5 Nights Mon., Wed., Thurs., Fri., Sat., 9:30 A.M. to 9:15 P.M. Tues 9:30 A.M. to 5:30 P.M.



Sears Has Good News for Women with More Taste Than Money . . .

FREE Decorating Advice

A Sears Decorator will Bring 5,221 Swatches to Your Home—Free. PHONE Your Nearest Sears Store

Whether it's re-upholstery, draperies or a slipcover . . . Sears takes care of everything. Measurements! Installation! Credit! The first step is a telephone call to Sears. A decorator will make an appointment with you and come to your home with samples of fabrics and colors to help you plan a decorating theme. Pay as much as \$16 yard or as little as \$1.25 yard. No matter how much you want to spend, Sears gives you an astonishing choice. Everything from imported linens, shantungs to home-grown gingham, wool tweeds and smart man-made fabrics. If it's a single chair or a whole house, Sears offers the same expert advice and careful service. It's always "Satisfaction Guaranteed or Your Money Back" at Sears.

MONEY NO DOWN on Anything You Buy at Sears on Credit.

PHONE Sears for Drapery Cleaning Services. Includes: Expertly taken down and reinstalled, hand cleaned and finished, air dried, new pin hooks, tightening and waxing of all cords and traverse rods. No charge for call or estimate.

*** ALL ROADS LEAD TO SEARS SOUTHERN CALIFORNIA STORES...PARK FREE!**

LOS ANGELES—Vermont & Slauson
LOS ANGELES—E. Olympic Blvd. & Soto
LOS ANGELES—W. Pico Blvd. & Rimpas
BURNA PARK COMPTON EL MONTE
GLENDALE HOLLYWOOD INGLEWOOD
LONG BEACH PASADENA POMONA
SANTA ANA SANTA MONICA VALLEY TORRANCE

Shop Monday, Wednesday, Thursday, Friday and Saturday 9:30 A.M. to 9:15 P.M.; Tuesday to 5:30 P.M.

sidered as sedentary marine life.

POINT LOBOS itself remains a magnet for thousands of tourists because of its pristine natural exhibits, such as the famed Monterey cypress, its bony, wooden fingers clawing at the sky; large flocks of cormorants, pelicans and gulls, and other waterfowl. In season, the meadows become a canvas to display the wildflowers in full color, while offshore granitic formations include Seal Rocks, home of the Stellar and California sea lions (from which the park drew its name, albeit inaccurately); Bird Island, sanctuary for myriads of shore and water

birds; and the Pinnacles, the rocky spires on which the sea skewers itself, then writhes in foamy anger and pulls away.

While it remains as a natural wonder, historically Point Lobos can be traced back to the times of the smugglers, the whale hunters and other vagabonds. The area, too, was once a coal producing region.

The visits of Robert Louis Stevenson in 1879 have given strength to the legend that Spyglass Hill in "Treasure Island" was drawn from Point Lobos. And the never ending struggle between sea and land at the Point was the setting for Robison Jeffers' poem "Tamar."

ROOM ADDITIONS

NOW! 100% FINANCING
UP TO \$10,000 FOR 7 YEARS AT 5%

NO MONEY DOWN

FAMILY ROOMS For \$20⁸¹ PER MO.

BEDROOM & 1/2 BATH For \$31¹² PER MO.

WE WILL DO THE COMPLETE JOB — OR ANY PART — AND YOU DO THE REST

FREE ESTIMATES

YOUR JOB WILL BE PERSONALLY SUPERVISED BY A LICENSED GENERAL CONTRACTOR WITH OVER 20 YEARS EXPERIENCE!

A-1 Space Construction Co.

2969 JUNIPERO • LONG BEACH

HA 4-7435

'Mole Mill' Chases Pests Away

MOST home gardeners follow the usual gardening procedures to achieve successful gardening results but some more venturesome

By Joe Littlefield

ones try unusual methods, experimenting with feeding procedures, testing unusual plants, new garden tools or gadgets.

A gardener we know tried an unusual method of eradicating moles. About a month ago we explained two methods of ridding moles from gardens. But this gardener saw an ad in a magazine, advertising a certain type of windmill which would vibrate and the vibrations would be conducted down through a stake into the ground, causing certain kind of noise or pulsation that would drive moles out of the garden.

READ STUDIED the ad picture. His engineering mind reasoned that if he made the bearing by which the windmill fans are attached to the tail shaft, two to three degrees off true center, it would cause the windmill to wobble, thus causing more vibration in the soil which would be doubly effective in driving away the moles.

His plan was successful. Moles disappeared from that particular area of the garden and lawn, where they had become quite a problem.

He built a taller, more elaborate "mole mill" for another

section of lawn and garden. It, too, worked.

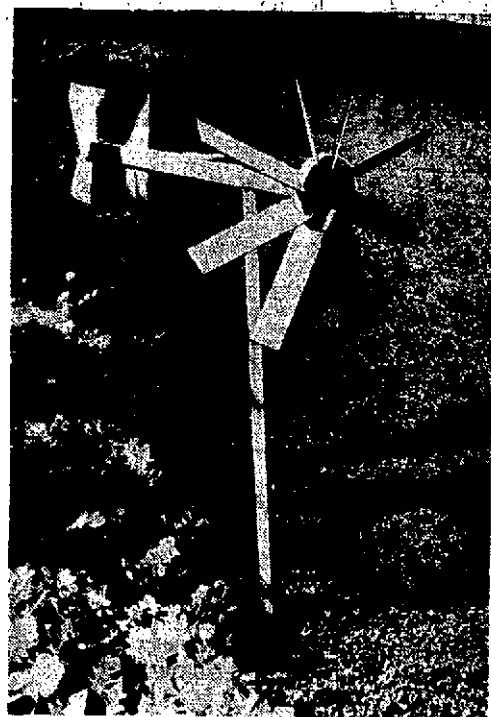
THE LARGEST clump of blooming cymbidiums this writer has ever seen was displayed at a garden club breakfast sponsored by the Venice Fuchsia Society. Ed Hudson, hobby home gardener, brought the plant for display. He believes in feeding the plant lightly every two weeks throughout the year, which is a different fertilization program than recommended by some cymbidium growers.

Hudson varies the fertilizers he uses, depending upon what he has on hand. His huge, showy plant display proved his feeding theory!

Mum Show

Mum fanciers as well as all flower lovers will center interest Nov. 2 and 3 on the Glendale Chrysanthemum Society's 31st annual show at Descanso Gardens Hospital House, 1418 Descanso Dr., La Canada. The display is free to the public.

Mum growers, whether or not they are members of the society, may enter the 16 divisions of the competition. Flowers displayed will include spider, button, football exhibition and pompon types. Cascade varieties, some with as many as 3,000 individual flowers on one plant, will be exhibited, as will tree mums, potted specimens, bonsai and unusual shapings.



Vibration of this small windmill conducted into the soil through the stake on which it is mounted is device used by one homeowner to drive away pesty moles. For him, at least, it works.

BIG TREES

IF YOU NEED A LARGE TREE

And You Cannot Afford to Pay Full Retail Prices

COME SEE US!

WE HAVE 4 ACRES OF TREES

That We Are Selling at WHOLESALE PRICES DIRECT TO THE PUBLIC!

SUPER SPECIMENS IN 15-GAL. CONTAINERS AND BOXES

"You are invited to tour our growing grounds and see for yourself how we grow such perfect trees."

- JACARANDA
- YUCCA
- GUPANIA or CARROTWOOD
- ASH
- PODOCARPUS
- PEPPER
- AVOCADOS
- ELM
- PINES
- LEMONS
- GRAPEFRUIT
- ORANGES
- PALMS
- OLIVE
- JUNIPER

LIVE XMAS TREES
BLUE SPRUCE
3 TO 8-FT. TALL

PORTER'S NURSERY

16215 CHICAGO AVE.
BELLFLOWER

Turn Off Woodruff on Trabuco
1 Bk. So. of Alondra

TORrey 7-4841

Open Every Day 'til Dark

SOLUTION TO TODAY'S PUZZLE
(See Page 22.)



DOROTHY DIGS
in the
garden

If we have our usual mild California winter, we should be able to pick beautiful roses until New Year. In order to do this, however, it is necessary to continue giving them the proper care.

This month, your roses are making new wood, so if you want to have long stems and good blossoms for the fall blooming season, don't neglect to give them a feeding at this time with a commercial fertilizer. And if the blossoms have a tendency to droop because of weak stems, choose a fertilizer that is high in potash and phosphate. The formula is usually given on the package.

Roses still need protection against the worms, beetles and other "chewers" that are eating the foliage and causing it to look ragged. A product combining malathion and diel-drin is safe to use on all ornamentals, including roses, and will destroy practically all insects that are prevalent at this time of year.

BEDDING PLANTS

SNAPS, STOCKS
PANSIES, CARNATIONS,
CALENDULAS, VIOLETS

3¢ ea.

Buy them in
Dozens At This
Low Price.

STEER MANURE 'Weed-free' 2-cu.-ft. 3 bags \$1
AZALEAS in bud and bloom EA. 69¢
RYE GRASS, green lawn all winter 10 lb. \$1.19
HAWAIIAN TREE FERN, \$2 Value GAL. 59¢
GARDENIAS 1.19 Value GAL. 69¢
JUNIPERS (Hollywood or Tam) GAL. 69¢

CAMERON'S NURSERY

9846 Belmont Ave. • Bellflower • TO 7-2439

Go North on Bellflower Blvd. 1 Block Past

Flower to Belmont. Turn Right 1 Block.

OPEN 6 DAYS A WEEK—CLOSED FRI. 12 NOON AND SAT.

BRAND NEW TEMCO

Gasoline-powered
EDGER

Mfg. by

KING O' LAWN

- 2-h.p. Briggs & Stratton Engine
- Dual Front Wheels
- Safety Clutch
- Ball Bearing Head
- Curb Riding Attachment

46⁹⁵

• EASY PAYMENTS •

DOWNEN'S

LAWN AND
GARDEN
EQUIPMENT

11655 E. CARSON

1 BLOCK WEST OF PIONEER BLVD.

OPEN 7 DAYS
A WEEK

DAILY, 8 A.M. to 6 P.M.
FRIDAY, 'TIL 5 P.M.
SUNDAY, 10 A.M. to 4 P.M.

UN 5-8223 ARTESIA HA 1-1655



NOW IS THE TIME TO
RE-SEED YOUR LAWN
WITH WINTER RYE GRASS

FREE LOAN of Seed Spreader & Fertilizer
Purchase of Seed & Fertilizer.

NEW "12 BRAND"

**DICHONDRA
WEED CONTROL
AVAILABLE
HERE!**

ONION SETS

BROWN
OR
WHITE

50¢ lb



15600 S. ATLANTIC
(1 1/2 BLOCK NORTH OF
ALONDRA BLVD.)
COMPTON

Festival in Hawaii

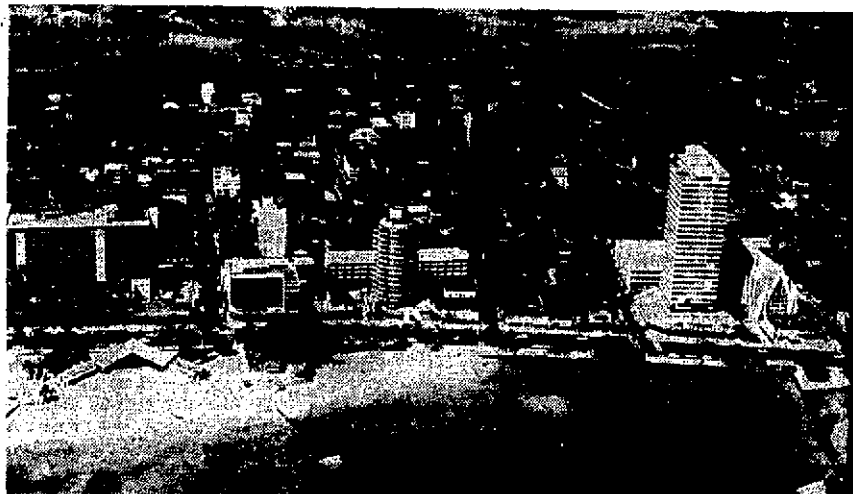
By Dorothy Gale

IF YOU SEE a samurai on horseback, a blue-cheeked Maori warrior or a Chinese sequined lion prancing down Waikiki's Kalakaua Avenue this November, you haven't been hit on the head with a coconut.

It'll only mean that Hono-

lulu's Festival of the Pacific is once again in full swing.

Thus right on the sun-drenched sands of Waikiki, you'll be treating yourself to the best songs and dances and entertainment from the entire Pacific area. All the way from Hawaii to the Philippines to



Hawaii Visitors Bureau photo.

Honolulu's newest resort hotel is Waikiki Circle (center), its lantern shape providing grand view of Waikiki Beach. Right, Foster Tower Hotel, A-shaped Catholic Church.

HAWAII AT YOUR FINGERTIPS!

EIGHT GLAMOUROUS DAYS IN HONOLULU STAYING AT THE REEF HOTEL ON WAIKIKI BEACH, INCLUDING ROUND TRIP AIR BY JET FOR AS LITTLE AS \$235.06 PER PERSON... \$31 LESS THAN THE REGULAR ROUND TRIP AIR FARE TO HAWAII.

You Can Go Any Day You Want . . . Travel Loans Available at Bank Interest

FOR RESERVATIONS CALL



Pierre Manon Travel Agency

6 Even 3-9117

5205 E. SECOND ST., LONG BEACH, CALIFORNIA

Your Authorized Travel Agent in Belmont Shore

Hawaii

SPECIAL ALOHA ROOM RATES (25% OFF)

(NOV. 15 TO DEC. 15, JAN. 2 TO JAN. 15)

Plan now to play and save at Waikiki's four great Sheratons / Big savings, 25% off regular room rates / 72" swimming / Surfboarding / Shuffleboard / Every sport under the sun / Lavish luaus under the stars / For reservations, call your Travel Agent or nearest Sheraton Hotel



ROYAL HAWAIIAN / PRINCESS KAILANI / MOANA / SURFRIDER

SHERATON HOTELS IN THE HEART OF WAIKIKI

the Orient to "down under" New Zealand way!

Dates for this color-packed native festival, sponsored by the Hawaii Visitors Bureau and staged on Waikiki beach, are Nov. 16-23.

NOVEMBER is also one of the choice times for surfing, golfing, deep-sea fishing and sun-soaking at the cosmopolitan resort capital of the 50th State.

Thus you'll enjoy aloha shirt-sleeve and bikini weather by day, when temperatures read in the mid- to upper 70s. Yet under the tropic moon you'll find yourself donning light sweaters or stoles for nightly Festival of the Pacific outdoor show at the Waikiki shell.

These multi-racial productions, eight in all, will be spectacular indeed. They lead off with Polynesian Panorama the night of Nov. 16, including dances of Tonga, Fiji, Samoa and Tokelau. A gala parade through Waikiki, with merry-makers of the entire Pacific area in native costumes, takes place earlier that day.

FOLLOWING night's show is "I'll See You In Hawaii" with top entertainment stars from the big Waikiki resort hotels and tropical bistros providing everything from comedy to hulas.

Maori Moods is scheduled Nov. 18, with natives of New Zealand performing spirited canoe and butterfly dances.

Po Aha Mele, a night of

song Hawaiian style, brings three outstanding Hawaiian choral groups to the stage Nov. 19.

An all-Japanese program goes on at the palm-framed shell Nov. 20. Holidays in Japan will range from an elaborately-costumed kabuki performance to a chrysanthemum festival to typical geisha performances and Buddhist lantern celebrations.

THE NIGHT of Nov. 21 brings Filipiniana with brilliant music and dances of the Philippines. Since these reflect Spanish, Muslim and Indonesian influence, costumes and instruments are exceptionally varied.

A Chinese Festival of the Four Seasons goes on at the shell Nov. 22 with songs and dances of Old Cathay. One feature is a Chinese wedding scene with typical entertainment.

Hawaii's Heritage is the final festival show Nov. 23. The vivid hula pageant depicts cultural contributions of Hawaii's many racial groups, including the irrepressible Tahitians.

General admission to each festival show is 100 green coconuts or \$1. Reserved seats may be had for 200 ripe coconuts or \$1.50 to \$2.

Probably nowhere on the travel map will the November vacation find so many exciting sights and sounds from throughout the Pacific area so neatly bundled into one big tapa-covered Hawaiian festival package.



Hawaii Visitors Bureau photo.

Visitors hear free concerts by Royal Hawaiian Band three Sundays each month at a Waikiki Beach park.

Flights to Hawaii

United Air Lines will boost its California-Hawaii jet frequency to 84 flights weekly, beginning Friday, with 51 of these flights offering new \$100 Hawaiian economy coach service, local company officials announced today. The new fare, subject to Civil Aeronautics Board approval, is \$33 less than the present California-Hawaii jet coach fare.

From Los Angeles, United will offer 26 flights weekly to Honolulu, 17 of these with Hawaiian economy coach configuration. Returning, United will have 26 flights from Honolulu to Los Angeles, 16 of these with economy coach service.

The Islands of HAWAII offer even more gaiety during November, December and January



FESTIVAL OF THE PACIFIC, Nov. 16-23; songs and dances of Polynesia and beyond
HOLIDAY SHOPPING Send gifts from Hawaii
WONDERFUL WEATHER Golf, swim, sightsee
NARCISSUS FESTIVAL Celebration of Chinese New Year begins Jan. 11

Be Sure to Ask About Our Escorted Tours
C. F. BEACH TRAVEL SERVICE

452 Locust Ave.
Long Beach
NE 2-6457



Queen of Waikiki Beach is Sheraton's Royal Hawaiian Hotel, surrounded by 16 acres of tropical gardens.

TRAVEL—RESORTS

In the Grand Manner

AMONG the fabled playgrounds of the world is one name that adds a sheer touch of moonlit magic to dreams of the traveler—Waikiki in Hawaii.

Waikiki, where seven-foot golden-skinned kings rode 100-pound Koa surfboards on the creaming breakers—and Waikiki of today with the complete comfort of handsome modern resorts plus the same breakers.

Queen of this sun-drenched golden crescent of beach with the turquoise sea is Sheraton's famed Royal Hawaiian, one of the world's outstanding luxury hotels. The Royal, located in the heart of the beach area and in the midst of 16 acres of tropical gardens, has been the subject of newspaper and magazine stories, motion pictures and television since it opened in 1927.

SITE OF THE ROYAL was selected by King Kalanikupule a century and a half ago for his home. Later, this same area was chosen by King Kamehameha, when he invaded and conquered the island of Oahu, and his queen, Kaahumanu, constructed her

coral stone summer home on this famous spot.

Thus, the Royal's coral exterior shimmers today just as did the summer residence of a Polynesian queen, and the luau, or native feasts at the Royal recall those Kaahumanu gave for distinguished visitors so long ago.

But many visitors like to refer to it as a hotel in the grand manner, pointing to its setting, its elegance in appointments, its service and its food.

INDEED, Hawaii's hotel heritage is wrapped up in the Royal and three other Sheraton Hawaii hosteleries at Waikiki—the Moana, of handsome white colonial architecture, and first on the beach; the Surf Rider, next door, named for the great sport that it is at its immediate doorsteps; and the Princess Kaiulani, newest of the Sheraton quartet, directly across from the Moana and Surf Rider, a 514-room beauty with an outdoor dining room and a bar by the Orchid Pool.

There are 1,438 resort rooms in these four hotels, each just steps from the very heart of Waikiki shopping and entertainment centers.



The Islands of HAWAII

offer even more gaiety during November, December and January

It's our happiest season of the year, and the air is filled with holiday song, music, pageantry, excitement—and Hawaii's unique spirit of Aloha

A wonderful week of entertainment, with spectacular outdoor shows featuring the songs and dances of Hawaii's Pacific neighbors

Winter's weather never reaches these gentle shores. Temperature of the air averages 74°; the water, 72°. Shed your winter clothes—and your cares—and relax.

What captivating Christmas gifts you'll find in our smart stores and friendly shops. Fill your gift list with goods from Polynesia and the Pacific.

The holiday mood continues and ferocious paper dragons dance in the streets as we join in an Island celebration of Chinese New Year.

All this awaits just 4½ hours by jet, 4½ days by ship from the West Coast. See all our Islands—Kauai, Maui and Hawaii are mere minutes from Honolulu. With the wide choice of accommodations, the bright array of activities and the gaiety of our most festive season, you couldn't choose a better time to visit Hawaii.



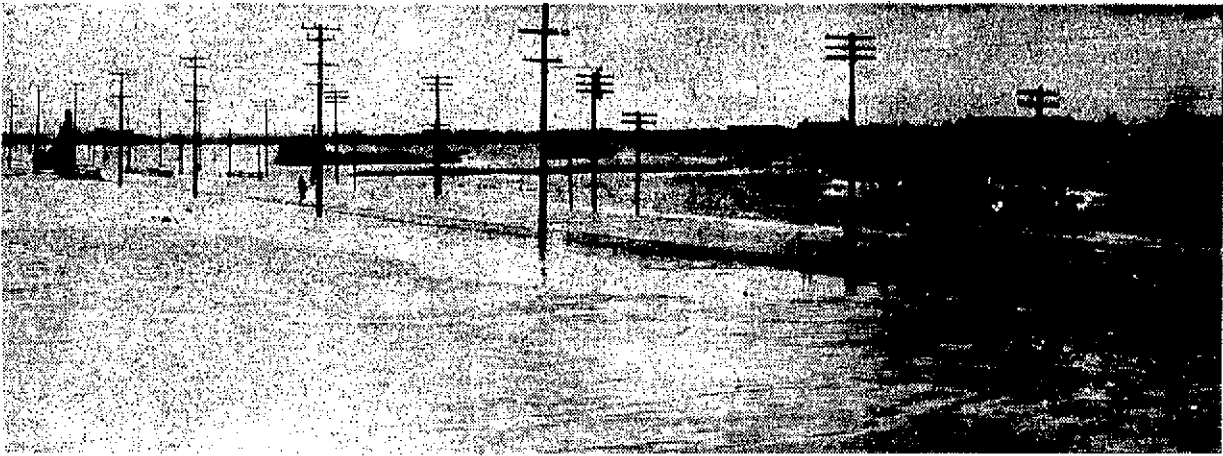
See your Travel Agent, Airline or Steamship Representative or write HAWAII VISITORS BUREAU Dept. NN-1, Honolulu, Hawaii, for colorful folder • Offices in New York, Chicago, Los Angeles

HAWAII & PACIFIC CRUISE-TOURS

21-Day Cruise-Tour From \$948, 14-Day Jetour From \$605 Sail or jet to Honolulu... then see the Islands: Oahu with the Beach at Waikiki; Maui the Valley Isle; Hawaii with the Black Beach and Kilauea volcano... plus all the rest of this Island Paradise. Your fare includes transportation, hotels, sightseeing and most meals. To Hawaii or any place in the Pacific, go Cook's for the best time of your life! For free folders and complete information, write: Cook's, Hawaii Dept.

THOS. COOK & SON
455 East Ocean Blvd. Long Beach 2, Calif.

COOK'S



'River of Dust' Was a Winter Menace

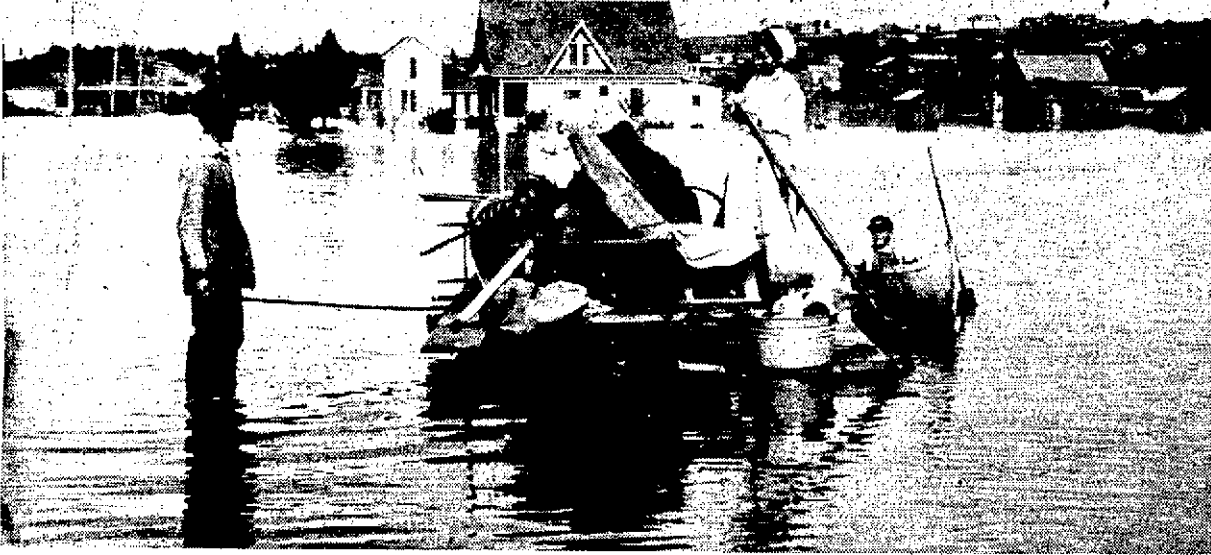
BEACH PRESS

THOUSANDS READ
CIVIL CALIFORNIA, TUESDAY EVENING, JANUARY 18, 1916
DEATH RIDES ON CREST OF FLOOD THAT IS SWEEPING DOWN FROM MOUNTAINS TO SEA; MILLIONS OF DOLLARS IN PROPERTY IS TOLL EXACTED BY HISTORIC STORM

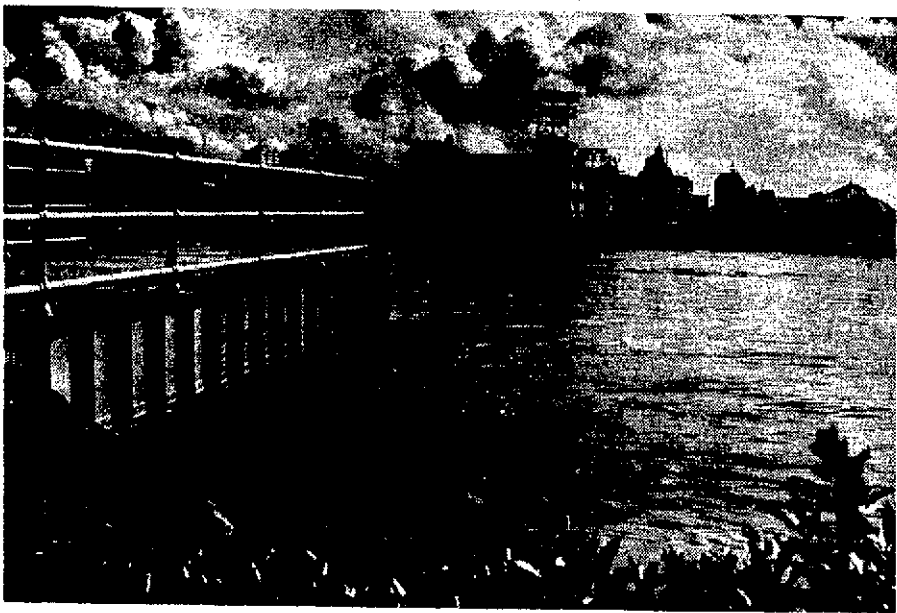
FLOOD VICTIMS TAKEN ASHORE IN ROWBOATS

TURBID STREAM SWEEPS THREE INTO OBLIVION

THE SAN GABRIEL RIVER was the butt of many tourist jokes in the summertime, when it seemed to be only a silty memory of a bygone stream. But Long Beach residents were wise to the river's hidden danger. They knew that a winter storm could turn the dusty riverbed to a seething torrent of death and destruction. So it was in January of 1916, the raging waters covered a large part of the city's west side (above), and forced many families to pile their belongings on rafts and flee to safety (below). This destructive flood speeded up flood control work, and by 1919 what is now known as the Los Angeles River was imprisoned behind solid levees.



—Security First National Bank



—Inman

DEATH rode the river once more in 1938 as water flowing at 40 m.p.h. carried away the Seaside Ave. footbridge (left), killing at least seven—including a family of three tourists. In 1959, the river made a last effort, forcing emergency sandbagging of an uncompleted levee north of Wardlow Rd. Today, flood control officials hope the river is tamed. But they take no chances. And they make no jokes.

Don't Go West, Young Man, Stay Home

"It is something awful the number of people coming into California. Don't think I am discouraged but I can see what I say."

Your feelings exactly?

Then, there's no doubt you are a native, or near native, of the area and pretty vociferous in taking exception to all these out-of-state foreigners who keep popping up. No doubt, you agree with the author of the comment above. How nice it must have been here in the good old days when the population wasn't exploding like mad and a native wasn't looked upon like an oddity?

WELL, WE'RE sure Mr. Spahr, who wrote the observation to his mother back east, would love to find such an akin spirit. He'd be glad to shake your hand—if he's still around. Unfortunately, he may

not be. The letter was written 56 years ago.

Seems back in 1907 people were as worried about the growth in population as they are today. Well, almost.

TODAY we are predicting that by 1980 there will be 28.1 million Californians. In Mr. Spahr's day no one was quoting exact figures but they were worried, too.

"They are coming to Los Angeles by the thousands everyday," his letter continues. "Thirty-two people came to Santa Ana Monday from Iowa and quite a number expect to get work here."

Seems there was a "job gap" even in those days. As Spahr put it, "The climate here is certainly fine. There is a grand opportunity for anyone who has money to loan or invest but otherwise stay East.—A young man

who has no capital has to shuffle."

OF COURSE, when it comes down to it, Spahr was one of those crass newcomers himself. He was one of the Easterners looking for golden opportunity in the golden west.

And, as such, what was his opinion of the true blue Californian he met on arrival here?

"Oh heavens the young people I met are impossible to describe. Such sticks and queer fish!" he wrote.

Now, if that raised your ire you may well ask—what prompted this ungrateful immigrant to brazenly hurtle over the state line, anyway? You guessed it. He had relatives here.

"COUSIN Elmer thinks he can get me in either his bank or in the First National here." Wrote Spahr, who then went on to explain

that his cousin was giving him a sightseeing tour of the area. "Yesterday, altogether we went 35 miles from 2:15 to 5:40 and still stopped a number of times," he wrote.

"Elmer took me to see the celery fields. He then took me to Huntington Beach, a summer resort with fine cottages, etc., and here I got my first glimpse of the Pacific Ocean."

That must have done it. From then on Spahr was a determined Californian. "I am going to scratch until I find something to do. Try not to worry," he stated in closing his letter home dated Nov. 7, 1907.

Perhaps, times really haven't changed so much at all. The climate's still great. There may not be celery fields but the Pacific Ocean's still blue and just about everyone back East has a cousin out West.—MARTY NETH

Long Beach Mayors

- C. H. Windham, 1908-12.
- Ira S. Hatch, 1912-14.
- Louis N. Wheaton, 1914-15.
- William T. Lisenby, 1915-21.
- C. A. Buffum, 1921-24.
- Ray R. Clark, 1924-26.
- Fillmore Condit, 1926-27.
- Oscar Hauge, 1927-30.
- Asa E. Fickling, 1930-33.
- M. E. Paddock, 1933-34.
- Carl Fletcher, 1934-36.
- Thomas M. Eaton, 1936-38.
- Clarence E. Wagner, 1938-39.
- Francis H. Gentry, 1939-42.
- Clarence E. Wagner, 1942-45.
- Herbert E. Lewis, 1945-47.
- Burton W. Chace, 1947-53.
- Lyman B. Sutter, 1953-54.
- George M. Vermillion, 1954-57.
- Raymond C. Kealer, 1957-60.
- Edwin W. Wade, 1960-Incumbent.

City, County a Happy Union

(Continued From Page 76)

tive is to turn the prisoners over to county custody.

Considering the complexities of both city and county government today, it is probably amazing that so few conflicts exist.

The first counties — 27 in number — were formed in California almost immediately after it became a state in 1850. During the first 50 years of statehood, almost all functions of government which directly concerned citizens were delegated to the counties by the state. Policing, trial of civil and criminal cases, maintenance of records, construction and maintenance of roads, assessment and collection of taxes — even state taxes — were responsibilities of the counties.

WITH THE continuing increase in population and industrialization, however, rational services and regulation of activities. In 1909, for example, the state took over the responsibility of

maintaining a state highway system.

In 1850, California counties performed 22 basic functions. By 1909, in the larger counties, this had jumped to 167 functions. It kept growing, to 784 in 1933; to more than 900 today.

Los Angeles County today has nearly 60 major departments and more than 300 special districts.

Ten years ago, Los Angeles County had 27,000 employees. Today, the figure is more than 42,000 — and this doesn't count the special districts.

There are 74 cities in Los Angeles County with its population of more than 6.5 million, and at least a half dozen other areas are making efforts to incorporate. Some political scientists contend there are too many cities in the county, particularly too many cities of only a few hundred population.

As the second largest city of the county, however, Long Beach plays a vital role. As Supervisor Bonelli says:

"The City of Long Beach has made substantial contributions toward the growth, prosperity and progress of the largest county in the world."

So, despite some rifts, the overall relationship between Long Beach and Los Angeles County is considered by both sides as a good one.

It had better be. This is one "marriage" for which there can be no divorce.

Belmont Heights Formed Own City

In 1908, residents of the county area east of Obispo Avenue voted to incorporate their own city, Belmont Heights, because they were disturbed over an annexation movement by Long Beach.

A year later they changed their minds and voted 87 to 47 to annex to Long Beach.

John R. Mansell, March 16, 1961. Incumbent.

Kansas Tourists First to Buy Here

Although Long Beach has often been called "little Iowa," it was a party of tourists from Kansas who staged the first major migration here.

Sixty Kansans, in two chartered railroad cars, made a tour of Southern California in 1882. Fourteen of them liked the Long Beach area, bought land and stayed here.



Oscar Gregory
owner
OSCAR GREGORY
CHEVROLET

says:

Congratulations

The City of Long Beach and all our friends in LONG BEACH

on the occasion of its
DIAMOND JUBILEE

We appreciate your patronage in the past and pledge our continued interest in serving you in the future. We're easy to deal with and easy to find . . . You see we're just north of Long Beach on Paramount Blvd.



OSCAR GREGORY
CHEVROLET

14929 PARAMOUNT BLVD.

PARAMOUNT

630-5861 or 774-1300

Who's on Third?

It's like the old Abbott & Costello "who's on third" routine.

Hebrew lessons will be taught this winter on the cruise ship S.S. Jerusalem when she sails from Miami.

Everyone knows ships are always called "she."

One of the first words passengers learn will be the English-sounding "he."

In Hebrew it means "she." As for that "who" on third, "who" means "he." Had enough? Shalom. That means "good-by." (It also means "hello.")

MELE KELIKIMAKA

DELUXE
CHRISTMAS HOLIDAY ARRANGEMENTS
IN HAWAII

DECEMBER 21st TO JANUARY 4th
15 DAYS \$730 PER PERSON

Deluxe accommodations at Royal Hawaiian, Kona Inn and Coco Palms Hotels
Limousine Sightseeing United Air Lines Jet Flights
Many Special Evening Activities Can Accommodate Only 2 Couples
Reserve Now!

FORTNIGHTER TOURS, INC.

5933 NAPLES PLAZA, LONG BEACH

PHONE GE 3-1141

HAWAII

HOLIDAYS!

Make Reservations Now for
Matson Lines, Pan-Am or United Jet Service.
Phone us for a brochure.

Lawson Overman Travel Agency

3845 Long Beach Blvd.

Long Beach

GA 4-3428



HOLIDAYS!

6-DAY JET FROM LOS ANGELES

Waikiki Biltmore Hotel... low as **\$249.95**
Princess Kaiulani Hotel... low as **\$258.95**
Hawaiian Village... low as **\$264.95**
Royal Hawaiian... low as **\$270.95**

DEPART ANY DAY

6 DAYS AND 5 NITES IN HONOLULU

Includes Round Trip Jet Transportation, Hotels, Sightseeing...
Outer Island Extension for as little as \$29.95 Additional.

OR

SAIL VIA THE S.S. LURLINE
5 DAYS OF FUN AND RELAXATION

\$230.00 Minimum
FOR INFORMATION AND RESERVATIONS
PHONE GE 9-0916

OPEN DAILY 9 to 5 (Except Sunday)

WES CARROLL TRAVEL SERVICE

2754 EAST BROADWAY, LONG BEACH, CALIFORNIA
FREE DELIVERY SERVICE

PINE AT BROADWAY DOWNTOWN LONG BEACH

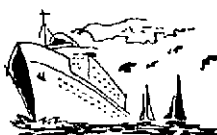
ASK Mr. FOSTER

Travel Service

Fall-Winter
Spring

1963-1964
CRUISES

Hawaii • Round the World • Mediterranean
South American • Caribbean • Nassau



LISTINGS OF ALL AVAILABLE
CRUISES FORWARDED TO YOU WITH
THE RETURN OF COUPON BELOW

NAME _____
ADDRESS _____
CITY _____ STATE _____

Buffum

SOUTHLAND TRAVELER

How to Feed 1,200 Guests a Day

By Fred Taylor Kraft

Travel Editor

IF YOU were to have 1,200 guests for breakfast, luncheon and dinner for 10 days, how would you pack your larder?

Cy Lubin, chief steward of the luxury liner Matsonia, can give you some pretty solid ideas. Feeding this many people (which includes a crew of 407) on cruises to and from Hawaii is a job he has learned well during his 21 years with Matson Navigation Co.

"You get to know people and their eating habits," he explains simply. "After that, it's only a matter of laying in sufficient stores of what they like."

AND PROOF that Chief Steward Lubin does his job exceedingly well is not only in the pudding. It's also in the appetizers, the soups, the salads, the entrees and all the other courses that go to make a he-man groan with delight in the Matsonia's inviting dining room.

"How can they keep coming up with such wonderful food, day after day?" seems to be a stock exclamation of guests.

Lubin explains that the answer lies in the quality of food supplies ordered, plus know-how of the galley personnel.

"Getting qualified personnel is, naturally, the biggest problem of any kitchen at sea," he says, "but we have this problem pretty well licked right now."

"Take our executive chef, Geronimo Romero, and our Swiss pastry chef, Boda Thurlman. We think they're the best in the business."

BUT ROMERO, who's been with Matson 20 years, and a chef of high standing long before that, and Thurlman, whose fame is known on many shores, naturally don't do the job alone. Two hundred seventy-one employees work in the department, 49 of them exclusively at preparing food.

Tremendous quantities of food must necessarily be prepared for the Early Risers' Coffee Hour (with pastries, an hour or two before breakfast); breakfast, with four or five courses if you wish; luncheon, ditto; afternoon cocktail hour with knick-knacks from the galley; dinner, with as many as seven courses (seconds if you wish), and finally, the Late Hour Snack, at which more stick-to-the-ribs goodies are served after midnight. Add to these a number of special events, including buffets and the Captain's Dinner, which is preceded by a champagne

party where a table groans under two dozen different kinds of canapes and hors d'oeuvres.

All this food must come from somewhere.

LUBIN LED the way to immense frozen food lockers—10 in all—and other food storage rooms one deck below the galley and dining room. Food—and cleanliness!

"Matson has a fleet-wide Certificate of Merit for cleanliness from the U. S. Department of Public Health," he explains.

The extent of stores needed for stuffing 1,200 people the way they are stuffed on the Matsonia is demonstrated here. Before sailing from the mainland, these lockers were filled with 7,500 pounds of beef, 1,250 pounds of lamb, 1,400 pounds of pressed pork, 1,000 pounds of veal and 3,100 pounds of sausages, ham and smoked meats.

Add to this 4,500 pounds of fish, 10,900 pounds of fresh fruits (not including fruits fresh frozen), and 32,625 pounds of fresh vegetables, and you begin to get an idea of how people eat when they play.

In other lockers were 100 cases of eggs, 30 dozen to the case.

EACH TRIP also requires 1,000 gallons of milk, 300 gallons of half-and-half, 54 gallons of pastry cream, 50 gallons of sour cream, 300 gallons of buttermilk, and 2,600 pounds of butter.

"You'd be surprised how people's tastes differ," says the affable Romero. People from the East Coast, for instance, like such English foods as kidney pie, a delectable less popular with voyagers from some other areas.

"If an item our guests never heard of appears on the

menu," Romero continues, "they'll inquire, 'What's this?' pointing to the item."

"That's tripe," the waiter might answer.

"Oh, I don't want that," the guest will most likely say, "bring me a steak."

Purser Lubin says people become meat eaters at sea. People also ask for food they don't have at home.

"Then there are the diet watchers," he smiles. "After about three days of eating their fill, these guests begin worrying about their weight all the sudden and, instead of the heavier foods, ask for fish and salads—one entree only where they started out ordering two or three."

Fascinating, this job of feeding people?

"You bet!" answers Lubin quickly.

DO IT NOW!

Call

Circle Travel Service

for

HAWAII RESERVATIONS

Phone GA 7-9967!



Cruises • Airline • Steamship • Bus Tickets
2221 PACIFIC AVE.
LONG BEACH

PALM SPRINGS

ESCORTED TOUR

NOV. 16

Featuring
Aerial Tramway Ride

Tour Includes:

One night's lodging at OASIS HOTEL with Steak Dinner.

Greyhound Scenicruiiser Bus transportation.

Tramway trip to top of San Jacinto Mt. Range.

For information and

Reservations, Call

HE 2-9673

LANNAN'S GREYHOUND TRAVEL BUREAU
250 E. 1st

HAWAII CALLS.



Year after year the Hawaii Calls Tour is the choice of the most discriminating vacationers. ALIKA, Hawaii's most famous guide, will personally supervise all your arrangements. You will enjoy the finest that Hawaii has to offer... as shown in our brochure. For complete details stop in, call or write.

WILTON TRAVEL AGENCY
BREAKERS
INTERNATIONAL HOTEL
LONG BEACH
HE 5-7411



AROUND THE WORLD WITH

DEPLANE

"For two girls on a two-week winter vacation in Hawaii: You said previously to wait and buy your clothing in the islands. Can you give us some idea of prices?"

YOU pretty much live in those Mother Hubbard moomuus. Price range is \$10 to \$20. (You can get them down to \$3.95. But if you go under \$10 they begin to look it.)

Bathing suits, \$15 to \$30; sandals — best from Japan — \$5 to \$15; Suzie Wong type casual dress, \$20 to \$25; short moomuu suitable for day wear, \$25 to \$30.

"I am interested in the Costa del Sol of Spain. There doesn't seem to be any reference work in his area."

THIS IS the warm, sunny southern coast of Spain — you can look across and see the loom of Africa. One of the wildest real estate booms in the world now going on there. Lot of new hotels, apartments, houses.

If you mean living there, I'd rent. Don't buy. Lot of that housing going up is jerry-built and leaks like an on-sale raincoat. Lot of it over-priced, too, because of the boom. Best information should be the Spanish National Tourist Office. And I think I'd write direct to Spain. Address: Turismo, Avenida del Generalissimo, 39, Madrid, Spain.

"Would you advise having a suit made on our trip to Mexico? If so, would you get me the name of a good tailor?"

I NEVER HEARD of Mexico being a great tailoring town. But you can get an answer on this when you are in the city by calling Dario Borzani who runs the Restaurante Rivoli at 123 Hamburgo. Dario is international and a dresser. If it's a good idea, he'll tell you. (Great restaurant, too.)

"What about living conditions in Puerto Vallarta?"

I HAVE never been in this Mexican resort. But all my friends have. They think it's the greatest. You might consider that right now John Huston is making "The Night of the Iguana" there — with Richard Burton and Ava Gardner. And Elizabeth Taylor in the wings. What with newspapermen and film crews, I doubt if you could rent a tent.

"We are flying to Caracas to visit our son. But what we need to know is what island to visit on the way home..."

YOU CAN visit a dozen if you like. Your air ticket gives you the privilege of stop overs. Pan American flies an island-hopping route through Trinidad — a wonderful nutmeg island. Stay at Queen's Surf in Port-of-Spain. Up through the Windward and Leeward Islands. A whole chain of blue-sea islands a

half hour apart. Antigua, Guadeloupe, St. Maartens, St. Lucia, French, Dutch or English—you get all choices.

FOR FURTHER INFORMATION on these trips, contact any of the travel agencies listed below:

AUTHORIZED AGENT
ACME TRAVEL SERVICE

5004 Faculty Ave., Lakewood
ME 4-2700
Lakewood Center—Opp. Post Office
"WE COVER THE WORLD"

Your "PERSONAL" Travel Agent!
ASK MR. FOSTER TRAVEL SERVICE

IN BUFFUMS
Pine & Broadway, Long Beach
Phones: ME 5-5477 — ME 4-7041

"Authorized Agent"
C. F. BEACH Travel Service

452 LOCUST AVE.
LONG BEACH, CA. ME 2-6457

"AUTHORIZED AGENT"
BELLFLOWER TRAVEL SERVICE

17022 BELLFLOWER BLVD.
Torrrey 6-8785

"Authorized Agent"
BELMONT SHORE TRAVEL

194 Park Ave. DE 9-2129
LONG BEACH
"LET US PLAN YOUR PLEASURE"

"AUTHORIZED AGENT"
WES CARROLL TRAVEL SERVICE

2754 E. Broadway
Long Beach GE 9-0916

"Your L.B. Authorized Agent"
FENWICK TRAVEL SERVICE

309 E. Ocean Blvd., Long Beach
Phone ME 2-5924

"AUTHORIZED AGENT"
LAWSON OVERMAN TRAVEL AGENCY

3845 Long Beach Blvd.
Phone: GA 4-3428
— NO SERVICE CHARGE —

"Authorized Agent"
PIERRE MANON TRAVEL AGENCY

5265 E. SECOND ST.
BELMONT SHORE
GE 3-0917 - 18 - 19

"AUTHORIZED AGENT"
Universe Travel

4350 ATLANTIC AVE.
GA 4-8504
102 EAST OCEAN BLVD.
LONG BEACH ME 2-5469

"Authorized Agent"
WILTON TRAVEL AGENCY

Breakers International Hotel
LONG BEACH, CA. ME 5-7411

"What's a good voyage gift for a man going to Europe? I like him so I want it to be good. He goes to 14 countries."

HOW ABOUT the new battery-operated electric razors? No adapters or plug-ins. Norelco, Sunbeam, Remington all make them.

"I am a school teacher with \$300 and two weeks at Christmas. I would like to visit Mexico but hear it is expensive..."

MEXICO CITY can be high

but you could do it in one of the smaller hotels. The Maria Christina is a good one — maybe \$6 a day. I get a lot of very favorable reports from readers on train service in Mexico. That could cut your cost, though two weeks may make it necessary to fly.

A fine warm town with good hotels is Oaxaca, about 300 miles south of Mexico City. Has a nice plaza with a gay bandstand and music in the evening. You sit under the portals on the sidewalks.

Drink the mescal of the south and eat peanuts that have been fried in hot peppers and garlic.

"I've heard of some place in Europe where you get unusual toy soldiers..."

I SAW a place that specialized in authentically costumed toy soldiers of all times in Shepherd's Market in London. I can't remember the name. But the British Travel and Holidays tourist office, 64 St. James' St., London, S. W. 1, would look it up for you.

HERE'S WHY YOU SHOULD CRUISE TO HAWAII DECEMBER 9



IT'S THE FIRST SAILING OF MATSON'S NEW LURLINE — FORMERLY THE SS MATSONIA

This voyage is a true "travel collector's item"—it will be a conversation piece for years to come!

IT OFFERS: ★ FESTIVE PARTIES AND A PREMIER VOYAGE
★ CHAMPAGNE BALL ★ SPECIAL SURPRISE ENTERTAINMENT
★ COMMEMORATIVE CERTIFICATE AND GIFTS FOR ALL
★ PASSENGERS ★ BRILLIANT ARRIVAL CELEBRATION IN
HONOLULU.

AND: If you make this premier cruise Matson will make it possible for you to join the second half of its new Christmas Cruise December 27 from Honolulu... taking you to Kauai, Maui and Hawaii on your way home, with the new Lurline as your hotel at each port. This offer is available only to passengers aboard the December 9 sailing.

Here is a matchless travel opportunity. BUT IT IS YOURS ONE TIME ONLY: DECEMBER 9 FROM LOS ANGELES. Make reservations now, while choice accommodations are still available.

4 ISLAND CHRISTMAS AND NEW YEAR'S CRUISE. SAILS DECEMBER 20 FROM SAN FRANCISCO; DECEMBER 21 FROM LOS ANGELES. VISITS OAHU (HONOLULU), KAUAI, MAUI AND HAWAII. 15 DAYS. ALL-EXPENSE. CHRISTMAS AND NEW YEAR'S AT SEA.

See your travel agent or phone

Matson Lines

833 West 6th Street, Los Angeles • Madison 6-0501

Just for Cats



—Photo by Hans Bornsow

Jeremiah is the mascot of the DiNapoli and Mascart Cafeterias and is the property of June Bishop, Jeanne Ramsdale.

By Eleanor Avery Price

WHEN the frost is on the pumpkin, we have National Cat Week the first week in November. It is an appropriate time, for the crisp autumn air makes cats more hearth-loving. At the same time, cats outside have a wonderful chance to climb trees that drop foliage, to chase after wayward leaves,

(Advertisement)

Are you using the most modern way to relieve hemorrhoids?

You can be sure—with The PAZO Formula in convenient suppository form... most modern way to shrink hemorrhoid tissue without surgery. Here's why...

MODERN IN FORM. PAZO suppositories are ideal for today's active people. Foil-wrapped, handy to carry in pocket or purse, simple to use wherever you go. Stainless, pure-white... no messy applicator, no messy stains.

MODERN IN FORMULA. Some products claim all-purpose ingredients which are expected to do many jobs. PAZO suppositories, however, are a scientifically developed combination of tested ingredients... each chosen for its ability to do one primary job with full-strength effectiveness.

Primary Function of Specific Ingredient	PAZO	Most Heavily Advertised Brand	Patented Jelly
Pile Tissue Shrinkage	X	X	X
Lubrication	X	X	X
Antipruritic Action	X	X	X
Pain Relief	X	X	X
High Relief	X	X	X

Use the most modern way to soothe and shrink hemorrhoid tissue without surgery... PAZO suppositories. Ask for...



and to plunge into bright crackling heaps of leaves we homemakers so unceasingly rake up:

If you fancy cats, you'll like these books written by people who really know cats: "The Shorthaired Cat" by Harriet Wolfgang, "This Is the Siamese" by Marge Naples, and "Persian Cats and Other Longhairs" by Jeanne Ramsdale assisted by Philip Ramsdale, DVM. Mrs. Naples and the Ramsdales are local people, which makes their books that much more personal to you. They are available at pet shops, book stores, or from Mrs. Ramsdale, telephone TORrey 6-5529.

Also of interest to cat owners is the formation of a cat information club, Cats Incorporated, with branches known as Fascinating Felines. This club should snowball to nationwide prominence. Contact Mrs. Ramsdale on this, too.

IN A PAST issue of Cats Magazine, 4 Smithfield St., Pittsburgh 22, Pa., there is the suggestion that a certain verse be passed on, so here it is for National Cat Week. Although it is a gospel not included in the Bible, it is considered by some to be part of a translation of an early Christian document preserved and hidden in a Buddhist monastery in Tibet and is vouched for by a Church of England clergyman. The document was republished in 1923 by Edson Ltd., London, and called The Gospel of the Holy Twelve.

"As Jesus entered a certain village he saw a young cat which had none to care for her and she was hungry and cried unto him and he took her up and put her inside his garment and she lay in his bosom.

"And when he came into the village he set food and drink before the cat and she ate and drank and showed thanks unto him. And he gave her unto one of his disciples who was a widow, whose name was Lorenza, and she took care of her.

"And some of the people said, this man careth for all creatures — are they his brothers and sisters that he should love them? And He

Plant Calendulas

Calendulas are sun-lovers, but contrary to popular opinion, they are not at their best during the sunniest season—summer. If you plant them now in a sunny spot, they will give you color right through the winter months, and bright color it is.

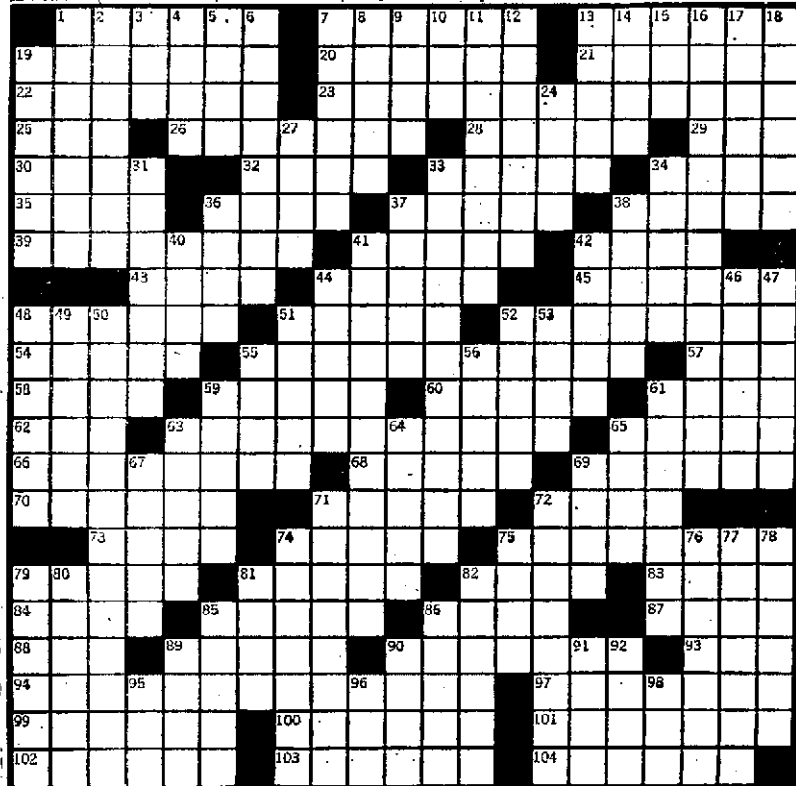
Members of the California Association of Nurserymen offer them in flats for planting the sooner the better.

Southland

CROSSWORD PUZZLE

Solution to Puzzle on Page 27

- By Words**
- ACROSS**
- One of the Borgians.
 - Narrow water passage.
 - Powerful blow.
 - Peace pipe.
 - Small fruit.
 - Each.
 - Served with ice cream.
 - In hurry and confusion.
 - Comp. word.
 - Kettle.
 - Whitebait.
 - Renowned.
 - Greek "I".
 - Goddess of discord.
 - Alaskan city.
 - Melodic.
 - Fowls.
 - Unlawful disturbance.
 - Ore pit.
 - A.A. —.
 - British poet.
 - Analyze a sentence.
 - Old age; infirmity.
 - Insanely.
 - Draw a quick breath.
 - Easter flower.
 - Lute.
 - Fall flower.
 - Designated; named.
 - Danger.
 - Standards.
 - Deadly pale.
 - Comical antic.
 - Ardent admirer.
 - Brought up.
 - Savor.
 - Caprice.
 - Soldier.
 - Boat.
 - accessory.
 - Walkers.
 - Judicial opinions.
 - Didn't leave.
 - Ilangs.
 - Colt, for instance.
 - Mountain sides.
 - Quench, as thirst.
 - Beef fat.
 - Local.
 - Round droplets.
 - Fast-moving conflagration.
 - Shut in; shelter.
 - Comics hero.
 - Cupola.
- DOWN**
- Consumer.
 - Diving bird.
 - Elevate.
 - Assist.
 - Crazy; slang.
 - Witty quip.
 - Zodiac sign.
 - Warm snarl.
 - Cap.
 - During the same period; 3 words.
 - Strive to equal.
 - Cover the inside anew.
 - Church officer.
 - Legislative bodies.
 - Skillful ones.
 - Name of some kings.
 - Pulled sharply.
 - Dieter's watch it.
 - Exaltation.
 - Total.
 - and Andy.
 - Work over.
 - Endless time.
 - Plot.
 - In that place.
 - Depend.
 - Science.
 - Angrily.
 - Despotism.
 - "Tracks" left by ships.
 - Mimicked.
 - Abner.
 - Word for word; 2 words.
 - Indian and Arctic.
 - Scam.
 - Antics.
 - Pintail duck.
 - Kind of rabbit.
 - Made motionless and quiet.
 - Child's game.
 - Rapidity.
 - Gentle.
 - Antoinette.
 - Mortgage.
 - Legal claim.
 - Square where public sales are held; 2 words.
 - Profit.
 - Portable.
 - City's theatrical district.
 - Type of shoe.
 - Small drums.
 - Near East country.
 - Lunch pail item; 2 words.
 - Put on airs.
 - Parts of faces.
 - Edges.
 - Fashioned.
 - Protection from the sun.
 - Taut.
 - Yearning.
 - Devoutness.
 - Prepared.
 - Expired.
 - Of bees.
 - Whine.
 - Tested.
 - Least complicated.
 - Body of troops.
 - Voracious animal.
 - Place alone.
 - Repeated from memory.
 - Wears away.
 - City in New York.
 - Gazed about abstractedly.
 - Biblical weed.
 - Protect.
 - Frosts.
 - Win.
 - Air opening.
 - Isinglass.
 - Large ostrich.
 - Ladder step.
 - Body joint.
 - Marble.
 - Loiter.



Copyright 1961 General Features Corp.

TM-World Rights Reserved

said unto them. Verily these are your fellow creatures of the great Household of God. And whoso careth for one of the least of these and giveth it to eat and drink in its need, the same doeth it unto me; and whoso willingly suffereth one of these to be in want and defendeth it not when evilly treated, suffereth the evil as done unto me."

RIVERSIDE Kennel Club has an unbentched event Nov. 3 at Hemet Fairgrounds; Glendale Kennel Club has a bentched show Nov. 10 at Casey Stengel Baseball Stadium, Verdugo Park, Verdugo Road in Glendale.

DOG TRAINING

CLASSES START NOV. 2, 5:30 A.M. BLVD. NOV. 12 — SPRING & PALO VERDE
Joe De Beck, Trainer
GE 8-9284 HA 5-3988

CANARIES

Guaranteed Singers
White and Color Bred Rollers

Just Arrived . . .

A New Shipment of
FINCHES

LONG BEACH

SEED & PET CO.

Phone GA 4-0937

Open Daily 9 A.M. to 6 P.M.
Sundays 9 A.M. to 5 P.M.
2550 Long Beach Blvd.

Do It Yourself
With
Ceramic Tile

From 59¢
sq. ft.
Ceramic Tile Center
6934 L.B. Blvd. NE 1-8472
LONG BEACH

Big Special

12' x 16'
ROOM ADDITION
ONLY
\$1387

- INCLUDES:**
- Plans & permits
 - Concrete Foundation
 - Concrete Floor
 - Stucco Exterior
 - Beam Ceiling
 - Paneled Walls
 - 3 Elec. plugs & switches
 - 6" Sliding Glass Door
- NO MONEY DOWN
EASY MONTHLY PAYMENTS

BIG 2½ CAR
GARAGE
\$980 Complete

CALL NOW
ART CRAFT BUILDERS
HE 7-3511 — JE 7-4345

Double-Header at Municipal Airport



Aviation history of a kind was written in December, 1956, when these two planes crashed on consecutive days at the abandoned corner of Spring Street and Lakewood Boulevard, where construction was about to begin on the extension of the Municipal Airport runway. The transport at left crashed on a Sunday night, narrowly missing motorists. The light plane crashed the following afternoon. Both pilots were unhurt.

The Great Earthquake

(Continued From Page 73)

hered the quake terrors and travail of so many years bygone.

Just what happened in the earth, back there in '33, to trip off such a calamity?

The seismologists give this story:

At 5:54:08 p.m. on March 10, 1933, at a submarine point 3½ miles southwest of Newport Beach and six miles below the surface, a fault zone known as the Inglewood Fault started slipping—and it slipped six or eight inches. (Dr. John P. Burwalda, California Institute of Technology, statement in Long Beach address, 1937.)

THE SLIP jarred 10 southern counties of California. Alluvial land within a 450-square-mile area, from Laguna Beach to Manhattan Beach and inland to the south Los Angeles industrial district, shook with destructive violence. Beyond that area, 75,000 square miles shook hard enough to cause damage. And far beyond that region, the quake was felt—in Owens Valley, in the San Joaquin Valley, and down in Baja California in Mexico.

The quake hit Long Beach with a rumble and a jolt. The earth trembled, twitched, jumped and rotated. Where buildings stood over deep, alluvial or filled soil, the tremors took on crazy, longer motions. Down came the weak walls, the unattached roofs, the bricks and tile which had sat loose high overhead for years. Down came the useless masonry false fronts of shoddy buildings. On business streets, plate-glass windows clanged to the sidewalks.

FROM THE total surprise beginning to the uneasy, twitchy finish—when a gasping, stunned city looked white-faced at its wounds—only 11 seconds elapsed.

For a moment there was dead silence. Then screams, crying, shouts. Mortar dust rolled in choking billows over streets strewn with bricks.

The uninjured dug out the injured and the dead; the bad dream was a reality of horror and grief and pain and work. The long, long night of March 10 were hours of work for everyone—for the firemen, who fought their fires and won; for the policemen, who kept peace in the night's fearful labors; for the physicians and nurses and ambulance men and countless volun-

teers; for the Navy and Army and the Red Cross and Salvation Army and American Legion and many, many others.

GRANDMOTHERS who had lived through pioneer times gathered fallen bricks and made backyard stoves and quietly cooked supper for panicky youngsters. Families slept—or tried to sleep—on beds outdoors. All night, the earth fidgeted.

With terrors of the night came rumors of tidal waves, rumors of the world's end, rumors of "the big one" yet to come. In panic, some families packed up and fled to Idaho, or Texas. Others spent a weary night packed in their cars atop Signal Hill, waiting for the tidal wave that never came. Religious meetings sang and prayed in mid-street waiting for the end of the world. Steadier folk tended steaming soup kettles and served the sweating, dusty, hurried men who were digging for injured in the ruins.

There were other, purposeful groups in grim meetings already planning hard-headed, courageously, for the future: business men, officials, engineers, publishers, labor leaders, construction men—whose total attitude might be summed up: "What the hell—it was ONLY an earthquake!"

THE DAYS then were days of mortar dust, of bread lines in the parks, of backyard cooking, of sirens endlessly howling, of rumors and bewilderment; but Long Beach—and her sister cities hard hit—came up out of it smiling.

There were stories going around—Who knows if they were true?—stories with a chuckle in them, stories quake-born and wonderful.

"These two old maids were going to have a turkey dinner on Sunday. So they got a live turkey several days before and he gobbled-gobbled lustily in their yard."

"CAME THE morning of the historic Friday. It was time to kill the turkey. But they didn't have the courage to whack off his head."

"So they held him down and pressed a handkerchief soaked with chloroform to his nose. He passed out. They picked off his feathers and hung him, legs up, on a nail in the shed."

"The earthquake jarred

the chloroform out of his system. Next day, the turkey was gobbling up and down the yard, in great indignation—as naked as a babe newborn."

"The soft-hearted old ladies," said the Rev. Perry G. M. Austin, then rector of St. Luke's Episcopal Church, who told the story and claimed to know the ladies, "then knitted him a woolen suit to wear until his feathers grew out. And the turkey never did get roasted."

THE CIRCULATING stories gave laughter to men and women exhausted from hard work, whose eyes were red from the grit and lime of plaster and mortar dust. The stories were part of the quake.

What about future quakes in this area?

The experts are wary about predictions.

Dr. C. H. Richter, the California Institute of Technology seismologist, author of the Richter Magnitude Scale which is used the world over to measure quakes, wrote in a technical paper published in the April, 1959, Bulletin of the Seismological Society of America:

"In Southern California about 200 earthquakes (excluding aftershocks of larger ones) of magnitudes 3.0-3.9 occur in an average year, and the best evidence indicates that great earthquakes may be expected there on an average of about once per century."

SEISMOLOGISTS believe the biggest earthquake to hit Southern California since the advent of the white man was that which occurred January 9, 1857, which opened a crack 40 miles long near Tejon, on the present Ridge Route over the Coast Range. The San Andreas Fault crosses the range four miles from Tejon. A stretch of the rift in the earth still is visible from Highway 99.

In 1937, four years after the Long Beach quake, when rebuilding was reaching full-stride, the Long Beach Lions Club heard a talk on "The Earthquake Problem in Southern California" by Dr. John P. Burwalda, then professor of structural geology and head of the department of geology at California Institute of Technology, Pasadena.

Dr. Burwalda talked for an hour on quake lore, but he summarized in a sentence:

"We can't predict earthquakes, but we can build our buildings so that the quakes do not menace us."

Interested in Mutual Funds

FIVE MUTUAL FUNDS . . FIVE OBJECTIVES

• A BOND AND PREFERRED STOCK FUND?

Investors Selective Fund, Inc. A mutual fund seeking reasonably stable quarterly income, also conservation of value of investment.

• A COMMON STOCK FUND?

Investors Stock Fund, Inc. An open end mutual fund emphasizing common stocks. Objectives: long-term capital appreciation possibilities, reasonable income.

• A BALANCED FUND?

Investors Mutual, Inc. A balanced fund with common and preferred stocks and investment quality bonds. Objectives: reasonable return, preservation of capital, long-term appreciation possibilities.

• FOREIGN INVESTMENTS?

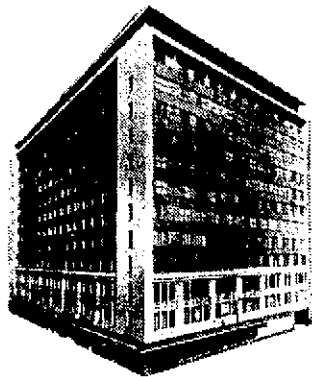
Investors Inter-Continental Fund, Ltd. A mutual fund investing in business activities and industry throughout the Free World. Objectives: long-term capital growth possibilities through investment in substantial proportions on each of two or more continents.

• A VARIABLE PAYMENT FUND?

Investors Variable Payment Fund, Inc. A mutual fund with diversified securities, primarily common stocks. Emphasis on growth possibilities.

Pension and deferred profit sharing services

We assist attorneys, accountants, corporate or individual trustees, in the preparation, supervision, and review of pension and deferred profit-sharing plans. There is no charge for this service, and confidential inquiries are invited.



EXECUTIVE OFFICES
MINNEAPOLIS, MINN.



ERNIE W. SCHMIDT
Divisional Sales Manager



ZONE MANAGERS

Sarah Bergman

Guy Boland

Guy Buckmaster

Glen Buehler

Edred Conner

Larry Dever

William Erickson

Lloyd Green

Samuel Horvath

William Huddleston

Ralph Leon

Mel Lorimer

Donald Moore

Robert Pack

Clifford Schroeder

William Saurie

Robert Tuka

Wayne Warner

Russell McKenzie

4220 LONG BEACH BLVD., SUITE 100
LONG BEACH, CALIFORNIA • 422-0425

call your *Investors* man

also ask about

a planned approach to Life insurance needs

Investors® SYNDICATE LIFE INSURANCE AND ANNUITY COMPANY

A WHOLLY OWNED SUBSIDIARY OF INVESTORS DIVERSIFIED SERVICES, INC.



FOR DAYS after the 1933 earthquake, breadlines like this one set up at Long Beach Water Dept. provided hot food for thousands who were without shelter. Armed troops patrolled streets against looters.

Fleeing the Lion

By Vera Williams

Southland Magazine Book Editor

MIDDLE EUROPE in 1939, devoured on one side by Nazi Germany and on the other by the Soviet Union, is the time and place for a dramatic epic of modern history, written in the grand manner of continental storytelling by J. Klein-Haparash, Romanian-born journalist.

All classes of mankind—aristocrats, Communists, Jews, peasants, patriots and double-crossers—appear in "HE WHO FLEES THE LION" (Atheneum, \$7.95). The title is from Amos, verse 19: "As if a man fled from a lion and a bear met him..." The man is Romania, the lion is Germany and the bear is Russia.

Here is a sprawling narrative, a network of plots and subplots, moving suspensefully to a logical destination. There are two powerful, fascinating characters:

Ludovic (Lutz) Alda, wealthy Romanian landowner and journalist, who embarks on a many-faceted secret mission into Poland for his country, for a rescue mission for a friend of a friend, and for the Jewish underground. He symbolizes the strength, the hope of embattled Europe.

Mira Rosenbaum Linkhand, Vienna waif and orphanage product who marries into the Linkhand family empire of international jewelers and tycoons (comparable to the Rothschilds) and becomes its most brilliant business counselor.

After inducing the hundred Linkhand tycoons—Jewish—to sell out and leave their estates in the commercial

centers of Europe, and sail for the United States, just in time, she is trapped by her own illicit shenanigans in communized Poland. There, penniless again and working as a bookkeeper on a collectivized farm, she encounters the intrepid Alda, posing as a stablemaster. From her he gains the information he needs.

Alda is a man worth knowing. Too bad Mira is unworthy of him.

GIUSEPPE VERDI, the Titan of Italian opera, had quite a life, as is recounted in a definitive new biography, "VERDI: His Music, Life and Times" by George Martin (Dodd, Mead, \$10). The book by a director of the Metropolitan Opera Guild and author of "The Opera Companion: A Guide for the Casual Operagoer," marks the 150th anniversary of Verdi's birth.

With such operas as Aida, La Traviata and Rigoletto, Verdi ranks as one of the world's most popular composers, yet he hardly fits the world's image of that role.

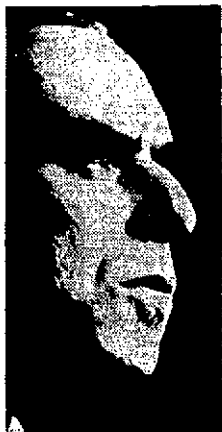
"Although he composed for the stage, he had a passion for privacy.

After the tragic death of his wife and two children, he brought his mistress, the soprano Strepponi, back to his small town. Ten years later he married her, and theirs was one of the most successful marriages in the history of music.

FANS OF Robert Creeley eagerly have awaited his first novel. Now it is out: "THE ISLAND" (Scribner's, \$3.50; paperback, \$1.65), about an American writer, his wife and three children who settle, at least for a while, on an island off the coast of Spain. It is an attractive retreat, but soon its idyllic calm is shattered in a series of tensions that threaten to unbalance the writer's mind. Creeley's prose is stark, and has what approaches a hypnotic power.

"LADY OF FRANCE: A Biography of Gabrielle d'Estrees, Mistress of Henry the Great" by Paul Lewis (Funk & Wagnalls, \$3.95) is the first biography in English of this extraordinary woman. A wanton in her teens, Gabrielle d'Estrees (1573-1599) simultaneously became involved with two lovers, one of whom was France's Henry the Great. In time she became Henry's official mistress—the only one of his 56 known amours to whom he remained faithful.

This liaison brought about a transformation in Gabrielle's own personality—from a frivolous tease she turned into a selfless woman, a skillful diplomat dedicated to affairs of state.



EMERY KELEN

An international caricaturist who attended most of the peace conferences, Kelen writes his memoirs—warm and caustic—in "PEACE IN THEIR TIME, Men Who Led Us In and Out of War, 1914-1945" (Knopf, \$5.95).

\$10,000 insured savings

4.85^{97/100}

ACCOUNTS OPENED BY THE TOP OF ANY MONTH EARN FROM 18% ON.

Save more and earn more with the First Federal where your savings are insured to \$10,000.00. A Certificate of Insurance protecting your savings against loss by the Federal Savings and Loan Insurance Corporation, an instrumentality of the United States Government, is printed in the inside cover of our passbooks. It explains how each savings account is insured.

FEDERAL 1st SAVINGS

of Long Beach

Open Week
6 P.M. Fridays

FIRST and PINE

PHONE
Hemlock 7-1211

FREE PARKING

135 E. OCEAN AVE.
At Our Rear Entrance

FREE PARKING

EARNINGS PAID 4 TIMES A YEAR

BUILT BY STARDUST ENGINEERING CO., INC.

PADDOCK POOLS

*Automatically
BEAUTIFUL!*

Custom Rock Pools

Fancy Arizona flagstone decking 2½ ft. around perimeter of pool and fancy, imported, 2-tone blue bubble tile at water-line.
FOR REG. TILE & COPING!

Limited Offer!

SPECIAL!
3 TO 7'
DEEP

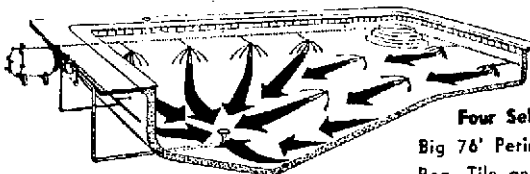
\$1895

(SELECTED CUSTOM SHAPES
BIG 76' PERIMETER — 356 TO
385 SQ. FT.)



No Pay
'Til May
1964

*Automatically
CLEAN! WITH*



Double Oversized Filter — Super
Hi-Head — Heavy Duty All Bronze
Pump & Motor with All No-Yac Pools

We Serve and Repair, We Sell
Equipment and Accessories

(May be slightly higher in some areas due to local code variations)

No Pay 'til May, 1964

No Money Down — 7-Year Financing Available

PADDOCK POOLS of HARBOR AREA

Built by Stardust Engineering Co., Inc.
ME 0-5963

SPRuce 4-0435

AMAZING
NO-VAC

EXCLUSIVE
BY PADDOCK

SPECIAL! **\$2195**

Four Selected Custom Shapes
Big 76' Perimeter, 356 to 385 Sq. Ft.
Reg. Tile and Coping or Flagstone
15'x30'—3' to 7' Deep (200 Sq. Ft.)

FALL SPECIAL
162,000 BTU RAYPAK
BOILER INCLUDED
WITH ANY REGULAR
PRICED POOL

HARBOR AREA—
OFFICES AND POOL DISPLAY
17049 LAKEWOOD BLVD.
BELLFLOWER

(2 Blocks North of Artesia Blvd.)

Open 7 Days a Week — Call for Free Estimate

World War I

Two thousand young men from Long Beach fought in World War I — an impressive number when one realizes that the town's population was 50,000.

Many joined Canadian, English and French forces before America entered the conflict. Many more volunteered or were drafted in American forces.

Long Beach men who joined the land forces were trained at Camp Lewis, Wash., and these became part of the 91st Division. They saw service at St. Mihiel and the Argonne, although some were assigned to sectors farther north and a smaller number served on the Italian front.

IN ALL, LONG BEACH lost 77 men in the war. These included 33 killed in action, 6 died of wounds, 14 died of disease, 4 were killed in airplane accidents and 20 died from other accidents.

The first Long Beach soldier killed in action was Arthur L. Peterson, who met his death on a battlefield in France on Sept. 12, 1918. Arthur L. Peterson Post, American Legion, was named for him. George R. Lowther Post, Veterans of Foreign Wars, was named for George R. Lowther, who died of spinal meningitis at Camp Kearney Nov. 29, 1917.

In addition to giving its men, Long Beach did a yeoman job of financially supporting the war effort. It bought \$10,307,000 worth of government bonds — \$3 million more than its quota. These were Liberty bonds during the war (April 6, 1917 to Nov. 11, 1918). Victory bonds immediately after the war.

LONG BEACH GAVE \$99,000 to the Red Cross — \$29,000 more than its quota.

It gave \$33,500 to the YMCA; \$10,400 to the YWCA; \$50,000 to other war drives.

The Long Beach Red Cross sent 143,359 dressings overseas; it contributed 12,034 knitted pieces (sweaters, socks, mufflers, etc.) to soldiers and sailors. Its members sewed 13,414 articles. This Red Cross output was valued at \$150,000.

It organized a Council of Defense, headed by Mayor W. T. Lisenby; and a Protective League headed by Arthur W. Ellis. Its Four-Minute Speakers (they talked four minutes) addressed 11,000 persons weekly in the city's nine theaters on the war effort.

BERT H. PAUL, food administrator, urged Long Beach residents to grow war gardens of vegetables and conserve food for the fighting men.

The Long Beach Shipbuilding Co. built five submarines—one of the which, the L-6, was credited with sinking a German U-boat — eight 8,800-ton freighters and three 6,000-ton freighters for the Emergency Fleet Corp. Three other 3,200-ton freighters and the lighthouse tender Cedar, all built here, were requisitioned by the Emergency Fleet Corp. during the war.

The SS Cammo, another Long Beach-built vessel, was one of the first relief ships sent to Belgium.

Five canning companies here, the Halfhill, Los Angeles, Long Beach Fisheries, West Coast and South Coast, furnished \$200,000 worth of canned fish to the government.

The Golden State Woolen Mills of Long Beach supplied \$2 million worth of blankets, overcoat, uniform and puttee cloth to the government.

Four plants operating here extracted \$1 million worth of war materials from kelp—VERA WILLIAMS.

CALL TO THE COLORS

Sternly staring out from under their campaign hats, these Long Beach doughboys posed by the old Municipal Auditorium after parading down Pine Avenue to spur enlistments immediately after America's entry into World War I. Arthur Boynton, donor of the picture, is in rear seat of car.

Endless Warfare Against Crime

By BILL HUNTER

A half-century ago, when Long Beach was young, a handful of men and one woman guarded the city against crime.

Today, more than 630 men and women protect its citizens against the criminal.

In 1911 a drunk rode to jail in a wheelbarrow pushed by Chief of Police Tom W. Williams. In 1963, an intoxicated citizen sometimes is brought to jail in a paddy wagon costing \$5,543.

THE FIRST police departments of Long Beach were operated on budgets that, today, would not pay the annual salary of one rookie patrolman.

The police budget for the year 1963-64 is \$5,602,305.

Of this, the largest amount — \$1,848,138—supports the uniformed patrol division, the largest in the department and the one whose members are most apt to meet the average citizen.

But the cost of maintaining law and order in this, or any other city, can never be measured entirely in dollars and cents. Fifteen men and one woman have died in the line of duty while members of the Long Beach force since the first department was organized in 1908.

THE FIRST to die, Tom Borden, was killed by a burglar in March, 1912. The 16th, Vernon J. Owings, was shot by a robber in 1960. The plaque bear-

ing the names of those who "Made the Supreme Sacrifice" contains 18 blank spaces, a mute, but eloquent, message that the men who wear the badge stand with their lives between the public and a constant, ruthless enemy—the criminal.

The present force contains a half dozen men whose bodies bear the scars of a criminal's bullet, and the list of men crippled into retirement by accidents is legend.

The Long Beach Police Department of 1963 can boast, if the need arises, it is one of the finest in the United States. It is well-learned, well-organized and well-trained.

IT HAS HAD its scandals in recent years, but, in each instance, the department cleaned its own house. Three prime reasons have brought the department to its present status—training, communications and equipment, and systematic keeping of records. In the infancy of the force, a prospective policeman usually applied for a job in the morning, received his badge at noon, and was on duty that night.

TODAY'S rookie officer receives 320 classroom hours of instruction in all phases of police work before he is ever considered a policeman. The constantly improving departmental training program was inaugurated in 1951 with creation of the Long Beach Police Academy.

As the years have passed, increasing demand has been placed on the average policeman to be more than just an average man. The department today stresses value of education and the present force contains more than a score of men with college degrees. Even more are working toward their degree at Long Beach State College.

"We have made every effort to build the force to the point where we can increase the level of training of all personnel by sending them to various county and regional schools. The policeman today constantly must learn, must improve his technique. Law enforcement must advance."

THIS statement was made recently by Chief of Police William J. Mooney, the 14th man to bear that title in Long Beach.

"Our present recruit training program is approved by the California State Police Officers Training Commission."

The department's academy is approved fully by the state's Peace Officer Standards and Training Committee.

Training is a must for the policeman of today, and of equal importance is his mobility and range and speed of operations.

In the 1920s and '30s, the uniformed patrolmen rode bicycles on their beats. They kept one eye peeled for law breakers and the other on passing lamp posts.

When a crime was reported on their beat, a light atop certain poles changed from white to red and the sweating officer pedaled for a telephone to learn what, where and when.

IMPROVEMENTS in receiving and dispatching calls were gradual until recently, virtually until after World War II.

Experts currently are putting finishing touches on the department's new communication's center, a \$10,000 electronic brainchild hailed as the latest innovation in police enforcement.

And, for the first time in its history, a communication division has been established.

Under the new system, all communications will be centralized. Calls from the public requesting police response will be received directly in the radio-filled center.

BY MEANS of changing lights on a huge, wire-filled map of the city, the communication sergeant on duty will know exact location and disposition of each marked and unmarked car in the field.

The center is the first of its type in Southern California and its operation will be subject of close study by other departments.

Chief Mooney also hopes, in the near future, to obtain new types of electronic equipment presently in the manufacturing stages to allow closer contact between detective units on investigation.

LAW ENFORCEMENT is one business whose members never need worry about working themselves out of a job. Crime incidents have increased annually.

In 1960, the Long Beach-Los Angeles area had the highest major crime rate of any U. S. metropolitan area, according to the Federal Bureau of Investigation. In Long Beach a major crime was committed every five minutes and 24 seconds.

In 1961, the city's crime rate continued to rise, but dropped below the national average, a tribute to the efficiency of the city's department.

DURING the first six months of 1963, the department had received reports of 11,713 crimes in the city. For the entire year of 1960, the last full year before start of World War II from which the modern criminal emerged, the total was only 7,681 reported crimes.

In a sense, Long Beach provides a unique problem for its police to solve. The city boasts a massive port with a constant flow of foreign seamen and visitors; it is one of the nation's leading vacation resorts bringing Americans from Maine to Texas for a few days or a few weeks; it also is a center of industry and has a large, fluid military population.

In addition, it has nurtured the "Jungle," an

infamous section known as the breeding grounds for crime and vice.

MOST CITIES do not have all these ingredients. Each poses a separate problem.

Another factor in the increasing crime rate, Chief Mooney feels, is the changes in the criminal and his methods.

In the old days when Long Beach was young, a bad guy robbed the bank with his neckerchief over his nose, hopped on his trusty steed and hoped to outdistance the good guys in pursuit or lose them in the vast hinterlands.

But today, a robber slips from the bank in a stolen car, drives to Los Angeles International Airport and is

in Bangor, Maine before he has finished his third cup of coffee.

The fight against crime is not entirely closed to male membership. Of the 534 sworn personnel on the present roster are 20 policewomen.

Long Beach first proved to a skeptical public the ability of a woman in fighting crime. When the city's first force was formed in 1908, it included the late Fannie Bixby Spencer, daughter of Jotham Bixby, the father of Long Beach.

MRS. SPENCER is believed to have been the first policewoman in the nation.

The department's first regular policewoman, Lulu Straw, was appointed in 1921.

... in LONG BEACH's 75th YEAR

THE SOUTHLANDS FINEST

MILK and DAIRY PRODUCTS COME TO TOWN!

Meadow Gold

LONG BEACH

THE SPOTLIGHT is on... RCA VICTOR COLOR TV and SIGNAL RADIO & TV

We had our first television set back in 1939, many years before the TV antenna started to silhouette the skyline. It even received a picture, though it wasn't much to look at when compared to the beautiful RCA color sets we're featuring now.

THE STAUNTON Model 14-G-75 26 1/2 Square-inch picture

We invite you to come into Signal and see the most brilliant color TV sets ever made. See why more people own RCA Vista color TV than any other kind. You can rely on RCA Victor, the proven performance leader for over 9 years.

WE SERVICE OUR OWN SETS

We've been here since 1929... 34 years to be exact. During that time we've serviced thousands of sets... radio, stereo, phonograph, hi fi, recorders, black and white and color TV. Our service department is known throughout the area as one of the most outstanding in Southern California.

SIGNAL RADIO & TELEVISION

3801 ATLANTIC at BIXBY ROAD

Phone GARfield 7-2015

Open Monday, Tuesday and Friday Evenings 'til 9



SHOWN ABOVE L TO R: WHISKEY BULK, DAQUIRI, OLD FASHIONED, MANHATTAN, MARTINI—GARNISH IF DESIRED.

Pour your favorite cocktail right from the Heublein bottle

Watch how the home scene brightens when you pour delicious Heublein Cocktails instead of the same old plain whiskey. They're full strength, expertly made with choicest liquors. Yet, drink for drink, these superb cocktails actually cost less than plain whiskey. Completely ready to serve. Nothing to add but ice. Just pour on-the-rocks. *What'll it be tonight?* **\$3.79** ¼ Qt. **\$1.33** ½ Pt. (PLUS TAX)

All the liquor's in the bottle... nothing to add but ice.



HEUBLEIN COCKTAILS

(PRONOUNCED HUGH-BLEIN) ©HEUBLEIN, INC., HARTFORD, CONN. 1963.

11 FAVORITES—WHAT'S YOURS?
EXTRA DRY MARTINI, 67.5 PROOF
MANHATTAN, 55 PROOF
VODKA MARTINI, 60 PROOF
DAQUIRI, 52.5 PROOF
WHISKEY SOUR, 52.5 PROOF
GIN OR VODKA SOUR, 52.5 PROOF
SCOTCH SOUR, 40 PROOF
OLD FASHIONED, 62 PROOF
SIDE CAR, 52.5 PROOF
STINGERS, 50 PROOF



Space-age ice bucket is shown inflated, deflated.

NEW

Inflatable Ice Bucket

LATEST offspring in the rapidly advancing science of space-age plastics is an inflatable ice bucket that folds away to pocket wallet size and, when inflated, holds three full trays of cubes for up to ten hours.

The unique inflatable container, which has a half-gallon liquid capacity, can be put into immediate service with two good breaths and has been created in an attractive, tufted style, ice blue color. For home use as well as on trips, camping, at the beach or poolside, it also is useful as a utility bucket for carrying water or as an emergency container while on motor trips. Its insulating efficiency is derived from a special air-lock design between the inner and outer layers of the tough plastic material.

The bucket inflates to a height of 7 inches and is 8 inches in diameter. It folds away to a tidy 3x5-inch packet for convenient storage in picnic baskets, auto glove compartments and many other places. It does not become brittle or stuck together if left unused for prolonged periods.

Waller-Lindquist, Inc., 904 S. Alta Vista Ave., Monrovia, Calif., makes it.

ADD A FAMILY ROOM

UNITED

NOW IS THE TIME TO ADD THAT FAMILY ROOM FOR YOUR COMING CHRISTMAS AND NEW YEAR PARTIES

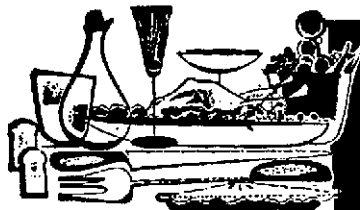
See Our Display of Showrooms

CUSTOM BUILDING OF...

- FAMILY ROOMS
- KITCHENS
- HOMES
- BEDROOM & BATH
- GARAGE CONVERSION
- INSURED & BONDABLE
- APPROVED FHA DEALER
- CAL-VET CONTRACTS

BABCOCK Custom BUILDERS INC.

FREE HOME SERVICE
JA 7-5129
4 Years Serving Long Beach Area
11338 BEACH BLVD.
Patio Shop Behind Owl Drug
STANTON PLAZA CENTER



GOURMET'S GUIDE

Southland Dining at its Finest
in the Long Beach and Orange County Area

Sunday, Oct. 27, 1963

APPLE VALLEY STEAK HOUSE

DON MASON
At the Piano

Cary Sinclair's VILLA FONTANA
"21" Town & Country
RT 7-0917

Arnold's FARM HOUSE
FAMILY RESTAURANT

723 EAST BROADWAY LONG BEACH

WIK'S RESTAURANT AND Viking Room Lounge

GOOD FOOD
• SIZZLING STEAKS
• DELICIOUS COCKTAILS
• OPEN 24 HOURS

3400 Cherry at Wardlow Rd.
GA 7-7737 GA 6-3583

JACK'S Corsican ROOM

Closed Monday

FRANZ STEININGER at the Steinway

Luxurious Dining Room For Your Dining Pleasures

SILEO'S

Famous for our Steaks
Australian Lobster
Special Cocktails
LUNCHEON 11 A.M. to 3 P.M.
DINNER 3 P.M. to 11:30 P.M.
Closed Sundays
YOUR HOST
EDIL S. SILEO
For Reservations
GA 4-8816

1174 E. Wardlow
Near Orange

• completely remodeled
• Kart Room Lounge
(no cocktails on Sunday)
• complete menu specialties

KEN'S RESTAURANT
FINE FOOD • COCKTAILS

3818 Long Beach Blvd.
426-2336

Same Top Quality For Over 18 Years

Andy's Hot Cakes

• A.M. 7 P.M.
• MON.-FRI.
• SAT. 7 P.M.

SPECIAL ROAST BEEF DINNER . . . 81c

SPECIAL LUNCHEONS FROM 11 A.M.

643 1/2 PINE AVE.
DOWNTOWN LONG BEACH

World Famous

Sam's SEA FOOD
Hawaiian Village

Family Restaurant
Luncheon Banquet Facilities

Across from Pacific Coast Hwy., Surfside
GE 9-1523

OUR OWN PIES • OUR OWN PIES

IF AT FIRST YOU don't succeed . . . why bother? . . . Drown your cares with a bucket of our SOUTHERN FRIED CHICKEN . . .

Ray's Range
Formerly Ray's Hut
CARSON at ORANGE
LONG BEACH

OUR OWN PIES • OUR OWN PIES

Specializing in
• STEAKS
• PRIME RIBS
• SEAFOODS

Home of the Gusher Cocktail
Complete Banquet Facilities

F. X. O'Neil's RIG

2951 CHERRY (Corner Spring and Cherry)
SIGNAL HILL 427-3196

WATCH FOR THE OPENING of the SALON ELEGANCE

Cafe Lafayette

The **LAFAYETTE** Hotel
Broadway & Linden HE 5-5581
LONG BEACH

meet your host



Caricature by Bob April

CARY SINCLAIR
A 'Little Deception'

OCASIONALLY a man will make the mistake of arriving at the Villa Fontana restaurant in the city of Orange without a necktie. He is then handed a small embossed folder containing a special message printed on superb stationery. It reads:

"Please pardon the intrusion. . . . But our chef is temperamental (he is French, you know) and our captains have the delusion that this is one of the more exclusive establishments. So in order to humor them we have all agreed to wear neckties. I will be delighted to loan you one of mine, if you wish. Thank you for going along with this little deception. (Signed) Cary Sinclair."

That is just one of the elegant touches at Sinclair's remarkable restaurant, located in the Town and Country center a block south of La Veta Avenue and Main Street in Orange. Sinclair is a brilliant young restaurateur who has created a smart, but intimate establishment furnished with objects d'art imported from European castles. The service, by teams of waiters and captains, is extraordinarily detailed and the place settings are immaculately elaborate. The cuisine is continental and delectable. The prices are not inexpensive, a la carte entrees starting at \$4.25 and the special complete gourmet dinner costing \$8. Among the splendid entrees are emine of beef tenderloin Stroganoff, with wild rice; filets of Dover sole glacee Veronique, les tournedos (small beef filets) with broiled tomatoes, chicken Jerusalem, veal scallopini and the Fontana Special which includes beef with Bearnaise sauce, veal with mushroom sauce and pork with diced tomato sauce. The restaurant serves dinners from 6 to 10 p.m. Sundays, daily from 6:30 p.m. on.

—TEDD THOMEY

ME-N-ED'S
PIZZA PARLOR
Ye Olde Public House
4115 Paramount at Carson
421-8908 Lakewood

Open Daily 11:30 A.M.

UNSURPASSED CONTINENTAL AND AMERICAN

COMPLETE LUNCHEON MENU whatever you may desire.

Franco's MANHATTAN
CLOSED MONDAY
1909 East 4th St.
HE 6-0620
LONG BEACH
Luncheon and Dinner

Alfred

Outstanding Continental Cuisine

ATLANTIC AT 43RD • GA 3-2166

the BREAKERS SKY ROOM

Enjoy the spectacular view and exquisite cuisine.

Dance to the roof top rhythms of famous orchestras.

210 E. OCEAN
HE 7-2201

Southern California's most beautiful restaurant

Welch's

Atlantic Blvd.
San Antonio Drive

Luncheon 11:30 a.m. - 2:00 p.m.
Saturday, 1 p.m.

LONG BEACH GA 2-1225

DELICIOUS FOOD at SENSIBLE PRICES

JONES'
DINING ROOM & CAFETERIA

120-126 E. 5th St.
Downtown LONG BEACH
Closed Saturday
Established 31 Years
Same Location

New . . . A New Look!
A NEW STONE DECORATED EXTERIOR
And A Bright Fresh Interior
TRY OUR DELICIOUS CHAR-BROILED STEAK DINNER
"Often Imitated, Never Duplicated"

\$1.95

Melody Cove
COCKTAILS 1560 Santa Fe Long Beach HE 6-0335

the Reef
LONG BEACH

CUISINE CANTONESE & AMERICAN

FASHION SHOW EVERY TUESDAY & FRIDAY NOON

HAWAIIAN ENTERTAINMENT BUFFET LUNCHEON DINNER 11:30 a.m. - 9 p.m. Sunday Dinner

The Hawaiian
4040 E. Pae, Oct. Hwy. 1 Blk. So. of Traffic Circle in Long Beach
GE 3-7407

Sunday Morning Breakfast
\$1.00

King Arthur's
STEAK HOUSE

"Famous for our prime ribs"
SPRING at BELLFLOWER
LONG BEACH, CALIF.
NA 6-9112

FOR YOUR NEXT GLAM BAKE, BANQUET, TEA PARTY, ETC.

GAY 90's
Parties From 25-250

TRY
DON MAY'S
Facilities for 2500 Palm Dr. Signal Hill
Complete dinners from 5 P.M.

GA 7-3216

BUFFET PRIME RIB Every Sunday and Monday Night

STEAK & LOBSTER COMBINATION

JOE CETANI
Entertaining Nightly

CORAL ROOM
Across at Parking in Rear
4136 PARAMOUNT at CARSON
LAKEWOOD - HA 5-9134

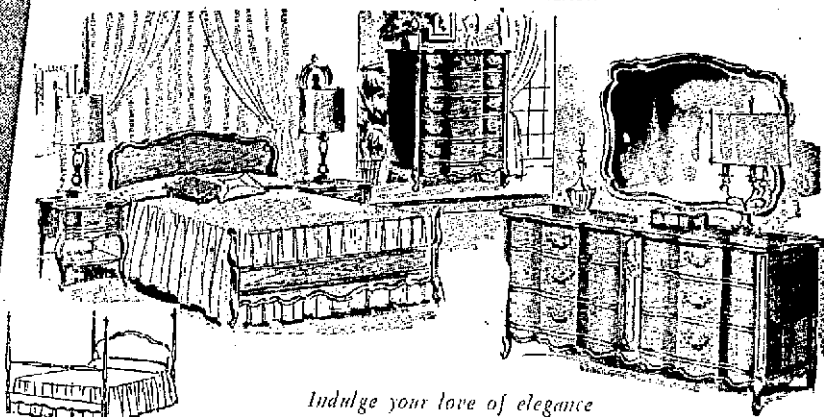
Thirty-five

SAVE!

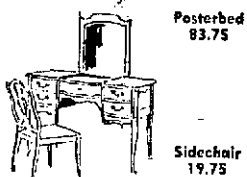
SAVE!

See The Greatest Selection of French Provincial Furniture at Edwards!

1639 EAST ARTESIA AVE., LONG BEACH



*Indulge your love of elegance
remarkable low cost . . .*



Posterbed
83.75

Sidechair
19.75

Powder Table 4 Drawers 84.50

Panel Bed.....68.95 • 5 Drawer Chest.....89.95
Double Dresser.....137.50

A basic group that illustrates (dramatically!) how you can display extravagant taste on a limited budget! The double dresser is an impressive 58" wide, with six drawers. Above is a Pittsburgh Plate Glass framed mirror 42"x30". At left is a 5-drawer chest that has storage space that you may never fill! All drawers with no-sag Permasheen interiors. Grand Rapids Guardsman® finish. The panel bed has an elaborately shaped headboard and carved post footboard.

French Provincial

**ANTIQUE WHITE FINISH
BEAUTIFULLY FRENCH
STYLING AS SHOW PIECE**

- TRIPLE DRESSER BASE, 9 DRAWERS
WITH FRAME MIRRORS..... **218⁹⁵**
- CHAIR BACK BED,
FULL OR KING SIZE..... **82²⁵**
- CHEST ON CHEST..... **127⁰⁰**

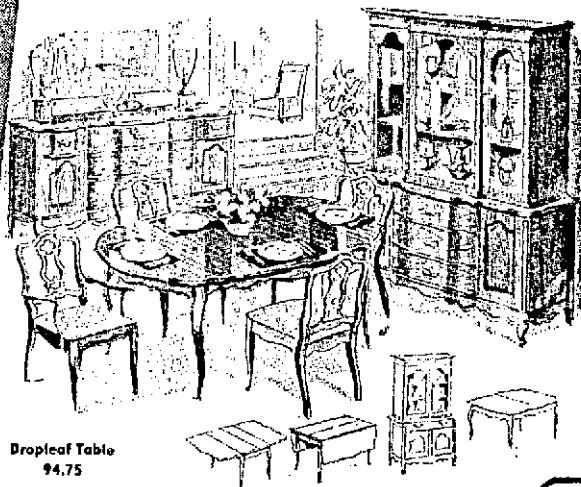


**STERLING SILVER, DAMASK,
AND BARBIZON!**

Don't be surprised if this magnificent group changes your way of living! You'll want your best china, your loveliest silver, your finest linens gracing this dining room (even during family dinners, when there are no guests to impress!)

- China, 3 drawers, 3 doors..... **\$155.00**
- Buffet, 5 drawers, 2 doors..... **\$117.00**
- Oval Table **\$ 95.50**
- Arm Chairs (cane back)..... **\$ 35.25**
- Side Chairs (cane back)..... **\$ 28.95**

LAYAWAYS INVITED



Dropleaf Table
94.75

TERMS? OF COURSE!

EDWARDS ALSO CARRIES A COMPLETE LINE OF
PROVINCIAL BEDROOMS, LIVING ROOMS,
TABLE LAMPS AND ACCESSORIES

**MON.-FRI. 10-9
SATURDAY 10-6
SUNDAY 12-6**

EDWARDS

FURNITURE

*is the right place . . .
with the right price!*

900 E. Compton Blvd.
NE 5-7179 in Compton

1639 E. Artesia Blvd., N. Long Beach

GA 3-0421

11213 E. Washington
692-0630 in Whittier

War Was Our Teacher

When the Japanese bombed Pearl Harbor, Long Beach was still a little resort and retirement city. A fine place, but a bit provincial, a bit sleepy.

When the Japanese surrendered, Long Beach was a big, vigorous, industrial city with lots of fight and lots of know-how. Des Moines-by-the-Sea had become global-minded, international in character, sophisticated, civilized.

Long Beach's war experiences paralleled that of other cities that had to educate themselves to meet the terrible challenge of war. But the challenge was more immediate here than in center of the nation. The war was as close as the Pacific Ocean.

WORLD WAR II could be called the war that civilized America. At the beginning this was still a regional nation, a bit countrified, small-townish, unhurried. Americans had to learn—and learn fast—if they were to survive. By war's end, they were industrialized, urbanized, conscious of their dependence on each other.

"What did you do during the war, Dad?" a child might ask.

The father might logically reply, "I learned things."

"Like in school?"

"Yeah, like in school."

NEVER DID A NATION have to learn so much in so little time. The military turned farmers and shoe clerks into soldiers and sailors. Most of the men had no previous military experience, which may have been not as tragic as it seemed because this war was to be fought with newer, more deadly weapons.

The peak strength of the U.S. Armed Forces was 12.3 million, but the warriors represented only the spearhead of the massive effort. The ordinary business of living had to go on in an austere manner. The jobs left by the troops had to be filled. But above all, factories and shipyards had to be built and workers trained to achieve fantastic production schedules.

TRAINS AND RAIL STATIONS were crowded constantly. Weary young wives followed their men from camp to camp until they finally embarked. Then the girls went home, more often than not to work in the factories.

Men and women were desperate, perhaps a bit crazy, in those days. There was much marrying in haste because there was no time for long engagements and some of the men would not live long. Oddly, there wasn't as much repenting at leisure as one might think.

There was much heartbreak. The enemy seemed to have a talent for killing the finest Americans—the noble spirits who could have contributed so much by living. War is hell.

BUT THERE WAS also warmth and gaiety, a camaraderie of strangers committed to one vast purpose. Americans wept alone, but they laughed together in the streets.

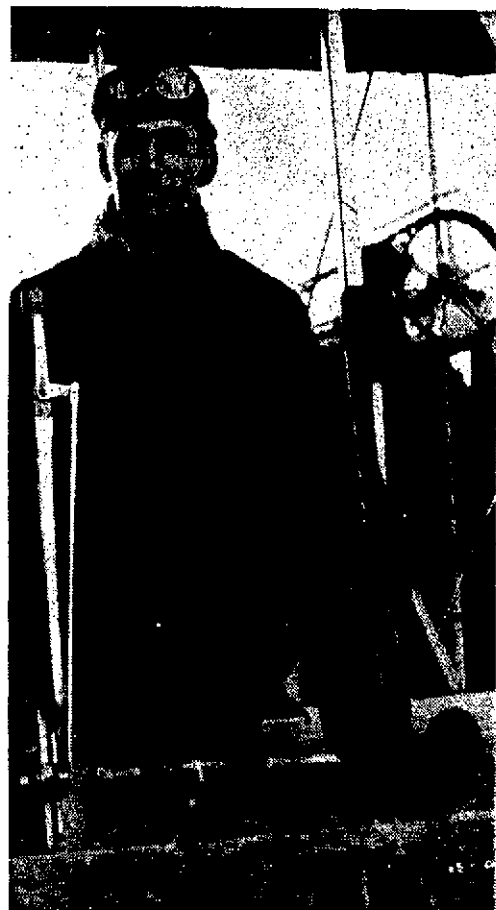
No man comes home from a war the same man who went. There was a look of age on the faces of men in their twenties. The few who did not go seemed so very young, almost childish by comparison.

They came home past the great "Well Done" signs on the coastal headlands knowing that they could not really go home again, not to the villages and boondocks. They who had learned so much had to go on learning. They jammed the colleges and professional schools. And they went to the cities they had liked in the service.

Countless thousands here first saw Long Beach as servicemen—or as war workers.

The young people of today have no way of knowing what the past was like. This civilization is their natural habitat. But their parents know. They made it themselves with work, blood and tears under the implacable imperatives of war.

—MARK CLUTTER.



They Called Him Cal

CALBRAITH HARRY RODGERS was his name. With his hat jammed on backwards and a cigar clamped between his teeth, he scrawled that name in the aviation history books on Dec. 11, 1911, when he became the first man to fly across the United States—a flight which began in Sheepshead, N. Y., the previous Sept. 9 and which was punctuated with almost daily mishaps. After a final crash landing in Compton Nov. 12, in which he narrowly escaped death, Rodgers landed his flimsy craft on the Long Beach strand, and his plane was pushed backwards until the wheels were washed in the surf. On April 3, 1912, that same surf claimed Rodger's life when his plane crashed near Pine Ave. pier (above).

Beauty and Progress

Has been the credo of park nursery since its inception more than 50 years ago

Established about 1910 at 19th and Long Beach Blvd., the nursery was moved in 1914 to Junipero and Broadway, then to Cherry Ave. across the street from Bixby Park from which the nursery took its name. Later the move to its present location was made, where it has continued to feature beauty and progress.



The nursery now offers an outstanding selection of plants, trees, shrubs, and maintains an expert landscape department under the direction of Mr. William Abate. A recent expansion program now provides for off-street parking for more than 50 automobiles. In addition to the plant and landscaping divisions the nursery includes an exquisite gift shop, featuring gifts from the world over—Yes, Park Nursery has continued to progress and to provide Long Beach with the ultimate in beauty.



Park Nursery

3842 E. 10th Long Beach

Landscaping • Nursery • Gift Shop

Saving Hair for

26 YEARS

... in Our

Nine California Offices



S. I. TUROFF
Director
of the
California Turoff
Offices

"Dandruff...

A Tight Scalp

May Cause Baldness"!

(declares expert)

What causes baldness? Is it inherited? What can be done to stop baldness and regrow hair? These are questions many people ask every day because they want to get back the hair they have already lost. In a recent interview, S. I. Turoff, eminent chief trichologist of the Turoff hair and scalp experts, said: "Few people realize that baldness is not inherited. In fact, practically all cases of baldness can be stopped and healthy new hair regrown."

Turoff went on to explain that baldness is not just "part of growing old." There are actual causes and definite symptoms. "A rundown physical illness will often cause baldness," he said. "But by far the commonest cause is incorrect care of the hair and scalp. Falling hair, dandruff, itchy scalp, these are all nature's signals that we are not taking the proper care of our hair."

The Danger Signals: "Many people ask me about the danger signals of approaching baldness," Turoff said. "There are definite warnings, and everyone can recognize them. Excessive 'DANDRUFF' means there are bacteria at work. If they are not removed, they choke off the hair roots, a bald patch soon appears. Baldness spreads until you are completely bald. The same is true of EXCESS FALLING HAIR and ITCHY SCALP. In fact, anything but a healthy, good looking head of hair means something is wrong and you ARE ON THE WAY TO BALDNESS."

Combining the knowledge of eminent scientific author-

ity with new startling discoveries, S. I. Turoff in his important role as an active authority in the science of Trichology, has developed a special method of treatment for scalp tension, falling hair, dandruff, itchy scalp and baldness. Biochemistry, electrotherapy, physiotherapy together with Turoff exclusive formula help restore your scalp to health and vitality.

Mr. Turoff went on to say, "No matter what stage of baldness you have reached, your hair can be regrown if the roots are not dead. In our Turoff offices we get cases in every stage of baldness, and the expert trichologists in each office have found the exclusive 'TUROFF' method successful in nearly 100% of all cases. Nevertheless, I would like to say that anyone suffering from baldness or approaching baldness should act immediately. Delay means more difficulty in regrowth. I would like to extend an invitation to anyone with a scalp problem to see us in our offices. We will examine your scalp with absolutely no cost or obligation and tell you just what TUROFF THERAPY CAN DO FOR YOU. We have a separate department for ladies."



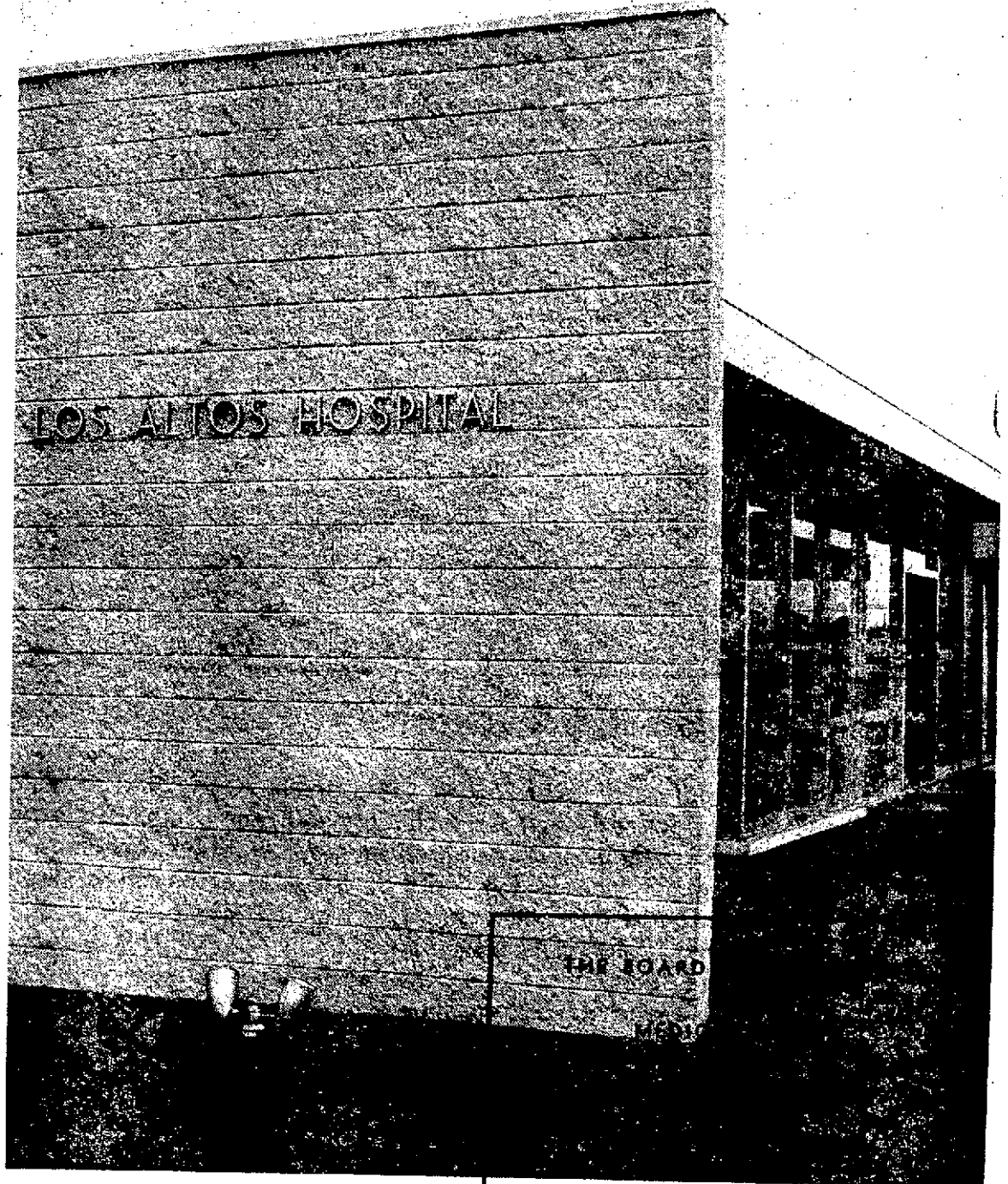
Hours: Daily, 11 A.M. to 8 P.M.—Sat., 10 A.M. to 8 P.M.
Thurs. 4 to 8 P.M. "No Appointment Needed"

THE TUROFF
HAIR & SCALP EXPERTS
CALIFORNIA'S LEADING HAIR SPECIALISTS
110 Pine Ave., Suite 309 (Ph. 436-7284)



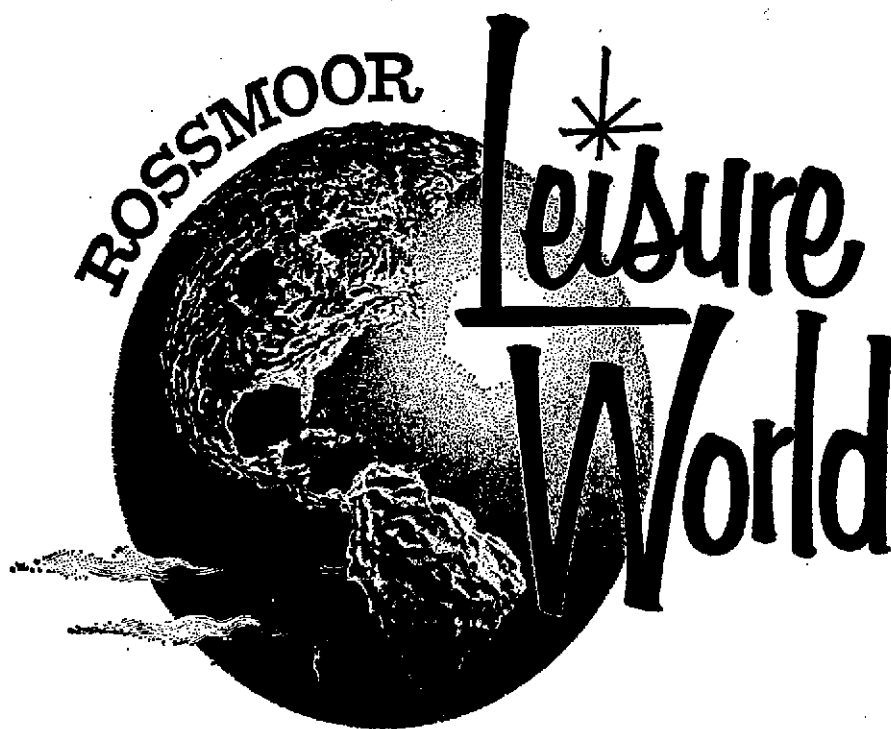
A Great New Hospital Opens Its Doors Today

Advertising Supplement of the
Independent Press-Telegram
Sunday, October 27, 1963



facilities at
3340 Los Coyotes Diagonal
Long Beach, California
Noon to 5 P.M.
CEREMONIES, 3 P.M.

AMERICA'S LARGEST SENIOR CITIZEN COMMUNITY



IS PROUD TO SALUTE ITS NEXT-DOOR NEIGHBOR!

We of Leisure World, Seal Beach, have many warm ties with our sister city, Long Beach.

Our western boundary we share with you.

A great number of you nice people have bought an apartment here at Leisure World.

Hundreds and hundreds of Long Beach people have friends or relatives who are happy residents here.

Still others of you have often visited us and enjoyed the many community attractions at Leisure World.

Our door is always open to our friends from Long Beach.

We of Leisure World are proud to be your neighbors—and your friends.

Happy Anniversary on your being 75 years young!

Los Altos Hospital Opens With Public Open House at Noon Today

By BEN ZINSER

LOS ALTOS HOSPITAL, Long Beach's newest general medical and surgical facility, opens for business Monday. The 99-bed hospital, located on a seven-acre site at the intersection of Wardlow Road and Palo Verde Avenue, will be open for public inspection from noon to 5 p. m. today. Built at a cost of \$1,600,000, Los Altos Hospital is framed in a 45,000-square-foot building that includes three operating rooms, two delivery suites, a postoperative recovery room and a four-bed intensive care unit.

★ ★ ★
EACH ROOM has an outside view since the building is constructed around a landscaped patio. Available are private rooms, two-bed wards and four-bed wards. Beds are electrically operated and may easily be raised, lowered or tilted by the patient himself. Thanks to a special communication system, the patient may talk directly to the nursing station at any time. Oxygen is piped to every room. A telephone is beside each bed. Television is available. Sixteen bassinets are in the nursery.

★ ★ ★
IN THE SURGICAL department is such modern equipment as a binocular microscope to facilitate delicate ear surgery and an ultrasound device to clean surgical instruments. Five isolation rooms are available for the care of patients with contagious illnesses. A new brain-wave tracing instrument has been installed to aid in the study of neurological disorders. Emergency room facilities will be available. A physical therapy department

has been established.

★ ★ ★
EVEN AS THE hospital opens, expansion plans are being shaped. On the drawing boards are a proposed convalescent unit and an adjacent medical-office building. Administrator for Los Altos Hospital is Lawson Jenkins, formerly assistant administrator for Memorial Hospital in Modesto. Jenkins also has been administrator for Lindsay District Hospital, Lindsay, Calif., and assistant administrator for Antelope Valley Hospital, Lancaster.

★ ★ ★
HE ALSO has held posts in French Hospital, San Francisco; Grant Hospital Chicago; and Herrick Memorial Hospital, Berkeley. He has been a member of the legislative liaison committee of California Hospital Association, secretary-treasurer of South San Joaquin Valley Hospital Conference and chairman of the Tulare-Kings Counties Hospital Council. Jenkins holds a master's degree in hospital administration from Northwestern University, Chicago, and a bachelor's degree in public health from the University of California, Berkeley.

★ ★ ★
HE ALSO has attended the hospital administrators development program at Cornell University, Ithaca, N. Y., and an institute conducted by the American College of Hospital Administrators. Members of Los Altos Hospital's staff and volunteer organization will be on hand this afternoon to guide visitors through the hospital. The hospital's address is 3340 Los Coyotes Diagonal, Long Beach.



LAWSON JENKINS.....Administrator

The Architect & Contractor

The architectural firm of KITE & OVERPECK ASSOCIATES, established in 1954, maintains a trained staff of architects and engineers with experience in acute and convalescent hospitals as well as medical office buildings. Because of this extensive experience in the field of medical architecture, they were retained for the design of the entire Los Altos Medical complex.

The WILLIAM SIMPSON CONSTRUCTION COMPANY'S record of successful buildings has earned for them the reputation for high quality and professional integrity. Among its distinguished clients in the medical field are:

Cedars of Lebanon Hospital
Children's Orthopaedic Hospital
Los Angeles County Medical Association
Orthopaedic Hospital

Kite & Overpeck staff instrumental in preparing the material for this project are:

Partner in Charge Robert Kite
Project Manager Willard Walters
Project Designer Norman Lacayo
Construction Management Lyman Steffen

DECOR

Effective Use of Color Creates Hospital "Environmental Therapy"

By EDWARD J. MEIER

Doctors, nurses and administrative officials of the Los Altos Hospital have coined a new phrase to describe the effect of Lora Alpert's distinctive interior design work for their new building . . . "environmental therapy."

Effective use of colors, well coordinated in both public and patient areas of the hospital, has given a bright cheerful, optimistic feeling that has seldom been achieved in previous times in public institutions and hospitals.

★ ★ ★

PUBLIC AREAS of the hospital such as the lobby, the dining room and pharmacy are bright, cheerful and endurable. Art work and paintings have been used in the lobby to create an atmosphere of friendliness and a home-like quality.

Color coordination is complete in the patient areas, also, with many colors and hues heretofore unused in hospitals being employed in the Los Altos building. The surgical wing is done in powder blue and the maternity wing in several shades of pink and olive. Another wing has been finished in powder blue and royal blue. Other wings and future buildings in the medical complex to be constructed at the Los Altos site will be color-keyed with the present new hospital opening this week.

★ ★ ★

THE DOCTORS' Lounge has been given special attention with sleep beds provided so that a doctor may have a place to stay overnight if an emergency develops. The sleep beds are an innovation since doctors often must find any place in the hospital they can to curl up and get a little rest while waiting out an emergency.

Reclining chairs and sofas for relaxing and TV viewing are comfortable and attractive. The Doctors' Lounge is in powder blue to coordinate with the surgical wing of which it is a part. Lora Alpert has made extensive use of vinyls throughout the hospital as a very desirable, attractive and necessary material. Almost unlimited color ranges are obtainable and the ease with which they can be cleaned and kept germ free is of utmost importance.

★ ★ ★

THE DINING room has murals on the walls with colorful draperies at the windows. Unique treatment of windows in the patient rooms affords easy control of diffused light. The black-out curtain is recessed and can be opened or shut with ease. Fiberglass hand-screened draperies are hung to give color and warmth to the room. Bedspreads and chairs are also color-keyed to the room wall colors and draperies.

Colors of tile used in service areas throughout the Hospital match the particular color scheme used in that wing or area . . . blue in surgical, pink in maternity, etc.

★ ★ ★

THE COLOR flow of the administration and business offices is keyed to the rest of the hospital but has its own unique motif. Walnut, blue and gold are the basic colors, with gold carpet and drapes and contemporary walnut furniture.

In planning the interior design of the Hospital, Lora Alpert says that the "environmental therapy" of her colors and furnishings is not only conducive to convalescence, but also raises the spirits and effectiveness of the working staff."

★ ★ ★

LORA ALPERT'S specialization in hospital interior design was prompted by a hospital stay that she had herself while convalescing some years ago. Seeing such a great need for improvement in appearance and general design, she made a survey of more than 22 hospitals in southern California including convalescent, psychiatric and general to determine what could be done. Discussing her survey with hospital staffs she came up with a number of colors to use and many that were to be definitely avoided for their psychological effects as well as safety and effectiveness of working.

★ ★ ★

ONE OF THE first hospitals that she designed in the area was done in French Regency motif, complete with Italian and

French furniture, crystal chandeliers, marble-topped tables, tufted vinyl sofas, etc.

After graduating from University of Michigan she studied at the Cranbrook School of Art and then spent several years in Europe. She opened her own studio about 10 years ago in Los Angeles and has done many residential for celebrities including Ernie Kovacs and Jesse Laskie, Jr., as well as institutional and restaurant design. Her hospital work includes interior designing in Phoenix, San Diego, Santa Barbara, and throughout Southern California.



CHIEF OF STAFF

Appointment of Francis A. Forresta, M.D., as Chief of Staff for Los Altos Hospital, is announced today by Lawson Jenkins, administrator.




LOBBY SHOWS GRACE, BEAUTY OF HOSPITAL

Beautiful decor of lobby entrance to Los Altos Hospital shows the grace of the Long Beach area's newest complete medical and surgery service.

Congratulations to the Los Altos Hospital

Inspection and Testing of the Materials
Used in This Project by



Twining Laboratories of Southern California, Inc.

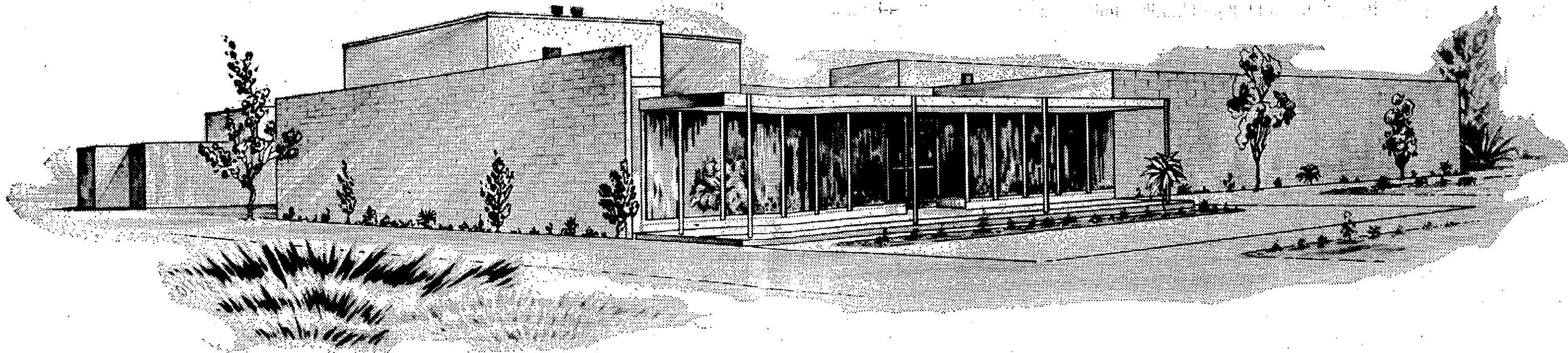
1635 W. GAYLORD ST. HE 5-7493 LONG BEACH, CALIF.

KITCHEN EQUIPMENT

BY

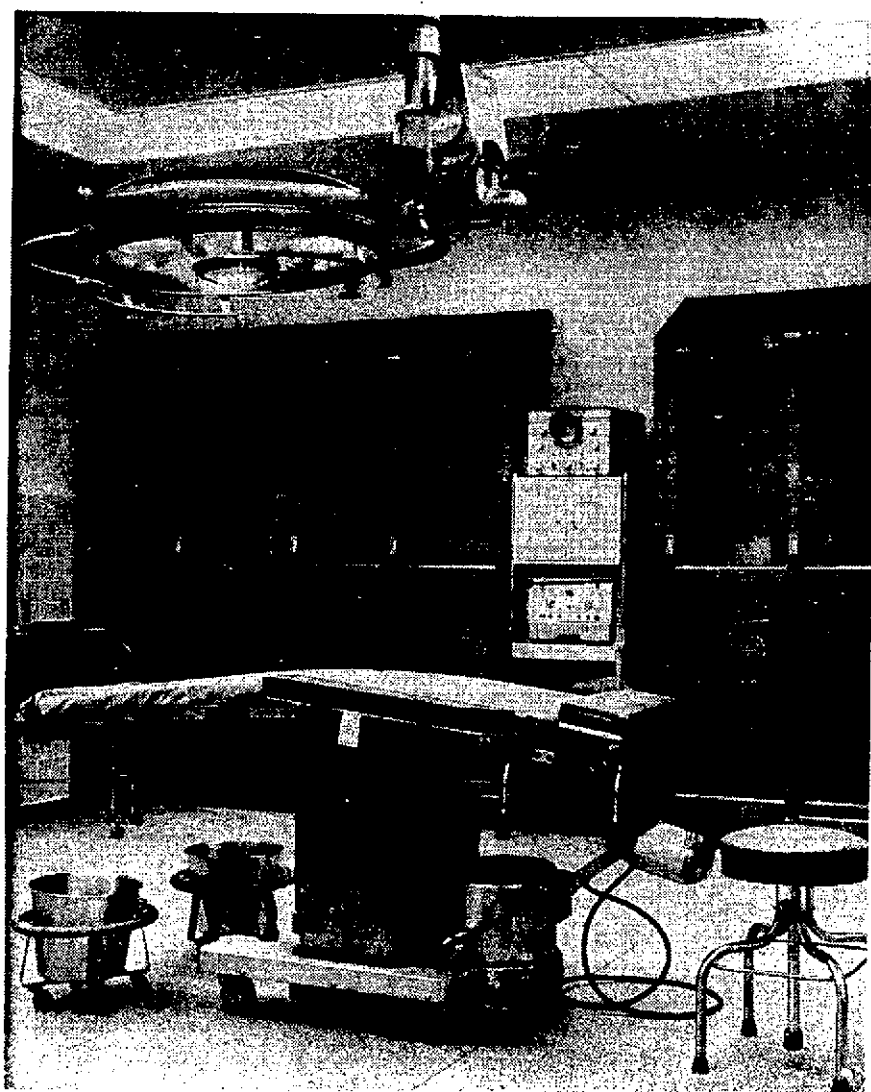
WESTERN RESTAURANT EQUIPMENT CO.

3781 Catalina St., Los Alamitos, Calif. GE 1-2569



Los Altos Hospital, Area's Newest Facility, Open to Public Today

THIS NEW HOSPITAL, AT LOS COYOTES DIAGONAL AND PALO VERDE AVENUE, WILL BE OPEN FOR PUBLIC INSPECTION TODAY FROM NOON TO 5 P.M.



MODERN, COMPLETE SURGERY

The most modern and complete surgical facilities and equipment are available in three complete suites at New Los Altos Hospital. Provisions have been made to add a fourth surgical suite to the hospital's facilities.

Congratulations to Los Altos Hospital

•
This outstanding medical facility is a welcome addition to the community of Long Beach.

•
We urge the public to inspect this fine building today, from noon to 5 p.m.

•
And we congratulate the people who envisioned and planned this magnificent service!

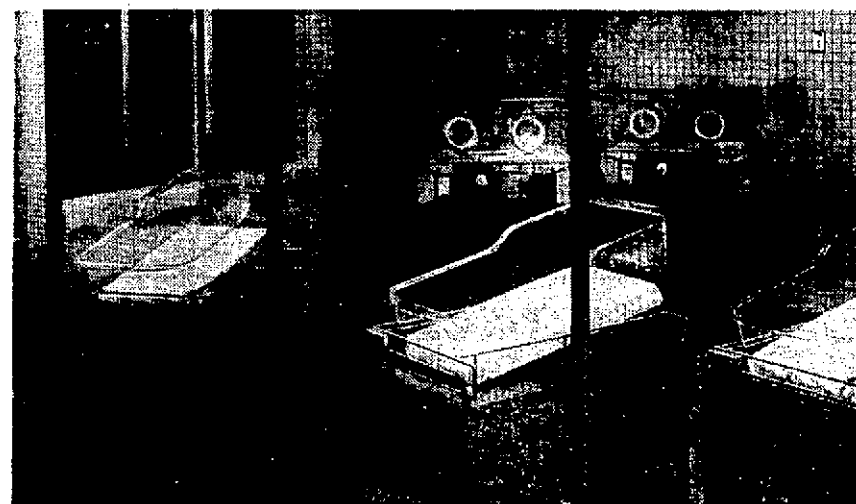
*Ladies' Auxiliary,
Los Altos Hospital*

CONGRATULATIONS
ON YOUR GRAND OPENING!

U. S. GUARD SERVICE

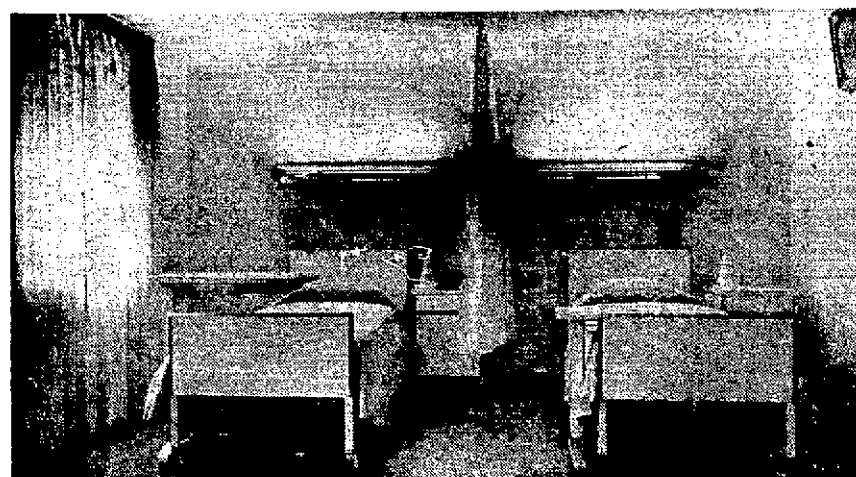
4729 E. OLYMPIC LOS ANGELES
Phone: ANgeles 8-6718

CONGRATULATIONS
FROM A FRIEND OF
LOS ALTOS HOSPITAL



NURSERY FACILITIES

Los Altos Hospital's nursery suites are part of its complete obstetrical service that opens Monday. Again, cheerful decor and the most modern facilities grace this section of the hospital.



PATIENT ROOMS

• Patient rooms of Los Altos Hospital are equipped with such features as built-in, instant communication with the nursing desk, soft and indirect lighting, all modern and complete medical services — and even television!

Salute!

To: a great hospital!
To: an excellent staff!
To: Men with vision!
To: The medical profession!

•
*Welcome to the Community
of Long Beach!*

The Long Beach
Chamber of Commerce

RCA AUDIO-VISUAL
NURSE CALL EQUIPMENT

• • • • •
RCA WIRED REMOTE
CONTROLLED TV SETS

• • • • •
RCA AM & FM
SOUND AND PAGING SYSTEM

• • • • •
RCA DOCTOR'S REGISTER SYSTEM

INSTALLED AND SERVICED BY

RCA SERVICE CO.

(A Division of Radio Corp. of America)

960 So. Santa Fe Compton, Calif.
GA 3-5417 NE 5-7151



James Schilling. Courtesy of W. E. Hines, Jr.

With its sparkling waves and golden strand, Long Beach has always been a city made for wholesome fun. Customs and costumes were different in 1909, when this charming lass visited the beach, but fun was the same.



The 20s brought new styles in recreational costumes, like those worn by beauty queens in 1925 (above) and by the Elks Club swimming team (right). And Long Beach's fame grew as the town that aimed mirth at the blues.

RECREATION



CITY HAS MASSIVE RECREATION PROGRAM

Fun for Everyone

By VIRGINIA CLARK, City Recreation Publicity Director



WELL-EQUIPPED

In addition to their horseshoes, members of the 1909 Long Beach Horseshoe Club carefully displayed their broom, pickaxe, crowbar and axe when they posed for this team picture. Question: Why did they need the axe?



KIDS WATCH THE BIRDIE

Youngsters on a Bixby Park merry-go-round look serious as they watch the camera. Styles suggest the period was during the early 1920s.

The Long Beach Recreation Department is not playgrounds, club-houses, athletic fields or swimming pools—it's people! Picnickers, day campers, ball players, swimmers, and yes, even teenage "twisters." It's the oldsters, the youngsters, and the "inbetweeners," enjoying recreation activities indoors, outdoors, together, alone, actively or passively, and all chosen voluntarily for their leisure.

Recreation was an accepted part of everyday life 75 years ago, when Willmore City was incorporated as Long Beach. There was less leisure, but what they did have they used in a natural way, for to play and have fun is the inherent right of all children. In those days, backyards were almost like zoos, for besides the usual trees and vegetable gardens, there were horses, cows, chickens, ducks, bees, dogs and cats.

When the children finished their chores, they would slide down the cellar doors, build a tree house, have a taffy pull in the large kitchen, spark on the wide porch in the evening or gather round the piano in the parlor to sing "Won't You Come Home, Bill Bailey?"

THEY COULD play games in the street without cars to threaten them or a cop to chase them off, follow the fire engine or the horse-drawn ice wagon, picnic under the trees, swim and fish in the glorious surf, and attend family socials at the church. They listened to stories told or read by grandmother, the original baby sitter who shared their large house. And to top it all off, they could attend the Chautauqua which was here for several weeks every year. After the turn of the century, folks in Long Beach could also listen to the new Municipal Band in the park, or walk the length of Pine Avenue Pier to view the bones of Minnie the Whale.

Long Beach really began to grow after the first World War, and a superintendent of recreation was appointed. Special events were promoted, and beginning in 1925 regular scheduled activities were held in the summer time.

Abraham Lincoln once wrote, "The legitimate object of government is to do for a community of people whatever they need to have done, but can't do at all or cannot do so well for themselves. . . ." and in 1929, forward-looking citizens studied the local recreation problem, with

the result that the present coordinated system was written into the City Charter. Thus the properties and the professional staff of the school physical education and the municipal recreation departments were linked, assuring Long Beach of adequate recreation facilities and supervision, while avoiding costly duplication.

THE NEED to organize a tax-supported public recreation department here was in line with a national movement which recognized that the environment all over the country had undergone a great change. Public recreation had become a necessity. It was not just a frill.

Cities had become acres of concrete, and it was time to set aside space in the parks for recreation, where people in their free time could play simply, as they had in the past; where nerves, jangled by the harsh noises of industry, traffic, and jazz, could be soothed listening to the birds; where those working in factories and on assembly lines could balance out some of the things they must endure on the job by participating in a contrasting leisure activity; where, as we were fast being surrounded by gadgets and pushbuttons, those attending recreation centers could fashion objects with their hands, taking pride in making something themselves; and where a person could use all his talents, realizing the wholeness of his nature.

Recreation was found to be even more. More than a balance to the changes in environment—more than compensating for the incompleteness of the job—more than just muscles, skills, team work, prevention of delinquency or escape from boredom. Recreation was found to be creativity, joy and satisfaction for the individual.

cape from boredom. Recreation was found to be creativity, joy and satisfaction for the individual.

IN RECREATION, the individual is of the greatest importance. Sometimes a person is helped most by activities that he does alone, as in painting or crafts. Then again one is benefited by a program demanding participation with others, as on a team or in square dancing. So the residents of Long Beach have been offered a wide variety from which to choose—all are interesting activities and have been included in the program as the result of a community need.

FOR INSTANCE, by 1940 our houses had become quite small, with little room for teen-agers and their friends to congregate. So recreation planned a teen-age program with a youth center near each high school, including ample space for dancing and meeting friends.

Small homes also had no room for the increasing number of grandparents who were living longer with the help of modern medicine. Our retirees—a product of this age—didn't want to just live. They wanted to live more fully. "What are added years," they asked, "unless there is some zest to our lives?" So senior citizen activities and clubs were made an important part of the local program, offering a fuller life, and helping to combat loneliness.

Recreation in 1963 is still expanding. Our budgets are larger (1929 was \$100,000, 1963 is \$1,440,301), our facilities are better, our program is more diversified, we are offering more cultural activities, and our leaders are more skilled.

This might be a good place to stop and ask some specific questions about recreational policies, programs, leadership and administration. For instance, there is a national trend to charge fees for public recreation activities. Some say recreation should pay its way. But how about those who can't or don't pay? And if we go along with this, will we be left serving just the middle class? How about our avowed aim to offer wide opportunities to the greatest numbers? Can we do both?

Are the present programs made attractive enough to the hundreds of youth who aren't attending? It is reported that a delinquent has a few recreation skills. How concerned is recreation about this?

Are certain sections of the city being ignored? Are equally attractive recreation facilities built or planned in all neighborhoods? Is the city alert in procuring enough land for parks and recreation before it's all gone or priced too high? And after we get it do we fight to keep it from other uses?

THEN HOW about leadership, which is the key to an outstanding program? Are Long Beach leaders really enthusiastic about their profession? Are they skilled in group work techniques? Do they place the greatest emphasis on physical activities? Or are they sold on the cultural too? That is, have they come of age, leisurely speaking?

Finally, in regard to the administration. Is it imaginative? creative? bold? Or is it old-fashioned? fearful? conservative?

Now some questions for you, the participant. How do you use your leisure time? Were you one who used

to sit on the bleachers watching the game, only to move over in recent years to the TV sofa? Or do you get in there and participate too? And do you occasionally serve as a volunteer at your neighborhood center? Or do you figure the coaches can do it all, since they get paid? Do you sometimes choose a recreation the whole family can do together? And how long has it been since you made some of your own Christmas cards or presents?

ACTIVE involvement means a healthier mental attitude, which in turn means a finer community. So we ask, have you given thought to the quality of your leisure lately? In other words, have you come of age, leisurely speaking?

If we can give good answers to all of these questions then the Long Beach Recreation Program can really recreate the individual as the leaders help people to a richer life.

The Long Beach Coordinated Program today includes the following:

Aquatics — Competitive swimming, diving, first aid, model boat building, recreational swimming, sailing, swimming lessons at three beaches and six pools, and synchronized swimming.

Badminton — Two nights weekly, City College.

Baseball — Men. (Sundays) Cherry Park, City College and Park Ave. Field. Junior high boys. (Saturdays) High school fields. Facilities furnished Little Leagues and other Kid baseball groups.

Basketball — Boys. All park and school playgrounds. Adults. Night leagues, junior and senior highs.

Beach Days — One for

(Continued on Page 93)

ACROSS THE WATER

THE SKYLINE OF LONG BEACH



As seen only from the

Reef
Restaurant

PIER A - LONG BEACH
HARBOR - NE 7-0558

'Like Drilling for Oil on Fifth Avenue'

Paraphrases from a 1925 newspaper:

Long Beach is a city of luxury and leisure.

When back-cast veterans of the nation's oil fields come to Long Beach, the usual remark is: "But you couldn't have an oil field HERE."

Operators from Texas and Oklahoma have been accustomed to dust and mud, also the hardships and privations of primitive, almost desert wastes. One remarked: "You are drilling oil like on Fifth Avenue and 42nd Street with velvet carpets on the floor."

Even with the oil and harbor—ships may discharge cargoes from all ends of the earth, factories may continue to send more stacks heavenward, and oil wells break forth with replenished wealth. Long Beach is destined to remain a seaside resort, resting the weary and delighting the pleasure seeker.

In its backyard is the largest agricultural county in the United States. Its front yard is the glorious blue of the Pacific Ocean.

(In 1925, 38 per cent of the residents owned their own homes.)

O. L. Dahl

INCORPORATED

General Building Contractor

Industrial—Commercial

GROWING WITH LONG BEACH
FROM THE GROUND UP



1825 Redondo Avenue
Long Beach 4, California

P.O. Box 4056
Phone GENEva 9-2125



MRS. SUE CAMPBELL NOAH . . .

Nurses Guided by Rules of Procedure

By LYNN VORBERGER

For the first time since their premedical days, many R.N.'s in Los Altos Hospital will be on probation.

The probationary period will be for three months instead of the customary six given student nurses, according to Mrs. Sue Noah, director of nurses at the new hospital, 3340 Los Coyotes Diagonal.

"Every nurse that I have on my staff has been hired on a 90-day probationary period. I'm going to have good nursing care or they won't stay," she said.

★ ★ ★
"DOCTORS ADMIT a patient to the hospital and they expect good nursing service, and I think they have a right to expect it," she added. "Poor nursing service can ruin a hospital before you get started."

The 31-year-old nurse, described as a "serious and dedicated young woman" by a colleague, continued: "I've hired shift supervisors and if none of the girls under them do good nursing care perhaps the difficulty is at the top. The bottom will always take an example from the top."

★ ★ ★
AN INFECTIOUS grin occasionally brightened her conversation. Mrs. Noah, who started work at the new hospital while it was still incomplete, was wearing navy capris and a white middie blouse trimmed in red. Her duties to date have included ordering equipment for the nurses' stations, medical equipment and preparing a procedure book and book of hospital routine. Her procedure book combines what she considers to be the best methods of nursing care in five hospitals in the Los Angeles, Long Beach and San Francisco areas. It starts with the basics of how to give a bath and make a bed and includes instruction in isolation techniques and the use of positive pressure machines.

★ ★ ★
HER ROUTINE book will tell how to admit a patient to Los Altos Hospital, what to do before discharge and the procedure for laboratory work and X-ray.

Mrs. Noah was graduated from Los Angeles General Hospital School of Nursing in 1955. Her first job was in the office of a general practitioner. She has also worked at Holly Park Hospital in Inglewood in obstetrics and surgery, and was evening supervisor at Dominguez Valley Hospital in Compton and also at Norwalk Community Hospital.

★ ★ ★
A NATIVE of Effingham, Ill., she moved to California with her parents after graduation from high school. "I wanted to be either a nurse or a teacher and then I decided that nurses are teachers, too — are always teaching good health habits and oral hygiene — nursing was the one place where I could combine my interests."

Mrs. Noah, who lives in La Mirada, hopes eventually to teach nursing students.



PEDIATRICS ON A PATIO

A pediatrics section bed overlooks the graceful patio about which Los Altos Hospital is built. The pediatric facilities, as are the other services in the hospital, are the most modern, complete and comfortable available to the Long Beach area.

CONGRATULATIONS!

From

CALIFORNIA CIGARETTE CONCESSIONS

and

INTERSTATE VENDING

13100 SO. BROADWAY

FA 1-4990

LOS ANGELES

ALL ELECTRICAL WORK

BY

SUTTON and FROST ELECTRIC CO.

5443 E. WASHINGTON BLVD.

Los Angeles, Calif.

Phone: 723-9463

THE AIR CONDITIONING SYSTEM OF THIS HOSPITAL

Installed by

WEATHERITE CO.

3840 FLETCHER DR.

CLinton 6-4124

LOS ANGELES

We Are Proud to Have Been Chosen
to Serve the Los Altos Hospital

BABY FORMULAS, INC.

6115 MANCHESTER BLVD.

BUENA PARK, CALIF.

LA 1-3910



MRS. DENIS MURPHY . . . Auxiliary Chairman

Ladies' Auxiliary Will Serve Hospital

A Ladies' Auxiliary to Los Altos Hospital is being organized to serve the patients, Administrator Lawson Jenkins announced Saturday.

Under the chairmanship of Mrs. Denis Murphy, the group of volunteers will begin operation of a gift shop, provide book service for patients, and increase the scope of patient service.

"We hope," Mrs. Murphy declared in accepting the chairmanship of the Auxiliary, "that we can help create the warm and friendly atmosphere that is so necessary to the ailing patient."

"We believe that the concept of volunteer hospital service, as practiced in the leading hospitals of the nation, is an excellent one. It affords the volunteers an opportunity to perform a worthwhile and needed service."

Volunteers may notify the hospital, Mrs. Murphy said, if they wish to become a part of this organization.

Plans Being Drawn For Medical Center

Plans have been drawn for the construction of Los Altos Medical Center, adjacent to the new Los Altos Hospital at Los Coyotes Diagonal and Palo Verde Avenue, Drs. Alvin S. Morrow and Francis A. Foresta announced Saturday.

The center will have direct covered communication to the surrounding hospital facilities through beautifully landscaped gardens, and each doctor's suite will have its own parking area.

THE BUILDING will accommodate approximately 20 doctors, and the combined area is 25,000 square feet, of which 20,700 will be occupied by the tenants and the balance to entrance, lobby, circulation and services.

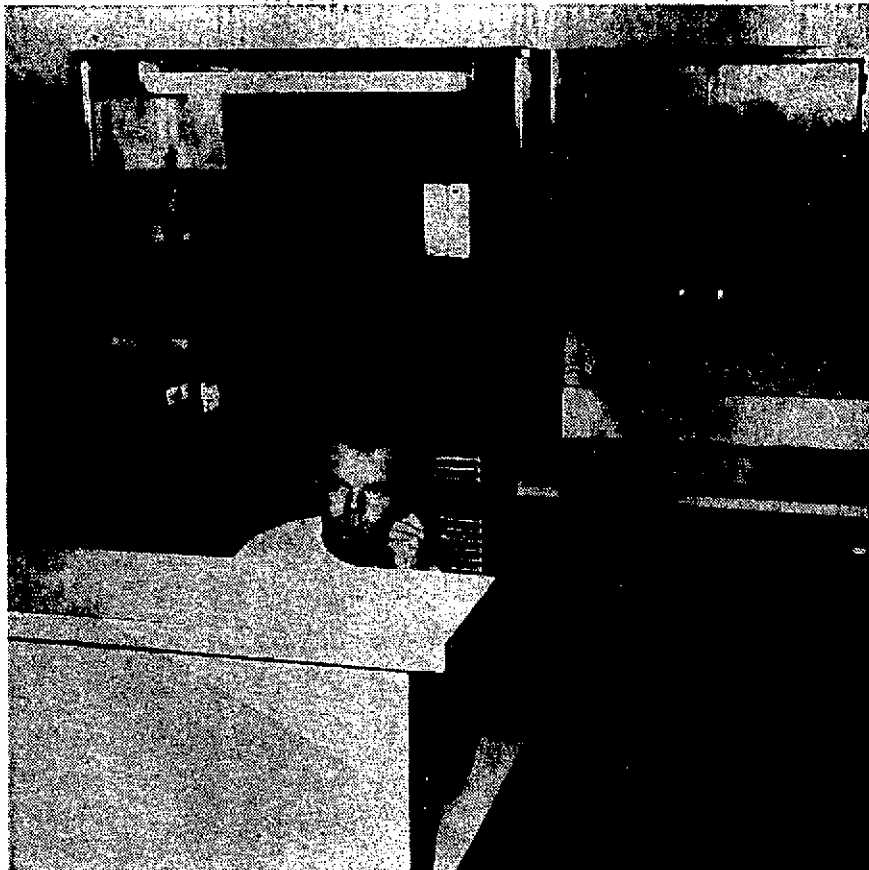
The public entrance will be designed to allow visual integration of the gardens and lobby. The lobby will be finished with terrazo floors and vinyl wall covering, the motif that will be carried through to the corridors.

LOS ALTOS MEDICAL CENTER will be supplied with a completely refrigerated filtered, multi-zoned cooling system throughout.

The architectural firm of Kite and Overpeck Associates, established in 1954, was retained for the design of the entire Los Altos Medical complex.

Robert Kite is partner in charge, Willard Walters project manager, Norman Lacayo project designer, and Lyman Steffen in charge of construction management.

The William Simpson Construction Company is the general contractor for the entire complex. Among previous distinguished building projects handled by this firm are the Cedars of Lebanon Hospital, Children's Orthopaedic Hospital, Los Angeles County Medical Association and the Orthopaedic Hospital.



NURSES' STATION

Completely modern facilities are at disposal of nursing staff of Los Altos Hospital. Orderly mans central station serving new hospital facilities.

CONGRATULATIONS!

FROM

NATIONAL CYLINDER GAS

11711 SO. ALAMEDA
LOS ANGELES, CALIF.

BEST WISHES

to the

LOS ALTOS HOSPITAL

BUSINESS FORMS SUPPLIED BY

BUSINESS SYSTEMS, Inc.

1037 E. MARKET

GA 3-3958

LONG BEACH

Best Wishes to

LOS ALTOS HOSPITAL

Insurance Serviced by

CALIFORNIA INSURANCE ENGINEERS, Inc.

4004 ORANGE AVE.

LONG BEACH

PAUL GOODMAN

GA 4-5226

THOMAS J. INGLOTT

A Great New Hospital ... And A Great Future!

NEXT ON OUR SCHEDULE:

Los Altos Medical Center

THE SITE

The site is located on Los Coyotes Diagonal and Palo Verde Avenue near Wardlow, adjacent to the new LOS ALTOS HOSPITAL. The medical center will have direct covered communication to the surrounding hospital facilities through beautifully landscaped gardens. Landscaping has been carried out throughout the parking area. Each doctor's suite will have parking for 4 to 5 cars plus staff and hospital parking.

GENERAL DESCRIPTION

The architectural solution combines efficiency and economy without compromising the esthetic quality necessary to create a pleasing community image.

The building will accommodate approximately 20 doctors. The total combined building area is 25,200 square feet of which 20,700 square feet is net tenant area. The balance is dedicated to entrance lobby, circulation and services.

The public entrance is designed to allow visual integration of the gardens and lobby. The lobby will be finished with terrazzo floors and vinyl wall covering, which will be carried through to the corridors. These materials were selected to endure the heavy traffic. All doors opening to public areas will be walnut finish floor to ceiling height. Vertical transportation will be assisted by elevator. The building will be steel frame with concrete floor slab. Exterior finishes will be primarily glass with aluminum trim and masonry.

The building is supplied with a complete refrigerated, filtered, multi-zoned cooling system throughout. The system is designed to maintain minimum 75° temperature. All zones have modulating thermostat controls. All toilet rooms are exhausted for continuous air change through separate systems.

FOR LEASING INFORMATION CONTACT:

LOS ALTOS HOSPITAL

3340 Los Coyotes Diagonal

Long Beach

Phone: GARfield 1-5933

But Don't Go Near the Water!



C. J. Daugherty



Title Insurance & Trust Co.

THE BEACH was all the rage in the early 1900's — but the water was strictly off limits for most of the formally-attired tourists, who came to look, not touch, and seldom took chances like the scurrying group above. Most of them preferred to bask in the sun like the gentlemen at left, or pose prettily like the young miss below, and the occasional bather was greatly outnumbered by his audience.



James Schilling, Courtesy of W. L. Phillips Jr.



The Oldest Fun Park in the West

By CHARLES CHEATHAM

The small village of Long Beach was only 14 years old when the two biggest events in its short history happened on the same day—July 4, 1902.

On that date the Pacific Electric Company linked Long Beach to Los Angeles with its Big Red Cars.

And Col. Charles R. Drake, president of the Long Beach Bath House and Amusement Company, opened the bathhouse—the beginning of what has become the world famous Nu-Pike family amusement park.

★ ★ ★
EARLY HISTORIANS report that "tens of thousands" of visitors flooded Long Beach for the twin events and that thousands were unable to find lodgings and were forced to sleep on the beach.

★ ★ ★
Fortunately it was a warm, pleasant evening.

★ ★ ★
The Big Red Cars have disappeared but the bathhouse with the biggest indoor swimming plunge west of the Mississippi River is still doing business at the same old stand.

★ ★ ★
TRUE, OVER THE YEARS, more than \$1,000,000 has been spent to improve and modernize the building but the original building remains and was so well built that it appears likely to stand for another 61 years.

★ ★ ★
Slowly, over the years, other amusement concessions opened in the area.

★ ★ ★
In 1910 the amusement zone really boomed when Charles I. D. Looff, nationally known amusement park operator, invested \$150,000 in the area.

★ ★ ★
HIS SON, ARTHUR LOOFF, still operates in the area.

★ ★ ★
The main artery in the fun zone shows on present day maps as "The Pike."

★ ★ ★
However, the legal name of The Pike from Magnolia Ave. east to Pine Ave. was and still is "The Walk of a Thousand Lights."

★ ★ ★
Pioneer residents remember when the thousand bright

lights that turned night into day helped attract many fun seekers to the area.

★ ★ ★
THE THOUSAND BRIGHT LIGHTS have now been replaced by thousands of brighter lights that helped attract more than 2,500,000 persons to the family amusement zone's 150 new rides and games during the past fiscal year.

★ ★ ★
Many of the rides are owned by the famed Velare brothers, Elmer, 76, and Curtis, 80.

★ ★ ★
The brothers Velare are internationally known for the designing and building of thrill rides, including the most famous one at the recent Seattle World's Fair—the tall, double-decked Ferris wheel.

★ ★ ★
THE BROTHERS STARTED in show business as a trapeze catch act when they were youths.

★ ★ ★
Later they owned and operated for 18 years the Royal Canadian Shows. It required 70 railroad cars to move the show, the largest of its kind.

★ ★ ★
The brothers retired at the beginning of World War II. Then Elmer visited Long Beach and fell in love with the city and the Nu-Pike.

★ ★ ★
HE SOON CONVINCED his older brother that retirement couldn't compare with show biz.

★ ★ ★
That was 15 years ago and the brothers apparently have no intention of retiring in the foreseeable future.

★ ★ ★
Dr. Frank E. Stanton Jr., president of the Long Beach Amusement Company, said:

★ ★ ★
"The Nu-Pike is not only the West's oldest amusement park, but the most up to date."

★ ★ ★
"We are proud of never having been closed a day during our 61 years of operation, of our reasonable prices, of the city's highest sanitation rating which has been achieved by all our restaurants and of never having charged an admission fee."



THIS IS HOW THE PIKE LOOKED WEST OF THE BATH HOUSE IN THE SUMMER OF 1905

Schweppes
salutes
Long Beach
on its 75th birthday

LONG BEACH IS THE SOUTHERN CALIFORNIA
HOME FOR SCHWEPPE'S BEVERAGES

Quinine Water • Club Soda • Ginger Ale
Ginger Beer • Bitter Lemon
... All in the convenient Throw-Away Bottles

DOMINION BEVERAGE LTD.

2615 South St. NEvada 6-7623 Long Beach, Calif.



BERT'S EYE VIEW

'Waltz King' Advance Review

By BERT RESNIK
TV and Radio Editor

TAKE THE MUSIC of Johann Strauss Jr.

Sprinkle with the experienced talent of Brian Aherne and the youthful exuberance of two relative newcomers, Kerwin Mathews and beautiful Senta Berger.

The result is "Waltz King," a cultural production for the masses.

It's a two-part television program starting 7:30 p.m. today on "Walt Disney's Wonderful World of Color," channel 4.

It's a good program.

There are charming moments in the biographical story of young Strauss — two boys sucking pickles next to a flutist, Viennese bobby-soxers besieging the musician for his autograph.

There are delightful panoramic scenes of whirling, waltzing couples.

And there is, of course, the Strauss music itself.

★ ★ ★

PERHAPS A LITTLE too much music.

Let me make my position clear.

I am not against Strauss music. I am not against culture.

On the contrary, I think Disney deserves high praise for his efforts in attempting to raise the quality of TV programming.

It is principally because of these efforts, I feel, that it would be a shame for the viewers, particularly the young folks, to tune him out.

But culture need not be ponderous. It is to be enjoyed. It can be entertaining.

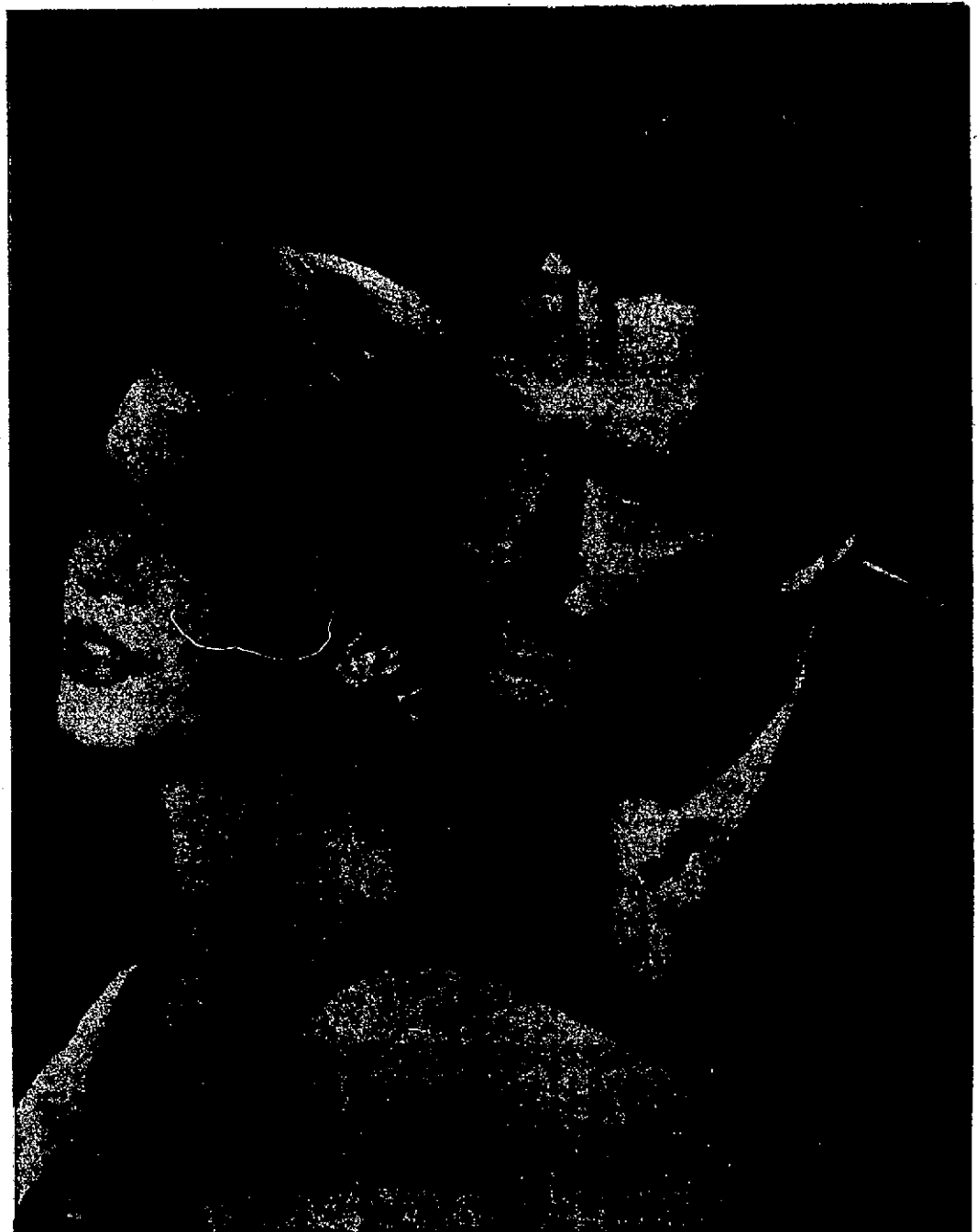
★ ★ ★

FOR THE most part "Waltz King" is entertaining and enjoyable.

But after watching a special screening of the production, I came away with the impression that there wasn't enough story.

I didn't feel I had the chance to really get to know Johann Strauss Jr. as a man.

He didn't come across as a person



SENTA BERGER AND KERWIN MATHEWS IN "WALTZ KING"

(Continued on Page 15)



—Winslow Collection, Courtesy of Long Beach Public Library

BLOCK THAT TRICK!

Almost anything went on the gridiron in 20's, including the famous Hidden Ball play, in which the runner stowed the pigskin under his jersey. If you look closely, you can see the ball carried by runner at right in Poly High School game.

A Great City for Sports Fans

By HANK HOLLINGWORTH, Executive Sports Editor

What could be more fitting for Long Beach's Diamond Jubilee year — as a measure of how far this city has progressed as a sports center and a producer of athletes — than to boast the following major achievements for 1963:

1. Two World Series participants (Dodger Ron Fairly from Jordan High and Yankee Bud Daley from Wilson High).

2. A possible football All-America from the nation's No. 1 ranked team, USC (Willie Brown, who prepped at Poly).

3. The world's favorite female tennis player (Billie Jean Moffitt), who charmed crowds at famed Wimbledon, throughout Europe and the United States, and currently is bidding for No. 1 ranking in this country.

4. The world's leading Money-winner professional bowler (Andy Marzich).

5. A national championship legion baseball team (Peterson Post).

6. A national championship water polo club (Inland, Nu-Pike).

These national-recognized achievements are a far cry from the "status" of Long Beach as a sports city way, way back in 1888.

Let's go back 75 years and see what "major" sports in Long Beach constituted the action in 1888.

The big events of that year were runaway horses, shooting seals from the beach, and croquet and lawn tennis on Dr. Williams' grounds.

The April 28, 1888, edition of the Long Beach Journal revealed, however, that even in those days when this city was simply a tiny seaside resort, it did have some claim to greatness. The spellings were taken correctly from those early newspaper accountings).

"A match game of football will be played between the Long Beach Foot Ball Club and the Alliance Club, of Los Angeles, at Santa Monica, tomorrow," the article read. "The Southern Pacific will run a special car, to accommodate those folks wishing to attend."

"THIS WILL BE THE FIRST MATCH GAME OF FOOTBALL EVER PLAYED IN SOUTHERN CALIFORNIA."

This, perhaps, was Long Beach's initial indication of sports greatness to come.

ON MAY 11, 1888, the Journal exhibited a bit of foresight with the following comment:

"It is suggested that Long Beach might be a famous place for boat racing and rowing matches. Our young men should show their metal by training a crew and then, challenge-at-large."

Today, Long Beach State College's crew, nurtured many years by market operator Bill Lockyer, is recognized as one of the foremost group of oarsmen in the nation.

Bowling was prominent in Long Beach as far back as 1902, as the Oct. 10 edition of the Long Beach Press stated:

"For the second time this week the Long Beach bowling team came off victorious in Los Angeles, having defeated the Coliseum, Jr., trio Wednesday by a

score of 2726 to 2629."

FURTHER proof of bowling's popularity was shown from this amusing piece printed Oct. 21:

"The Long Beach team will roll a match with the Marble Palace trio at the Bath House alleys this evening. The boys have a 'go' with the Pasadena trio on their own alleys."

So, there!

Junior baseball, as prominent today in Long Beach as any city in the nation, was born in the year 1902. On Oct. 17, this article appeared in the Press:

"A juvenile base ball team was organized in Long Beach this week. Public contributions were solicited for the purpose of meeting the expense necessary to the providing of uniforms, balls, bats, etc., for the organization."

THE YEAR 1902 also was a big one for marksmen, numerous articles expanding upon the crack shooters in this village. Here's a sample culled from the Oct. 31, 1902, newspaper:

"Capt. Leo E. Bartlett gave an exhibition shoot on the club grounds northeast of the city yesterday afternoon demonstrating that he was a past master of the rifle and one of the crack shots in the city."

A total of seven junior playoff tournaments this year alone.

The winter conditioning home of Dodger players who reside in Southern California.

LOS ALAMITOS RACE COURSE — From match races arranged by owner-president Frank Vessels, Sr., in the mid-40s, Los Alamitos has progressed to a

two-meetings-per-year California Horse Racing Board sanctioned program. The plant, now under direction of Frank Vessels, Jr., is the newest in the West and has graduated to the ranks of \$100,000 races. Los Alamitos was designed after Aqueduct Race Track in New York — and the "Big A" is considered the most modern racing plant in America today.

LIONS ASSOCIATED DRAG STRIP — Many of the nation's current auto speed marks were set at this fancy west Long Beach speedway. No other race-against-time straightaway in the nation compares to this strip, according to the recognized authority Mickey Thompson. Weekly one-night crowd of 10,000 are the rule at the Strip.

MARINE STADIUM — Regattas, holiday races, water ski classics and crew races are almost a weekly spring-summer-fall menu at this world famed water arena. Capacity crowds of 15,000 are the rule, too. Among the most glamorous events this stadium has staged are such as:

The 1932 Olympic Games water events. (The whole world's eyes were on Long Beach that year.)

One international and several national water ski championships.

Two Pacific Coast Intercollegiate crew races, featuring such outstanding racing schools as Washington, California, USC, UCLA, Stanford, Oregon State and University of British Columbia, not to mention rapidly improving Long Beach State.

Also, several national and world boat and water ski

records have been set at Marine Stadium.

LONG BEACH'S athletic achievements aren't limited to performances on the above-listed battlefields, either.

This city is famed for its outstanding ocean fishing, people coming from all over the nation to drop a line from Long Beach boats.

Long Beach's Nite-hawks are eight times national softball champions.

Ice skaters, roller skaters, badminton players, sailboat - yacht - speedboat people, trapshooters, spearfishers, volleyballers, wrestlers, swimmers and divers from Long Beach have captured national championships.

IN NATIONAL sports circles, Long Beach is regarded as a "City of Champions." Guiding force behind such a title is a comparatively young group — formed just eight years ago — called the Long Beach Century Club, which has as its principal aim promoting Long Beach sports and aiding Long Beach athletes.

Proof that the Century Club has succeeded lies in the fact that several cities around the nation have requested its formal to create a similar club in their area.

The Century Club has promoted a PGA golf tournament here, the Olympic team's track appearance, the collegiate invitational basketball tournament, international water ski championships, national softball tournaments—and 50 other events, but its most prominent, annual production is its Sports Night awards banquet.

A thousand people are in attendance to honor Long Beach's sports heroes of the

professional veteran.

Such greats as Morley Drury, Vern Stephens, Norm Standlee, et al, missed the honor roll only because the Century Club wasn't in existence in their glory days.

The future looms bright for a continuing crop of Long Beach stars — Billie Moffitt, Willie Brown, Dee Andrews, Tom Sisk and the \$185,000 Pittsburgh Pirate bonus baby, Bob Bailey, among many others.

Long Beach athletics have progressed a long way since those days in 1888 when shooting seals on the beach was the major sport. The future looms even more glorious.

First Albacore Wins Martin Award

In memory of the late W. R. (Frosty) Martin, late member of the Board of Harbor Commissioners, a trophy is given each year to the sportsfishing boat bringing in the first albacore of the season here.

Martin, one of the men who supervised development of the Port of Long Beach, is memorialized by this huge award, which includes miniature models of albacore and fishermen. The Pacific Landing's "Fisherman II" won the first such award, in 1956, for an albacore caught by Spec Stevenson.

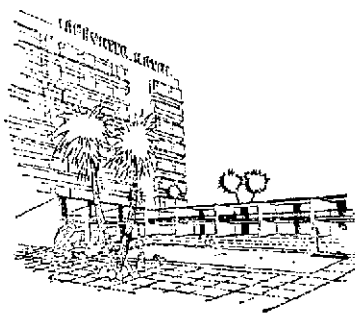
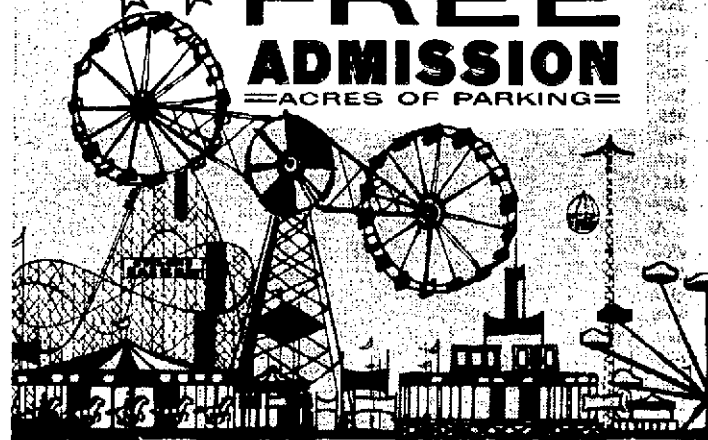
Local Port Key to Alert System

Major base for the Navy's huge sea-lift to the North in various supply operations, including maintenance of the "Dew Line" warning system, is Long Beach.

When the vast radar network was under construction, the Navy used 113 ships to supply the operations from here.

Long Beach is also the "feeder" station for the Pribilof Islands, and has been a key port in supplying the Air Force Arctic installations.

★ ★ ★ ★ ★
NU-PIKE
★ ★ ★ ★ ★
8 BIG BLOCKS of FUN
★ ★ ★ ★ ★
FREE
ADMISSION
—ACRES OF PARKING—



The *Lafayette*
Hotel and Lanais

Broadway at Linden Avenue • Long Beach 2, California • HE 6106 5-5691

Dear Mr. and Mrs. Long Beach:

As members of this fine community, we here at the Lafayette Hotel are proud to be a part of this wonderful city called Long Beach, and most pleased to be able to participate in this tremendous Diamond Jubilee celebration edition.

In the past 75 years, Long Beach has expanded from a relatively small community into one of the important cities in the state.

In order to serve the growing needs of this great metropolis, the Lafayette Hotel is constantly on the GO.

Currently a \$200,000 renovating program is nearing completion. A total of \$450,000 was invested within the last two years.

Yes, we have faith in our community and also a responsibility. We must create a warm and friendly atmosphere and provide our guests with the ultimate in food and lodging . . . it must be a home away from home. It is to this end we are dedicated.

. . . Long Beach, we wish you well on your 75th Diamond Jubilee celebration.

Sincerely,

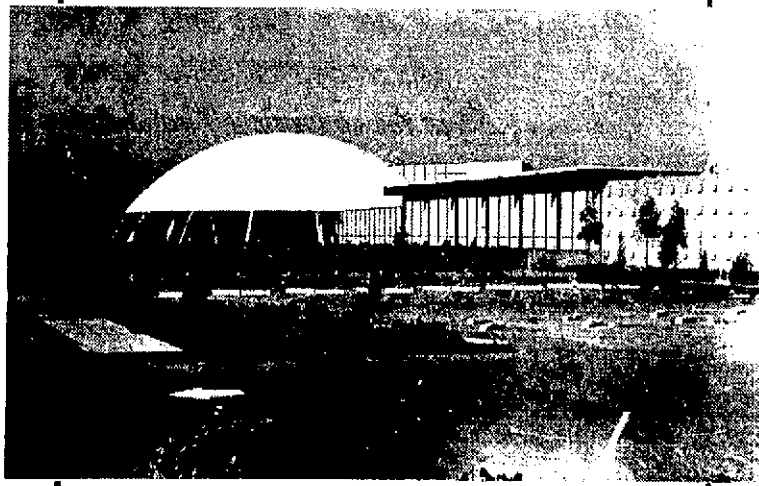
John McKennon
General Manager

CONGRATULATIONS AND BEST WISHES
TO THE CITY OF LONG BEACH

from

DOME MANAGEMENT INC.

Long Beach Elks Lodge #888



Complete catering facilities
for Elks and their friends
in America's most beautiful club.

LARGE SELECTIONS OF THE FINEST TOP QUALITY MERCHANDISE TO CHOOSE FROM

Save more on Dooley's Low Prices!

UNIVERSAL

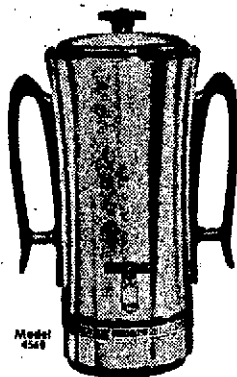
"COFFIESTA" Automatic COFFEEMAKER



4 to 10 cups of flavor-rich coffee. Instant perking, mild-medium or strong. Turns off by itself. . . . Keeps coffee warm.

11⁸⁸

COFFEEMATIC Automatic COFFEEMAKER



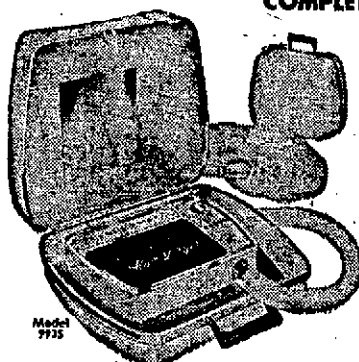
5 to 16 cups of flavor-rich coffee. Instant perking, turns off by itself and keeps coffee hot without re-perking. Long lasting chrome over solid copper.

15⁸⁸

UNIVERSAL

"SMART SET" HAIR DRYER

COMPLETE WITH CASE



Has four temperatures, extra large hood, Built-in nail polisher, dryer and hair perfumer.

16⁸⁸

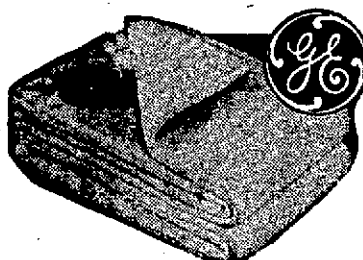
More comfortable than you ever dreamed

AND LOW DOOLEY PRICES TOO!



NEW Automatic BLANKETS BY GENERAL ELECTRIC

More Practical Than Any Other Blanket With Exciting Features!



Twin Bed Size
Single Control
A71 Sale price

12⁸⁸

Double Bed Size
Single Control
A72 Sale price

14⁸⁸

CHARGE IT!
USE YOUR CONVENIENT
BANKAMERICARD
at DOOLEY'S

Double Bed Size
Dual Control
A73 Sale price

19⁸⁸

BUY NOW AND SAVE MORE!



KLEENEX TISSUES

LARGE 400 COUNT BOX

4 Large Boxes 88¢



NEW "IMPERIAL" DISHMASTER

NEW IMPROVED IMPERIAL DISHMASTER

Washes faster, cleaner, better. Has new larger detergent tank. New trim modern design. Simple and easy to install.

39⁵⁰

FITS ANY SINK

DISHMASTER BRUSHES
Reg. 50c

33¢ ea

Dooley's carry a complete line of Dishmaster parts and accessories at low money-saving prices!



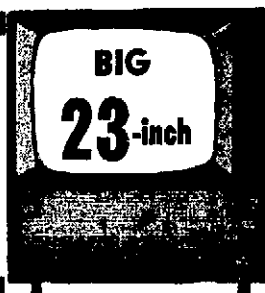
DOOLEY'S Hardware Mart

5075 LONG BEACH BLVD., - NORTH LONG BEACH

MON., THURS., FRI., 9 to 9 — TUES., WED., SAT., 9 to 6 — OPEN SUNDAYS 10 to 5

THE MOST FABULOUS HARDWARE AND APPLIANCE CENTER IN THE ENTIRE AREA!

DOOLEY CARRIES ONLY
TOP BRANDS
RCA VICTOR—PACKARD BELL
General Electric—Zenith



BIG 23-inch

On Roll-About
Casters

Hand wired, quality chassis. Power transformer. Contemporary cabinet styling.

168⁸⁸

Free 1-Year Picture Tube Guarantee
3 Months Free Service in Your
Home — Free Delivery

DOOLEY'S CARRIES ONLY TOP BRANDS

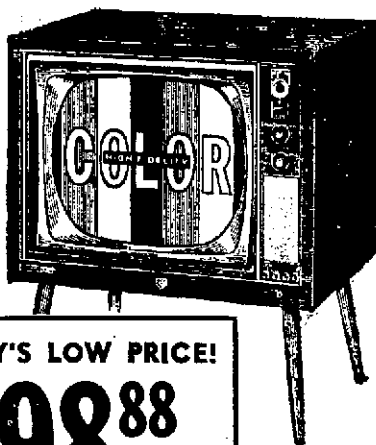
Newest 1964 Models

RCA VICTOR — ZENITH

PACKARD BELL — GENERAL ELECTRIC

COLOR TV

FREE
Delivery
and
Guarantee



DOOLEY'S LOW PRICE!

398⁸⁸

For set
shown

ADD \$25.00 SET-UP AND 90-DAY SERVICE

Largest Color TV Dealer in the Entire Area!

**DOOLEY "Smashes" ALL GIBSON REFRIGERATOR-FREEZER
PRICES!**



GIBSON
12.2 cu. ft.
TWO-DOOR

75-lb. Zero-Zone Freezer. Frost Free Refrigerator Section. Full Width Crisper.

188⁸⁸

**THE LARGEST
APPLIANCE DEALER
IN THE ENTIRE
HARBOR AREA!**

**FREE
DELIVERY
SERVICE AND
GUARANTEE!**

GIBSON GIANT 13.2-cu.-ft. 2-DOOR REFRIGERATOR-FREEZER

WITH "FROST-FREE" REFRIGERATOR SECTION

Deluxe Model with 104-lb. ZERO-ZONE Freezer.

192⁸⁸

**GIBSON Big 14-cu.-ft. ALL REFRIGERATOR
AUTOMATIC ICE MAKER**

268⁸⁸

**New 1963 GENERAL ELECTRIC
21-in. Convertible TELEVISION**

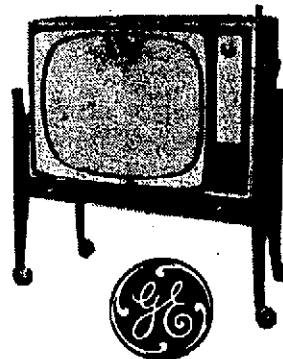
WITH FREE DANISH MODERN WALNUT BASE
WITH ROLL-ABOUT CASTERS

Has handle and built-in antenna. Converts into a console
by dropping set into a beautiful base.

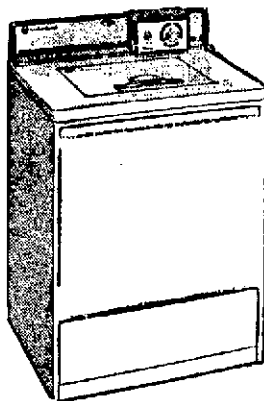
**DOOLEY'S
SPECIAL LOW
SALE PRICE**

177⁸⁸

90-Day Free Service in Your Home
1-Year Guarantee on Picture Tube and Parts
Free G.E. Lifetime Circuit-Board Guarantee



**New 1963 WHIRLPOOL
2-CYCLE FULLY AUTOMATIC
AUTOMATIC WASHER**



Has 10-lb. washing capacity, built-in dispenser filter, 3-wash-rinse temperature selections, automatic spin stop, 1/3-H.P. motor and pump protector. Model LJA10.

SALE PRICE

158⁸⁸

**FREE delivery, normal installation, 1-year parts and
labor guarantee, 5-year parts guarantee on transmission.**

MATCHING AUTOMATIC DRYER . . . 118.88
**FREE delivery, 1-year parts and labor guarantee,
normal installation (venting not included).**

Newest HOTPOINT "Push-Button" ELECTRIC RANGE

Has 4 burners and
24" expanded oven.

148⁸⁸

The Fabulous Kelvinator "FOODARAMA"

A 12-cu.-ft. REFRIGERATOR and a
5-cu.-ft. UPRIGHT FREEZER all
in one cabinet.

398⁸⁸



**DU PONT
NEW LUCITE
HOUSE PAINT**
For Wood, Stucco or
Masonry

GALLON 6⁸⁸

QUART . . . 2.25

White & Regular Colors



DOOLEY'S Hardware Mart

-5075 LONG BEACH BLVD.,—NORTH LONG BEACH

Mon., Thurs., Fri., 9 to 9—Tues., Wed., Sat., 9 to 6—Sundays 10 to 5

SUNDAY

October 27, 1983

★ PAID ADVERTISEMENT

7:00 A.M.

- 4 Mr. Wizard, Don Herbert
- 11 Poole's Gospel Favorites
- 7:30
- 4 (Color) Davey & Goliath
- 7:45
- 4 (Color) Let's Talk About

8:00 A.M.

- 2 Lamp Unto My Feet: "The Heidelberg Catechism." Filmed in Germany to mark document's 400th anniversary.
- 4 Movie: "Sleep, My Love," Claudette Colbert ('48)
- 5 In God We Trust (Protest.)
- 9 Sun. Babysitter (cartoons)
- 11 Great Churches: 1st Bapt.

8:30

- 2 Look Up & Live: "The Issue: A Play with Common" (concl.). Racial
- 5 Herald of Truth (relig.)
- 7 Sunday Chapel (relig.)

9:00 A.M.

- 2 Camera Three: "Tribute to Ted (Roethke)," pt. 2.
- 5 The Adventist Hour
- 7 Movie: "Gallant Legion," Wm. Elliott ('48)
- 9 Movie: "Impact," Brian Donlevy ('49)
- 11 Movie: "Canterville Ghost," Charles Laughton
- 13 Variedades, R. Iglesias

9:30

- 2 Light of Faith: 1st Christian, Orange
- 4 Christophers: Advertising

10:00 A.M.

- 2 Learning '63: Reading
- 4 This Is the Life (Luth.)
- 5 For Kids Only, Sk. Frank
- 13 Panorama Latino

10:30

- 2 Movie: "You Can't Have Everything," Alice Faye
- 4 The Catholic Hour: "The Friends of My Youth" (concl.): "A Cast of Thousands." Home of apathetic family fills with refugees.
- 7 Movie: "Waterfront at Midnight," Wm. Gargan
- 9 Ladies of the Press: Mme. Nhu of Viet Nam
- 13 (Color) Faith for Today

11:00 A.M.

- 4 Movie: "I Shot Jesse James," Preston Foster
- 9 Trails West, Ray Milland
- 11 Wonderama, Al Lohman Jr., Sonny Fox
- 13 Church in the Home

11:30

- 5 HOME BUYERS' GUIDE
- ★ **Celebrity Home Showcase**
- MAMIE VAN DOREN**
- 9 (Color) Movie: "East of Eden," James Dean ('55)
- 34 Aquí Alex Prada

12:00 NOON

- 2 L. A. Report, G. Holcomb with Gov. Rockefeller
- 7 Discovery '63: "World Beneath the Sea," with trip on Navy bathyscaphe
- 13 Rev. Oral Roberts
- 2 Face the Nation: Pres. Ahmed Ben Bella (Algeria)
- 4 (Color) Spooks in the Park. Planned Halloween activities of L. A. dept. of Recr. and Parks.



AFL FOOTBALL, 12:30 p.m., ch. 7, with Curt Gowdy at Houston's Jeppesen Stadium as the Oilers host the AFL champion Kansas City Chiefs.

USC FOOTBALL, 4:30 p.m., as Bill Welsh describes tapes of Saturdays Berkeley game with California.

SPORTS SPECTACULAR, 5 p.m., ch. 2, has Lindsey Nelson covering the \$7500 National Championship Cup Match of bowling between Don Carter and Dick Weber. It's a 2-game, total pins contest.

- 5 Movie: "Shanghai Story," Edmund O'Brien ('54)
- 7 AFL Football (sports box)
- 13 Social Security in Action

1:00 P.M.

- 2 As Others See Us. Foreign students view "The American Woman"
- 4 Your Man in Washington
- 11 Movie: "Mogambo," Clark Gable, Ava Gardner ('53)
- 13 Voice of Calvary

1:15

- 4 (Color) Journey of Life-time: "Baptism in Jordan"

1:30

- 2 Movie: "Mark of Zorro," Tyrone Power ('40)
- 4 Covenant, Dr. Donald Gard: "Revelations"
- 9 (Color) Movie: "East of Eden," James Dean ('55)
- 13 Cal's Corral (to 4)
- 34 Codicia (dramatic serial)

2:00 P.M.

- 4 (Color) Feitelson on Art
- 5 Auto Races (Ascot Speedway, Gardena), Dick Lane

2:30

- 4 **AFRICAN SAFARI**
- ★ **on COLLEGE REPORT**
- Univ. of Redlands

3:00 P.M.

- 2 Viewpoint, John Hart with Dr. Frank Barron
- 4 (Color) Encore (see box)
- 11 Highway Patrol, Crawford

3:30

- 2 Discovering Art, Dr. Manzon: "What We Owe to Gilbert Stuart"
- 7 Directions '64: Painter Mordecai Ardon. 4th in 5-part series on Hebrew art.
- 9 Movie: "Blackbeard the Pirate," Robt. Newton
- 11 Opinion in the Capital.
- 34 Pablo y Elena (serial)

4:00 P.M.

- 2 Insight (Jewish). Edw. G. Robinson narrates special documentary on the Cedars-Sinai Hospital
- 4 Sunday, Frank Blair (box)
- 7 Issues & Answers, Howard K. Smith. Gov. Nelson Rockefeller gives his opinions on the chances of Goldwater, Scranton, Romney, Nixon and himself for the GOP nod.
- 11 Trojan Huddle, J. McKay
- 13 Sidney Linden interviews

4:30

- 2 Opera Workshop, Dr. Jan Popper: "Dance, Stage movement and Fencing"
- 5 Popeye, Tom Hatten
- 7 Press Conference (box)
- 11 USC Football (sports box)

5:00 P.M.

- 2 Sunday Sports Spectacular (see sports box)
- 4 (Color) Wild Kingdom, Marlin Perkins: "The Miracle of Flight." Bird flight is analyzed.
- 7 Laramie, John Smith

5:30

- ★ **GARY LOCKWOOD in**
- ★ **"FOLLOW THE SUN"**
- 13 Bomba Movie: "Elephant Stampede," J. Sheffield
- 2 Ted Mack's Amateur Hour
- 4 (Color) College Bowl, Robert Earle. Fairfield's 4th bid for victory is challenged by Polytechnic Institute of Brooklyn.
- 5 The Invisible Man
- 34 La Hora Catolica (Cath.)

6:00 P.M.

- 2 20th Century (see box)
- 4 (Color) Meet the Press: Sir Roy Welensky, Prime Minister of the Federation of Rhodesia and Nyasaland in Central Africa.
- 5 Polka Parade, D. Sinclair
- 7 TV Premiere on "The Sunday Night Movie"
- ★ **"TERROR FROM THE YEAR 5000!"**
- Joyce Holden ('58-1st run)
- 9 (Color) Movieland USA (see box)

6:30

- 13 **TOUCHE'S ANNIVERSARY**
- ★ **CELEBRATION—LIVE** (see box)
- 34 Teatro Fantastico (childrn)

6:30

- 2 Mr. Ed, Alan Young. Ed invites 3 hoboes to the Post barn overnight in his own "Be Kind to Humans

- Week."
- 4 Biography, Mike Wallace: "Nikita Khrushchev"
- 9 **MAVERICK!MAVERICK!**
- MAVERICK!**
- Jack Kelly, Reginald Owen

7:00 P.M.

- 2 Lassie, Jon Provost. Lassie is put up as collateral for Timmy's loan to get money for field trials.
- 4 The Bill Dana Show. Jose uses his one share of hotel stock to save Phillips' job.

5 COLOR! M. MONROE in

★ **"RIVER OF NO RETURN"**

with Robert Mitchum

11 Cavalcade of Books

13 **SPECIAL—THE IDOL**

★ **Story of BOBBY VEE**

(see box)

34 Variedades (musical)

7:30

- 2 My Favorite Martian, Ray Walston. Uncle Martin's help on Angela's "life on Mars" report nets her a flunking grade.
- 4 (Color) Disney's Wonderful World of Color: "The Waltz King" (see box)

7 More high adventure

★ **High spirits tonight**

on THE TRAVELS OF

JAIMIE McPHEETERS

Dan O'Herrlihy, Frank Sil-

vera. Doc McPheeters ex-

changes cures with an In-

dian Medicine Man. (The

Osmond brothers, James

Westerfield and Sandy

Kenyon are being dropped

in revamped format, with

Michael Whitney replaced

by Charles Bronson as

wagonmaster.)

9 **ONE OF THE BIG ONES!**

★ **"HOUSE OF WAX"**

THEATRE 9—Color Prem.

Vincent Price ('53)

11 Target: The Corruptors,

Stephen McNally.

34 TV Musical Ossart

8:00 P.M.

2 Ed Sullivan (see box)

13 Mike Hammer, McGavin

34 Estudio de Pedro Vargas

8:30

- 4 Grindi, Imogene Coca. Grindi stables a murder jury, then dons a hotel maid's uniform to track down the real culprits.
- 7 Arrest and Trial, Chuck Connors, Ben Gazzara, Joseph Schildkraut. Master toolmaker, due to lose his job because of age, kills his replacement.
- 11 The Gallant Men, Wm. Reynolds, Eddie Fontaine. D'Angelo finds his uncle is a collaborator.
- 13 (Color) Ski Show, Malone
- 34 **WORLD CHAMPIONSHIP**
- ★ **SOCCER MATCHES!**

9:00 P.M.

- 2 The Judy Garland Show, with June Allyson, Steve Lawrence. June and Judy sing medley of songs from their MGM pix, and Jerry Van Dyke makes one of his final appearances.
- 4 (Color) Bonanza, Dan Blocker, Judy Carms, Ilka Windish. Hoss learns about spiritual strength when he and two nuns are victims of a stagecoach robbery.
- 5 Mr. Lucky, John Vivyan
- 13 **OPERATION SUCCY**
- ★ **with Quentin Reynolds**

9:30

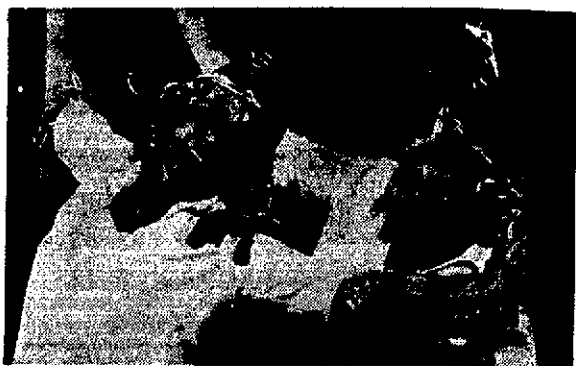
- 5 It Is Written:
- 9 Adventures in Paradise
- 11 Movie: "Ziegfeld Girl," James Stewart, Judy Garland ('41). Screened without commercial breaks
- 13 Dan Smoot Reports

9:45

- 13 Capitol Report, D. Jackson

10:00 P.M.

- 2 Candid Camera, Durward Kirby. Marty Ingels is trapped in a store window,
- 4 **APRIL IN PARIS BALL**
- ★ **MAURICE CHEVALIER, JEAN PIERRE AUMONT AND LIZA MINELLI** (see box)
- 5 Freedom University



JUNE ALLYSON (left) and Judy Garland spoof Cleopatra during "The Judy Garland Show" at 9 p.m. Sunday, channel 2.

- 7 Laughs for Sale, Hal March, with Louis Nye, Bob Cummings, Marty Ingels, Pat Harrington Jr.
- 13 The Bitter End
- 34 Voces de Mexico (music)

10:30

- 2 What's My Line? J. Daly Guest: Allen Ludden
- 5 Open End, David Susskind "Out of the Mouths of Babes." Youngsters from 7 to 10 discuss politics, foreign affairs, Liz Taylor
- 7 ABC News Reports, Bob Young: "Operation Big Lift" and its implications.

9 **SPECIAL AWARD**

★ **"RIGOLETTO"**

Aldo Silvani, Tito Gobbi

13 Newsroom, Don Rose

34 Tiempos y Contrastes

11:00 P.M.

2 Sun. News, Charles Kurali

4 **NEWS 4 FINAL—Fall**

★ **Half Hour of NEWS-SPORTS**

and WEATHER, IN COLOR.

7 Southland, Carl George

13 Voice of Americanism

34 Noticiero 34 (News)

11:15

2 **The Late Show Tonight!**

★ **GLENN FORD, Gene Tierney**

"Secret of Convict Lake"

with Ethel Barrymore ('51)

7 Great Moments in Music

11:30

4 Movie: "Most Dangerous Sin," Jean Gabin (Fr.-'58)

7 Movie: "Murder in Reverse," Wm. Hartnell ('46)

13 Movie: "Elizabeth the Queen," Bette Davis ('39)

12:35

9 **I Led Three Lives**

1:00 A.M.

2 Movie: "Laughing at Trouble," Jane Darwell

ENCORE—The Emmy and Peabody Award-winning "Vin-

cent Van Gogh: A Self Portrait" is reprised at 3 p.m., in color,

ch. 4. With Martin Gabel as narrator, and Lee J. Cobb as the

voice of Van Gogh, the hour traces the life of the artist in his

own words and through his drawings and paintings.

SUNDAY—Premiere. Host Frank Blair heads a new weekly

hour covering the week's news developments in national and

foreign affairs, music, art, science, medicine, books, sports,

movies and the theatre at 4 p.m., ch. 4. Ray Scherer, Nancy

Dickerson, Robert Abernethy and Joe Garagiola are regulars on

the magazine, as opening hour looks at Sen. Barry Goldwater

(R-Ariz.), a house by Frank Lloyd Wright, wrestler Lou Thesz,

drinking in Washington, and reviews of books, movies, music.

PRESS CONFERENCE—Galal Kernahan, associate editor

of The News (Garden Grove) joins the Daily Trojan (USC)

editor and other newsmen in interviewing Peace Corps director

Sargent Shriver at 4:30 p.m., ch. 7.

20TH CENTURY—7th season premiere. Winner of more

than 30 TV awards, the series returns at 6 p.m., ch. 2, with

Walter Cronkite again as reporter. Opener, titled "Keep It Cool,"

is a documentary on Chicago's YMCA project to aid slum youths.

MOVELAND USA—Macdonald Carey is narrator for a

special half-hour look at Buena Park's Movieland Wax Museum,

in color at 6 p.m., ch. 9.

TOUCHE'S ANNIVERSARY—Bill Biery hosts a special live

hour marking the end of the show's first year on KCOP. Puppets,

entertainment and special Hanna-Barbera material are featured

at 6 p.m., in color, ch. 13.

THE IDOL—The story of teen-age singer Bobby Vee's

meteoric rise to fame is told in an hour-long special at 7 p.m.,

ch. 13, highlighting the resultant emotional problems, and the

effects of success on his family and friends.

THE WALTZ KING—Kerwin Mathews, Brian Aherne and

Viennese actress Senta Berger star in a two-part musical biog-

raphy of Johann Strauss during "Walt Disney's Wonderful of

Color" at 7:30 p.m., ch. 4. Germany's rock 'n' roll king Peter

Kraus is featured as brother Josef as opener finds Johann fight-

ing his father's opposition to a musical career.

ED SULLIVAN—The entire 8 p.m. ch. 2, hour is devoted to

the world-famed Moscow State Circus, taped at a performance

at London's Wembley Stadium, and featuring the Kochenov

Cossack Riders on horseback, the motorcycle-riding Russian

Bear and the aerial ballet of Irina and Petr Schentinini.

APRIL IN PARIS BALL—Jean Pierre Aumont and Lisa

Kirk are hosts for tapes of Friday night's society-charity event

at the Imperial Ballroom of the Americana Hotel, New York. A

fashion show by Madame Gres, Dancing Waters and a dance

by the 1963 debutantes are highlighted, plus a "show within a

show" featuring Maurice Chevalier and star-offspring Liza

Minnelli, Peter Duchin and Frank Sinatra Jr.

Gay Ninety Cookbooks

By SHERM WILLIAMS

(Copyright 1963, The Independent Press-Telegram)

Back in the "good old days" when Willmore City was founded, a loving housewife could make booze, cure strokes of lightning, mend a stove, and cook all kinds of wonderful things.

She could do almost anything except get a few minutes rest.

All she needed was a blacksmith's arm, incredible patience, a strong stomach, remarkable luck—and most important of all, a good family cookbook.

"HONEY," her husband might shout from his bed any morning. "Let's have some of them Delaware biscuits."

The recipe is on Page 23 of "A Book of Excellent Recipes."

"Nine cups of flour, one cup of lard, one pint of water, salt as for other bread. This makes a very stiff dough which must be beaten with an axe for at least one thousand strokes. Make into small balls, bake thoroughly in a quick oven."

WILLMORE CITY was founded during the dim dawn of what has now become known as the age of scientific cookery. Modern recipes are tested in laboratories, weighed for food values by home economists, denuded of calories, prefabricated in factories, then stamped on the side of a package.

An old-time housewife would scorn such carryings on, and paraphrasing a popular expression of the day would write off a modern day cook with the words "She couldn't pour batter out of a boot if the directions were on the heel."

It took instinct and flair to turn out goodies back in the old days. That, and a cookbook which made up



in scope for what it lacked in precision. At the time Willmore City was founded, most cookbooks consisted of collections of old family recipes and home remedies. A cookbook in those days might be the only other book in a house besides the family Bible.

IT CONTAINED hints for beauty, deportment, how to walk, talk and entertain, and firm instructions on how to salt down whatever bacon the man of the house might bring home. It also contained some remedies that must have been planted by menfolk.

"I feel shaky," a husband might moan from his bed after a night on the town. "Must have the fever and the ague."

Flipping through "The Everyday Cook Book and Cyclopaedia of Practical Recipes," on page 278 the terse home remedy read in full:

FEVER AND AGUE
"Four ounces galangal-root in a quart of gin, steeped in a warm place; take often."

In a day or two, if her husband failed to recover, the wife might well turn to page 274:

"THE QUINING CURE FOR DRUNKENESS"

"Pulverize one pound of fresh quill-red Peruvian bark and soak it in one pint of diluted alcohol. Strain and evaporate down to one-half pint. For the first and second days give a teaspoonful every three hours. If too much is taken, headache will result and in that case the dose should be diminished. On the third day give one-half a teaspoonful; on the fourth reduce the dose to fifteen drops, then to ten, and then to five. Seven days, it is said, will cure average cases, though some require a whole month."



Pete Willlette '63

Presumably a wife who made Delaware Biscuits for breakfast and coped with fever and ague, plus its attendant problems, might lose a pound or two. The book had a remedy for that too.

"LEANNESS"
"Is caused generally by lack of power in the digestive organs to digest and assimilate the fat-producing elements of food. First restore digestion, take plenty of sleep, drink all the water the stomach will bear in the morning on rising, take moderate exercise in the open air, eat oatmeal, cracked wheat, Graham mush, baked sweet apples, roasted and broiled beef, cultivate jolly people and bathe daily."

And then, there were the children. What if they came up with something like, say, tapeworms?

"TAPEWORMS"
"Tapeworms are said to be removed by refraining from supper and breakfast and at eight o'clock taking one-third part of two hundred minced pumpkin seeds, the shells of which have been removed by hot water; at nine take another third, at ten the remainder and follow it at eleven with a strong dose of castor oil."

In the event her man was out ploughing the fields and was suddenly struck by lightning, the housewife had no great reason to worry. The cookbook had a cure for it.

"TO RESTORE FROM STROKE OF LIGHTNING"
"Shower with cold water for two hours; if the patient does not show signs of life, put salt in the water and continue to shower an hour longer."

Matters of health and waistline weren't the only problems facing a housewife in the late 1800's.

The stove might crack, and it would be up to her to patch it. "Wood ashes and salt in equal proportions, reduced to a paste with cold water and fill in the cracks when the stove is cool. It will soon harden."

She was provided with suggestions for making "an excellent hard soap," directions for making "old crape look nearly equal to new," instructions for caring for lamp wicks, the usual stain removal ideas, and a terse lesson in how to keep a pump from freezing.

"Take out the lower valve in the fall, and drive a tack under it, projecting in such a way that it cannot quite close. The water will then leak into the well or cistern while the working qualities of the pump will not be damaged."

There were no aerosol bombs to rid the house of mosquitos. She was told to "Rub exposed parts (of body) with kerosene. The odor is not noticed after a few minutes, and children, especially are much relieved by its use."

A major problem, apparently, was that of keeping the gilt frames of pictures in good condition.

"TO BRIGHTEN GILT FRAMES"

"Take sufficient flour of sulphur to give a golden tinge to about one and one-half pints of water, and in this boil four or five bruised onions or garlic, which will

come out as bright as new work."

Sometimes the frames were bright enough, but, for some unaccountable reason drew flies. Then the housewife was instructed to "Boil three or four onions in a pint of water and apply with a soft brush."

The modern day housewife goes slightly berserk when her husband comes home with a few fish which haven't been cleaned. Here are a few extracts from old recipes in a number of cookbooks dealing with game, to show how the old-time housewife went about it:

"Venison when young will have a fat clear and bright and this ought also to be of considerable thickness. When you do not wish to have it in a very high state, a knife plunged into either haunch or the shoulder, and drawn out, will by the smell enable you to judge if the venison is sufficiently fresh..."

"Roast Goose. Pick clean when dead (never before) and remove..."

"To Cook a 'Possum. Well, we first caught the 'possum, and laid him down, and put a stick across his neck, put a foot on each end of the stick, and pulled his tail until his neck popped, and we knew we had him. Into a kettle of boiling water we threw a couple of shovels of ashes to make the hair slip..."

"Fried Squirrel. Take young squirrels, wash carefully, wipe dry, and lay on the beefstick-board. With a hammer pound until the bones are crushed and the meat tender..."

There was one great place for the housewife, though. With the kids cured of tapeworm, the husband sicken in bed with fever and the ague, and the stove mended, she could settle down to a nice sedate pitcher of milk punch.

"Pare off the yellow rind of four large lemons and steep it for 24 hours in a quart of brandy or rum... add a quart of rich unskimmed milk..."



Congratulations to THE MODERN LONG BEACH

Your M. D. Has 'Kept Pace', Too!

Seventy-five years ago, when Long Beach was born, doctors traveled by horse and buggy. Antibiotics were unknown and people died from strange "plagues." In this jet age miracle drugs have spelled the end to a majority of the mysterious maladies. People are living longer, happier and healthier lives.

This is thanks to a system of free enterprise without government control which has made American medical care the best in the entire world.

But in all this time, the basic principles of your doctor have not changed. Today as in the days of Hippocrates your doctor remains devoted to the best patient care — dedicated to the alleviation of pain and the saving of life. Members of the Long Beach Medical Association wish Long Beach a happy birthday and pledge themselves anew to the seeking and finding of the Truth — whatever or wherever it is, and by whatever means are required.

LONG BEACH MEDICAL ASSOCIATION

DISTRICT 3, L. A. COUNTY MEDICAL ASSOCIATION

Continuing A Great Tradition of...

PROGRESS Long Beach Store Fixture Co

Our Experienced Organization Is Built on

- ★ INTEGRITY ★ SERVICE
- ★ REPUTATION
- ★ QUALITY MERCHANDISE

"EVERYTHING FOR SERVING FOOD SINCE 1926"

TOP BRANDS • FIRST LINE MERCHANDISE

General Electric, Commercial and Marine
Raytheon Ovens
Toastermaster Commercial Equip.
Libby Glass
Oneida Silver
Glenco Refrigeration
Wallace China
Frigidaire Ice Machines
Wolfe Range Mfg. Co.

Hamilton-Beach Mixer
Rubbermaid Commercial Plastics
Shelly Matic Mobil Equip.
Lakeside Carts
Globe & Sanitary Kitchen Machines
Legion Kettles & Table & Service Equip.
Vollrath Stainless Steel
Dexter Cutlery
Wearever Commercial Aluminum

"SPECIALIZING IN INDUSTRIAL IN-PLANT FEEDING"

SERVING RESTAURANTS, CHURCHES, LODGES AND FRATERNAL ORGANIZATIONS, HOSPITALS, SCHOOLS AND MILITARY INSTALLATIONS THROUGHOUT LONG BEACH AREA

"EVERYTHING YOU WANT . . . WHEN YOU WANT IT"

You name it . . . we have it. Whether your place is large or small . . . whether your requirements are many or few . . . you will receive the same courteous service and the same quality merchandise. Exceptional growth and outstanding achievements are, without doubt, the fruits of progress. Creating a sound economic climate in which all types of business may prosper is everyone's responsibility. Our hope is that we may continue to have the privilege of serving and growing with Long Beach in the Years Ahead.

37 YEARS OF SERVICE • PARTNERS IN PROGRESS • HE 5-6368
LONG BEACH STORE FIXTURE CO. • 330 Locust Ave. • Long Beach

WEEK'S TOP SHOWS

Sunday—"Twentieth Century" begins its seventh season at 6 p.m. on channel 2 with a documentary on the Chicago YMCA's efforts to reduce teen-age violence.

Monday—"The Addict" at 9 p.m. on channel 13 is an hour-long documentary-drama about the effects of narcotics on one man.

Tuesday—"The Andy Williams Show" at 10 p.m. on

channel 4 in COLOR has guest Jane Wyman plus Ernest Borgnine and Carl Ballantine of "McHale's Navy."

Wednesday—"Chronicle" at 7:30 p.m. on channel 2 visits Blackpool in England where mill workers traditionally vacation every year.

Thursday—"Festival of Performing Arts" at 9 p.m. on channel 13 presents pianist Rudolf Serkin and the Budapest String Quartet.

Friday—"Great Adventure" at 7:30 p.m. on channel 2 presents "Go Down, Moses," a historical drama about an escaped slave who became leader in the abolitionist movement.

Saturday—"The Jerry Lewis Show" at 9:30 p.m. on channel 7 features 15 top stars from the motion picture "It's a Mad, Mad, Mad, Mad World."

Beltone

HEAR AGAIN
is to
LIVE AGAIN

The Beltone Way
Hearing Aid Audiologists
130 E. 3rd, LONG BEACH

HE 7-7437



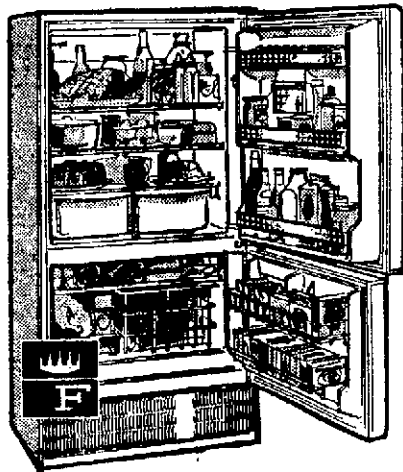
JOHN L. BURTON



G. H. WOODBURY

HILL'S 1963 Model Clearance!

NEVER BEFORE AT THIS PRICE!
FRIGIDAIRE "BOTTOM FREEZER" REFRIGERATOR



AT A PRICE YOU
CAN'T AFFORD TO MISS

ONLY!
\$279⁷³

- NO DEFROSTING EVER IN HUGE REFRIG. SEC.
- GIANT 163-LB. BOTTOM FREEZER
- FRIGIDAIRE DEPENDABILITY

ZENITH COLOR TV

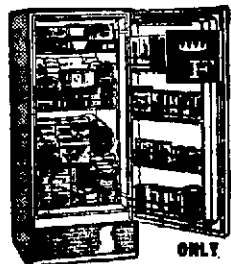


AT
DRASTIC
REDUCTIONS

HANDWIRED-
HANDCRAFTED
QUALITY
HUGE TRADE-IN
TREMENDOUS
SAVINGS!

PRICES YOU'VE BEEN WAITING FOR

HUGE 336-LB. FRIGIDAIRE
FOOD FREEZER



- ZERO ZONE FREEZING
- EXTRA DEEP DOOR SHELVES

ONLY **167⁶⁰**

FABULOUS FLAIR by

FRIGIDAIRE



- Glamorous! Looks Built-In. Installs in Microwaves.
- Cooking Units Roll Back Out of Way. COLOR or WHITE.

272⁷⁰



BEAUTIFUL

ZENITH 23" CONSOLE

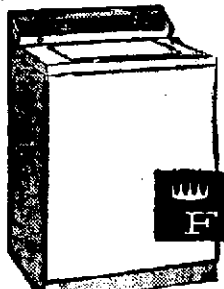
LO-BOY

CHOICE OF MAPLE, WALNUT OR MAHOGANY.

CLEARANCE PRICE
PRICED TOO LOW
TO ADVERTISE!

Frigidaire Laundry--Big-Big-Savings!

STURDY FRIGIDAIRE

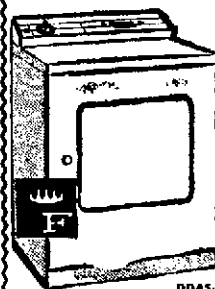


- WASHER
- 2 CYCLE
- 3-RING AGITATOR
-
- BABY CARE ACTION

CLEARANCE
PRICE—ONLY

\$174³⁰

FRIGIDAIRE "FLOWING HEAT"

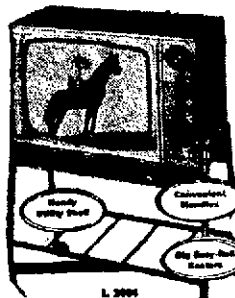


- DRYER
- SAFER THAN SUNSHINE
- DRIES BREEZE FRESH
- ALL FABRIC SETTING

CLEARANCE
PRICED AT

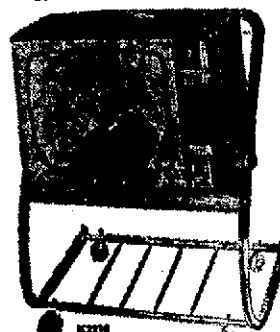
134⁶²

19" ZENITH PORTABLE



OUT
THEY GO! **148⁸⁸**

19" Zenith 'Space Command' REMOTE CONTROL



CLEARANCE PRICED
TOO LOW TO ADVERTISE!

HILL'S

90-DAY TERMS FREE TO CASH BUYERS

It Pays to Buy at Hill's Because:

- WE GIVE HIGHEST TRADE-INS
- COMPLETE SELECTIONS
- OUR OWN SERVICE DEPARTMENT BACKS WHAT WE SELL
- NO DOWN PAYMENT NEEDED

STORE HOURS:
MON.-
THURS.-FRI.
TIL 9 P.M.
TUES.-WED.-
SAT.-
TIL 6 P.M.

Our Own Service
Department
Backs Up
What We Sell!
15 YEARS IN
SAME LOCATION!

5650 Atlantic Ave., N.L.B.
GA 2-8908, GA 2-7078

HIGHEST
TRADE-IN
ALLOWANCE

The Vanished Golden Age of Music

By RACHEL MORTON, Music Critic

In talking with some of the "old-time" musicians of Long Beach, I am filled with amazement at the wonderful contribution to music that was made in the early days when many of the greatest artists of the world were heard here.

Long Beach has made great strides in industry, in wealth and in population in 75 years. But in music she has retrograded.

It was regular musical fare in those far-off days to hear artists like Paderewski, Galli-Curci, John McCormack, Schumann-Heink, Julia Culp, Calve, Pavlova, Josef Hofman, and many others of like fame. Today, our nearest approach to such privileges are the occasional concerts by artists brought to us by way of the Community Concerts series, for which we are deeply grateful; and the soloists and conductors of renown who appear here with the Los Angeles Philharmonic Orchestra.

IN 1904—and that seems to be as far back as I can get—although there was a popular ensemble called the Cuthbert Family Band of nine players giving concerts in 1888—Long Beach was advertised all over the United States as the city with a natural year-round fine climate "where one could lie on the beach by the sea waves and listen to band concerts every day." Long Beach became a popular tourist town and a center for re-

ligious activities. Musical fare of a high order was planned for this constant stream of visitors.

The Municipal Band, under the leadership of an Italian conductor, Donatelli, was organized at this time, starting out with 20 Italian players who nearly starved, but who played for the love of music. Another Italian, Vesilla, followed him. Because of a small group of music and civic-minded women, namely: Lucy Wolcott, Ethel Willard Putnam, Mrs. Victor Beldon Humphrey (mother of Don Humphrey), Johanna Nielsen and Jean Wade, money was provided and the band was saved. It is the only band in the United States that has given continuous daily concerts five days a week for over 50 years. Its members now number 36 players. Charles Payne is the present director and the city invests annually \$240,000 for its support.

These enterprising music-loving women not only put the band on its feet, but in 1908 they organized and became charter members of the Woman's Music Club, an organization with over 500 members today, which continues its music study sections, its fine monthly programs and assistance to young artists.

THE MUSICAL fare at this time, besides the band concerts, were the Chautauqua series of concerts given in a huge tent at the corner of Cedar Avenue

and Third Street. Here also were held regular revivals with fine music.

In 1906 the luxurious and nationally-known Hotel Virginia, was built on the beach. What nostalgic memories of this famous hotel were revived as I talked with the music-pioneers of our city!

"With so much elegance and reclame, why was it ever torn down?" I asked Mrs. Ethel Willard Putnam. "Taxes became too much for the owner," she replied.

IN ITS GREAT salon concerts by the greatest artists of the musical world were frequently heard under the management of the well-known impresario, L. E. Behymer. Concerts were also given in the auditorium of the first municipal auditorium—a great wooden structure on the beach from which extended a mile-long pier. The present municipal auditorium is the third one that has been built.

Kathryn Coffield, a local music manager, also brought world celebrities to Long Beach. She was the founder of the Musical Arts Club, which in those days entertained the famous artists performing with elaborate dinners after the concerts at the Pacific Coast Club.

All of my most helpful and cooperative informants spoke glowingly of a never-to-be-forgotten dinner given by the Musical Arts Club for Mary Garden after her concert. The golden table

cloth was heaped high with autumn fruits; chandeliers and cut glass gleamed; the over 100 guests were in formal dress and the whole affair was an unforgettable event. Johanna Gadske was entertained in like fashion after her concert in Long Beach.

IN THESE early days Ada Potter Wiseman, a fine singer and excellent teacher, contributed greatly to the musical growth of our city as leader of the Bach Choir. Her annual "Messiah" performances were so outstanding that all the

Protestant Churches closed their doors for that evening. These wonderful "Messiah" programs were carried on thereafter for 34 years at Christmas time by Rolla Afford. These performances are now produced at Christmas time under the direction of Frank Ahrold, sponsored by the City Recreation Dept.

Even chamber music flourished in those early days. Carleton Wood, violinist, founded the Long Beach Chamber Music Society and was the director for several years. Ethel Willard Putnam, through her

contact with Elizabeth Sprague Coolidge, brought such famous string quartets to Long Beach as the Pro Arte from Budapest, and the Belgian String Quartet.

Today we have a series of chamber music concerts given in the Long Beach Museum of Art, free to the public and sponsored by Los Angeles County, the music union of Los Angeles and the city of Long Beach.

There was even a male chorus of 100 men called the Apollo Club, which gave very successful concerts under the directorship of

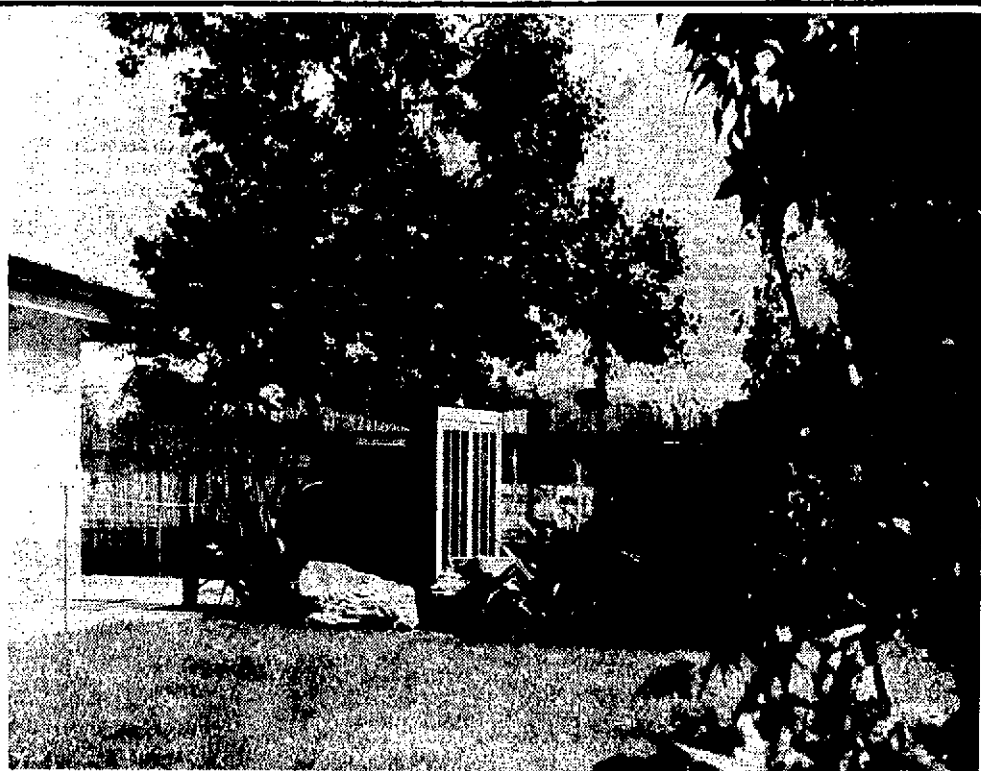
the well-known conductor, Hugo Kirchhofer.

A LITTLE LADY, with three small children arrived in Long Beach from Illinois in 1906. This indefatigable worker, Alice Durham, has done much for the musical culture of Long Beach. She affiliated herself with L. E. Behymer as executive secretary of the Long Beach Civic Concerts. The first concert venture was by the Minneapolis Symphony with Oberholfer conducting in 1914. Under Alice Durham and her committee,

Long Beach has heard some of the world's greatest celebrities such as Lauritz Melchior, Lotte Lehmann, Ezio Pinza, John Charles Thomas, Lawrence Tibbett, Kirsten Flagstad, Benne Moissewitch, and many others. (Compare that musical fare with the paucity of artist recitals we have in Long Beach today!)

Dorothy Maynor sang here during World War II. Just before the concert, orders came to blacken out the auditorium. Nothing daunted, Miss Maynor sang

(Continued Page 95, Col. 1)



This home added gas-fired air conditioning to their forced air furnace by installing the unit in the back yard. (photo courtesy of the Payne Company)

WHY NOT PLAN FOR NEXT SUMMER NOW?

REMEMBER THAT SCORCHER OF A HEAT WAVE RECENTLY?

Many people thought about air conditioning then, but now that autumn is arrived and the air is crisp and cool, the tendency is to forget what intense heat can be like — even in an ocean-surrounded city!

We can think of two excellent reasons why you should not delay your Air Conditioning plans. First, when summer months arrive, you may find yourself so busy with various activities that there will be little time to think ahead until the hot days actually arrive and are forced upon you. If this happens you will realize only partial benefits of an air conditioning unit because you waited too long; second, by making plans now your Air Conditioning contractor can give you personal service which he might not have time to yield later on.

Thereupon while you're shopping for air conditioning, don't overlook the finest available — the gas-fired absorption system! Not only is it the quietest and most economical to operate, but it lasts four times longer than the other systems because it has no moving parts, and is the most reliable air conditioning made.



FIRST MUNICIPAL BAND

Members of the band which grew out of the Cuthbert Family band posed for formal picture in 1889. From left in upper row were Frank Wilson, Robert Burns, Joe McPherson, Edward Brown (leader), a Mr. Dickover, and Al Curtis. In lower row were Frank Bowers, Clarence Craw, William E. Craig, Frank Cook, Louis Fridell and tenor drummer Norman Staunton.

Photographing Long Beach
Since 1945

Color*
PHOTOGRAPHY

- Portraits
- Advertising
- Weddings
- Publicity

*Expert in Black and White, too.

Perry Griffith Photographers

HEmlock 7-4195

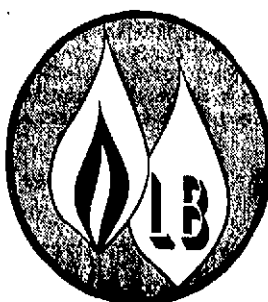
225 EAST SIXTH ST., LONG BEACH

Install Gas Air Conditioning

THE FINEST YOU CAN BUY!

LONG BEACH
GAS DEPARTMENT

215 West Broadway, Long Beach 2,
HE 6-9981



MONDAY

October 28, 1963

★ PAID ADVERTISEMENT

- 6:00 A.M.**
 2 Sunrise Semester: Ethics
 "Cult of Pleasure"
 7 Cartoon Capers (2½ hrs.)
6:30
 2 Society & School (USC)
 4 (Color) Tales of West:
 "Great Cattle Drives"
7:00 A.M.
 2 Captain Kangaroo
 4 Today, Hugh Downs.
7:30
 11 Columbia Univ. Lectures
7:45
 5 For Kids Only, Sk. Frank
 9 Big Babysitter (cartoons)
8:00 A.M.
 2 Panorama Pacific, R. Rowe
 11 Cartoon Fun
8:15
 5 Learn to Draw, Jon Gnagy
8:30
 5 For Kids Only, Sk. Frank
 7 Zoorama (San Diego)
 13 Felix the Cat (cartoons)
9:00 A.M.
 2 News with Mike Wallace
 4 Say When, Art James
 5 The Romper Room
 7 Married Joan, J. Davis
 11 The Jack LaLanne Show
 13 Morning News
9:15
 13 Guidepost to Science (6)
9:30
 2 I Love Lucy, Lucille Ball
 4 (Color) Word for Word
 7 Love That Rob! Cummings
 11 Movie: "Gallant Sons,"
 Jackie Cooper ('40)
10:00 A.M.
 2 The McCoys, W. Brennan
 4 Concentrat'n, Hugh Downs
 5 Movie (on L.A. Today):
 "Dance Hall," Carole
 Landis ('41)
 7 December Bride, Byington
 9 Movie: "Kid Gallahad,"
 Edw. G. Robinson ('37)
10:15
 13 Guidepost to Science (B8)
10:30
 2 Pete and Gladys

- 4 (Color) Missing Links
 7 Girl Talk, Virginia Graham
10:45
 13 Guidepost to Spanish II
11:00 A.M.
 2 Love of Life
 4 (Color) First Impression
 7 Price Is Right, Bill Cullen
 11 The Jean Majors Show
 13 Meet the Future
11:15
 13 Guidepost to Spanish I
11:30
 2 Search for Tomorrow
 4 (Clr) Truth-Consequences
 7 Seven Keys, Jack Narz
 9 Spectrum: "Amer. Music"
 11 The Phil Norman Show
 13 TV Bingo, Johnny Jacobs
 5 Cross Current (11:35)
11:45
 2 The Guiding Light
12:00 NOON
 2 Burns and Allen Show
 4 (Color) People Will Talk
 Guest: Lorne Greene
 7 Tennessee Ernie Ford
 Guest: Jack LaLanne
 9 En France: "Tourist Of-
 fice"
 11 Sheriff John, John Rovick
 13 Movie: "Honeychile," Judy
 Canova ('51)
 5 Trouble w/Father (12:10)
12:30
 2 As the World Turns
 4 The Doctors, Fred Scollay
 7 Father Knows Best, Young
 9 Mr. D.A., David Brian
12:45
 5 Dateline Europe, J. Thor
1:00 P.M.
 2 Password, Allen Ludden.
 Milt Kamen, Betty White
 4 Loretta Young Theatre
 7 Gen'l Hospital, J. Berardino
 9 Cartoonsville
 11 Movie: "Calling Dr. Kil-
 dare," Lew Ayres ('39)
1:20
 5 Douglas Fairbanks Th'tr
1:30
 2 Art Linkletter House Party
 4 (Color) You Don't Say!
 7 The Pamela Mason Show
1:45
 9 Feature Page, Joe Dolan
 5 Overseas Adventure (1:55)



THE LATE Al Jolson is the subject of "Hollywood and the Stars" at 9:30 p.m. on Monday, channel 4.

- 2:00 P.M.**
 2 To Tell the Truth, Collyer.
 Ruby Dee and Dick Shawn
 4 Match Game, G. Rayburn
 9 Movie: "Dark Mirror,"
 Olivia DeHavilland ('46)
 13 Vagabond: "Quebec"
2:30
 2 The Edge of Night
 4 Make Room for Daddy.
 5 Movie: "Danger Island,"
 Peter Lorre ('38), Mr. Moto.
 7 Day in Court: Bigamy.
 13 The Ann Sothern Show
3:00 P.M.
 2 The Secret Storm
 4 Bachelor Father, Forsythe
 7 Queen for Day, J. Bailey
 11 Oh Susanna, Gale Storm
 13 Felix the Cat (cartoons)
3:30
 2 My Little Margie, G. Storm
 4 Movie: "Rage of Paris,"
 Danielle Darrieux ('38)
 7 Who Do You Trust?
 11 The Chucko Show
3:45
 9 The Mighty Hercules
4:00 P.M.
 2 Life of Riley, Wm. Bendix
 5 Bozo's Circus, V. Colvig
 7 Trailmaster, Ward Bond
 34 Reloj Musical (variety)
4:30
 2 Movie: "The Magic Car-
 pet," Lucille Ball, Ray-
 mond Burr ('51 - 1st run).
 Deposed caliph.
 9 The Engineer Bill Show
 11 Cartoons, Al Lohman Jr.
 34 Un Canto de Mexico
4:45
 5 Popeye, Tom Hatten
 13 Rocky and His Friends
5:00 P.M.
 7 Hawaiian Eye, E. Easley
 11 Cartoons, Don Lamond
 13 The Lloyd Thaxton Show
 34 Escuela KMEX (English)
5:30
 5 Beetle and His Buddies
 9 Funny Company, J. Coons
 11 Superman, George Reeves
 34 El Seguro Social (soc. sec.)
5:45
 4 (Color) Nws/W'ther/Sprts
 13 Bill Johns, News
6:00 P.M.
 2 Big News, Jerry Dunphy
 4 (Color) Jack Latham News
 5 You Asked For It, J. Smith
 7 News Hour, Baxter Ward
 9 The Lone Ranger, C. Moore
 11 The Mickey Mouse Club
 Disneyland engineer ex-
 plains why Main St. car
 tracks were relaid.
 13 (Color) Courageous Cat
 34 Codicia (dramatic serial)
6:30
 4 Huntley-Brinkley Report
 5 The News, Robert Arthur
 (now with Tom Duggan)
 9 Our Miss Brooks, E. Arden
 13 (Color) Touche Turtle
 34 Noticiero 34 (News)
6:45
 7 Ron Cochran, News
 11 George Putnam DateLine
7:00 P.M.
 2 Walter Cronkite, News
 4 (Color) Golden Voyage
 Jack Douglas: "Hill People
 of Kentucky," Interviews
 5 Leave It to Beaver
 7 I'm Dickens... He's
 Fenster, Marty Ingels
 9 People Are Funny
 11 Quick Draw McGraw
 13 (Color) Wild Cargo:
 "Southern Louisiana,"
 Capturing alligators,
 jungle rats.
 34 Borrasca (drama serial)
7:30
 2 To Tell the Truth, Bud
 Collyer: Abe Burrows
 4 (Color) Movie: "Good
 Morning Miss Dove,"
 Jennifer Jones, Robert
 Stack ('55-1st run). Flash-
 back story of a dedicated
 teacher over 4 decades.
 5 Addograms, Jack Barry
 7 The Outer Limits: "The
 Man Who Was Never
 Born," Martin Landau,
 Shirley Knight, John Con-
 sidine. Grotesque man
 from the devastated earth
 of the 22nd century re-
 turns through time to kill
 the biologist whose dis-
 coveries were responsible
 for man's near-devastation
 of 1995.
9 TONITE & EVERY NITE!
 ★ **DOBBIE GILLIS on 9**
 11 One Step Beyond: "The
 Sacred Mushroom." Story
 of the rare plant in remote
 Mexico said to effect the
 ESP of those who eat it.
 13 **KEN MURRAY CUTS
 CAPERS ON 'HOLIDAY'**
 Ken and Betty Lou Mur-
 ray narrate their own
 films of their vacation in
 Jackson Hole in the High
 Sierras. Murray winds up
 judging a Miss Press
 Photographer contest.
 34 Seis a las 7:30 (jazz)
8:00 P.M.
 2 I've Got a Secret, G. Moore
 Groucho Marx is celebrity
 guest.
 5 The Lawman, John Russell
 9 **ELSA MARTINELLI**
 ★ **KIRK DOUGLAS in
 'INDIAN FIGHTER'**
 M & M—COLD
 with Walter Abel, Walter
 Matthau ('55-1st run).
 Frontiersman and the
 daughter of Indian chief.
 11 The Untouchables, Robert
 Stack, Clu Gulager. Ness
 stalks Dutch Schulz and
 "Mad Dog" Coll.
 13 **STONEY BURKE**
 ★ **WITH JACK LORD**
 Political assassination
 involves beauty.
 34 Pablo y Elena (serial)
8:30
 2 The Lucy Show, Lucille
 Ball, Gale Gordon. Lucy
 calls on reformed safe-
 cracker (Jay Novello) to
 help get Mr. Mooney out
 of the bank vault. But the
 feel of the tumblers in his
 fingers triggers his return
 to crime.
 5 Thin Man, Peter Lawford
 7 (Color) Wagon Train,
 John McIntire, Clu
 Gulager, Ed Begley. Bank-
 robbing desperados take
 young Barnaby (Michael
 Burns) as hostage while
 making a getaway.
 34 Corazon: Diario de Nino
9:00 P.M.
 2 The Danny Thomas Show.
 Kathy and Bunny are
 afraid to tell their hus-
 bands about the rickety
 old house they bought in
 the country.
 5 Special of the Week:
 "Mme. Ngo Dinh Nhu."
 Still more of the Dragon
 Lady, as Robert Arthur
 and Bill Stout cover her
 address before the World
 Affairs Council at the
 BevHilton, and question
 her following her talk.
 (Taped Saturday)
 11 Naked City, Paul Burke,
 Robert Redford. Murder-
 ing hoodlums, dressed as
 Nazis, are sent to Bellevue.
 13 The Addict (see box)
 34 Sor Juana Ines (serial)
9:30
 2 The Andy Griffith Show.

SPECIAL

THE ADDICT—An hour-long special report on one man's addiction to dope is told at 9 p.m., ch. 13. Lauded by Gov. Brown as "the most effective anti-narcotics mes- sage of recent time," shock- ing study demonstrates the destruction brought on by narcotics, the unbearable pain, the private world of momen- tary pleasure. We meet Greg Dykes, and the people who influenced his chaotic life.

Mountaineer (Denver Pyle) abducts Aunt Bee— object: matrimony. The Dillard Brothers are featured as his sons.

4 Hollywood & the Stars, Joseph Cotten: "The Im- mortal Jolson." Career of a young street singer who rose to a salary of \$15,000 a week.

34 Comicos y Canciones
9:55

9 Hollywood Newsreel

10:00 P.M.

2 East Side/West Side, Geo. C. Scott, Theodore Bikel, Lou Frizzel. Man is faced with the problem of his 20-year-old retarded son when a resident wants him committed.

4 (Color) Sing Along With Mitch. Mitch, Leslie Ug- gams and the Sing Along Gang salute various forms of entertainment.

5 Robt. Taylor's Detectives

7 The Breaking Point, Paul Richards, Kim Hunter, Mark Richman. Inability to find the husband she knows in the strong politi- cal image he has become is the breaking point for the wife of a senatorial candidate.

senatorial candidate.

9 **SEE CLEYE ROBERTS!**

★ **EVERY NITE ON 9!**

11 George Putnam, News

13 News, Johns and Fishman

34 Box de Mexico (boxing)

10:30

9 Movie: "The Thing,"

Dewey Martin, James

Arness ('51)

11 The Paul Coates Show

13 It's Country Music Time

11:00 P.M.

2 News, Dunphy and Hart

4 (Color) Jack Latham News

5 The News, Robert Arthur

7 ABC News; Baxter Ward

11 The Best of Groucho

13 Movie: "Track the Man

Down," Kent Taylor ('57).

Scotland Yard.

11:15

4 (Color) Tonight, Johnny

Carson with Libby Morris,

Jan Sterling, guitarist

Laurindo Almeida

5 W'ther/Sprts; Steve Allen

(11:20), with Jerry Van

Dyke, John Lackey, Jennie

Smith (repeat)

11:30

2 The Late Show Tonight!

★ **ALAN LADD stars as**

"WHISPERING SMITH"

with Robert Preston ('48).

Railroad detective of 1890.

7 Five Fingers, D. Hedison

11 Movie: "Desire Me," Greer

Garson ('47)

34 Noticiero 34 (News)

12:05

9 Movie: "Kid Galahad,"

Edw. G. Robinson, Bette

Davis ('37)

12:30

7 Movie: "Ware Case,"

Clive Brook (Br-'38)

12:50

5 Ladies Night, Wynda Lees

1:15

2 Movie: "Paris in Spring,"

Mary Ellis ('35-1st run)

1:30

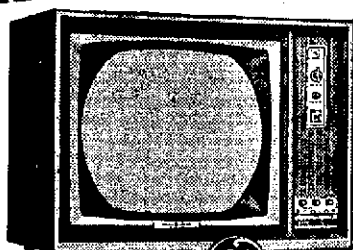
11 All-Night Show: "Night-

mare Alley" and "The

Bribe"

9 Spectrum, (1:35)

MR. ESTERN SEZ
HOLD THE PRICE
DOWN! 1964 GENERAL
ELECTRIC COLOR TV



Model M920YER

\$398⁸⁸

ONE YEAR FACTORY GUARANTEE
ON ALL PARTS
70 COLOR SETS TO CHOOSE FROM

PARK AT OUR DOOR

OPEN 10-3 P.M. SAT. 9-5 SUN. 1-3

Long Beach • ME 4-9415

ESTERN CO. 3344 E. Pacific Coast Hwy.



SYLVIA LEWIS and Dick Van Dyke perform for a school show during "The Dick Van Dyke Show" at 9:30 p.m. Wednesday, channel 2.

The lightest handiest typewriter in the WORLD!

HERMES ROCKET DISCOUNT PRICE

Full Size Office Keyboard
Pica or Elite Type
2-Color Ribbon

\$49⁹⁵ plus tax

5 YEAR PARTS AND LABOR GUARANTEE
BUY YOURS FROM A TYPEWRITER SPECIALIST

Bricknells LAKEWOOD CENTER

5006 Faculty Ave. In the Faculty Shops ME 3-1115

NOW YOU CAN BUY A MAYTAG
FEATURE LOADED
FOR THE PRICE OF AN ORDINARY DRYER!

MAYTAG Multi-Temp Pushbutton DRYER

Brand NEW!

Model 118 or 228 Vol

158⁸⁸

Model 118 or 228 Vol

• PUSHBUTTON CONTROLS IN CLOSING WASH N WDR
• LINT FILTER
• STEEL CABINET WITH SAFETY DOOR

FREE VENTING DURING OUR "DRYER BUYER DAYS" AT
LEO UPCHURCH APPLIANCES
10055 E. ALONDRA, BELLFLOWER — TO 6-3614

Pan & Jan

Would you please tell me if the premiere showing of "The Greatest Show on Earth" had previously been aired on TV? I'm certain I've seen it before, but no one else agrees.

Mrs. Jean Summers, Long Beach

Neither does ABC-TV. The opening episode, they maintain, was an original story done specifically for "The Greatest Show on earth." If it was familiar, they're sorry.

Could you tell me if John Berardino of "General Hospital" was a baseball player and when and with what ball team did he play?

Mrs. Lena A. Blair, Long Beach

John was the most valuable player of the University of Southern California's baseball team in 1937. In 1939 he played for the St. Louis Browns, served with the Navy during World War II, then returned to the Browns. He was sold to the Cleveland Indians for \$80,000 in 1948 and was second baseman for the team that year when it won the World Series. In 1952 he was sold to the Pittsburgh Pirates and a year later retired from baseball because of a leg injury.

Although you didn't ask, his acting career started before his baseball days. He appeared in "Our Gang" comedies when he was seven years old.

What has happened to the "new, exciting" Judy Garland Show? Up to this time I had admired her, but now!

When she mumbles out a joke, she sounds like she's drunk. I know you can't fix this show, but do you know what happened?

Kathy Nodler, Long Beach
CBS-TV has experts trying to figure "what happened" and some changes are in prospect.

"YOUR GUARD OF QUALITY"



GARDEN GROVE STORE (only)
OPEN SUNDAY
7 a.m. to 6 p.m.

SPECIALS GOOD thru. WEDNESDAY, OCT. 30th ONLY! AT ALL 3 STORES

CENTER MEAT CO.

LAKEWOOD CENTER
3032 Faculty Ave. — ME 2-434
Open Daily 9:10 a.m. to 9:30 p.m.
GARDEN GROVE
(next to Zeddy's)
9772 Chapman Ave. — LE 988 9-3151
155 W. Pomona
Across from Sears

GIVE THE UNITED WAY

BEEF SALE RUMP ROAST OR SWISS STEAK

Tender
Juicy Beef
Cut From
Custom Fed
Steers, our
Lowest Price
In Years

59^c

lb.

New York Steaks



Boneless famous "New York Cuts" — super-trimmed the Center Meat Co. Way!

1.09

lb.

Superb eating!

FILET MIGNON 1.49

GOURMET QUALITY... the "steak the gentlemen themselves prefer!" Save 60¢ per pound over supermarket prices and get far better steaks!

TURKEY HINDQUARTERS

U.S.D.A. GRADE "A"
YOUNG-DELICIOUS
PERFECT FAMILY
SIZE 4-6 LBS. EACH

29^c

lb.

SIDE OF BEEF



Save \$35 per side
No Money Down—
6 months to pay
Approx. Weight 350-375 lbs.

49^c

lb.

HINDQUARTER of BEEF

USDA Graded Choice or Our Own Selected Custom Fed

59^c

lb.

PHONE ORDERS ACCEPTED

WITHOUT OBLIGATION, CALL HE 2-3456
for a FREE Home DEMONSTRATION OF THE NEW

1963★MUNTZ 23"TV
★RADIO & 3 speed
★STEREO PHONO COMB.

23

\$198

NO CHARGE FOR DELIVERY AND INSTALLATION!

FREE!
50 STEREO SELECTIONS
NO PAYMENT FOR 45 DAYS

NO MONEY DOWN
\$2.50 PER WEEK!

BUY DIRECT & SAVE!

- ★ As Advertised in Life & Saturday Evening Post
- ★ Hand Wired Power Plant
- ★ Powerful—Cool Operating
- ★ Hand Rubbed Cabinetry
- ★ 100% American Made

Muntz TV

PIONEER TV

517 LONG BEACH Blvd. • DOWNTOWN LONG BEACH

OPEN 9-9
DAILY &
SUNDAY

TUESDAY

October 29, 1963

★ PAID ADVERTISEMENT

6:00 A.M.

- 2 Sunrise Semester: Art "Early Greek Art"
- 7 Cartoon Capers (2 1/4 hrs.)

6:30

- 2 Communism: Myth, Reality
- 4 (Color) Tales of West: "Outlaws & Lawmen"

7:00 A.M.

- 2 Capt. Kangaroo
- 4 Today, Hugh Downs with Andy Williams, Summer Locke Elliott, Amb. Adlai E. Stevenson

7:15

- 11 Columbia Univ. Lectures: "U.S. & World Resources"

7:45

- 5 For Kids Only, Sk. Frank
- 9 Big Babysitter (cartoons)
- 13 Teachers' Institute

8:00 A.M.

- 2 Panorama Pacific, R. Rowe
- Guest: Preston Foster
- 11 Cartoon Fun

8:30

- 7 Zoorama (San Diego)
- 13 Felix the Cat (cartoons)

9:00 A.M.

- 2 News with Mike Wallace
- 4 Say When, Art James
- 5 Romper Room
- 7 I Married Joan, J. Davis
- 11 The Jack LaLanne Show
- 13 Morning News

9:15

- 13 G'depost: Soc. Studies (3)

9:30

- 2 I Love Lucy, Lucille Ball
- 4 (Color) Word for Word
- 7 Love That Bob! Cummings
- 11 Movie: "Hangover Square," Laird Cregar ('45)

9:45

- 13 Essence of Judaism

10:00 A.M.

- 2 The McCoy's, W. Brennan
- 4 Concentrat'n, Hugh Downs
- 5 Movie (on L.A. Today): "The Lady Escapes," Gloria Stuart ('37)
- 7 December Bride, Byington
- 9 Movie: "State Dept. File #649," Wm. Lundigan ('49)

10:15

- 13 G'depost: Focus on Amer.

10:30

- 2 Pete and Gladys
- 4 (Color) Missing Links
- 7 Girl Talk, Virginia Graham

10:45

- 13 G'depost: Living in West

11:00 A.M.

- 2 The Love of Life
- 4 (Color) First Impression
- 7 Price Is Right, Bill Cullen
- 11 The Jean Majors Show
- 13 G'depost: Soc. Studies (5)

11:30

- 2 Search for Tomorrow
- 4 (Clr) Truth-Consequences
- 7 Seven Keys, Jack Narz
- 9 Spectrum: "Art of Th'tr"
- 11 The Phil Norman Show
- 13 TV Bingo, Johnny Jacobs
- 5 Cross Current (11:35)

SPECIAL

ANDY WILLIAMS — Two Oscar winners team up with the Emmy-winning singer as Jane Wyman (Johnny Belinda), Ernest Borgnine (Mariy) and Carl Ballantine guest at 10 p.m., in color, ch. 4. As a Navy officer, Borgnine tricks Andy into a cruise, and Ballantine, who plays Lester Gruber to Borgnine's McHale on ABC, returns to his magician's tricks to saw Miss Wyman in half.

11:45

- 2 The Guiding Light

12:00 NOON

- 2 Burns and Allen Show
- 4 (Color) People Will Talk
- 7 Tennessee Ernie Ford
- Guest: Janet Blair
- 9 Beginnings (great thinkers)
- 11 Sheriff John, John Rovick
- 13 Movie: "My Sister Eileen," Rosalind Russell ('42)
- 5 Trouble w/Father (12:10)

12:30

- 2 As the World Turns
- Ruth Warrick rejoins cast for 4 days
- 4 The Doctors, Fred Scollay
- 7 Father Knows Best, Young
- 9 Mr. D.A., David Brian

12:45

- 5 Dateline Europe, J. Thor

1:00 P.M.

- 2 Password, Allen Ludden
- 4 Loretta Young Theatre
- 7 Gen'l Hospital, J. Berardino
- 9 Cartoonville
- 11 Movie: "Come Live with Me," James Stewart ('41)

1:30

- 5 Douglas Fairbanks Th'tr

1:50

- 2 Art Linkletter House Party
- Guest: Cesare Danova
- 4 (Color) You Don't Say!
- 7 The Pamela Mason Show
- 13 Ed Allan Show (health)

1:45

- 9 Feature Page, Joe Dolan
- 5 Overseas Adventure (1:55)

2:00 P.M.

- 2 To Tell the Truth, Lewis
- 4 Match Game, G. Rayburn
- 9 Movie: "A Double Life," Ronald Colman ('47)
- 13 Vagabond: "Rancheros Visitadores."

2:30

- 2 The Edge of Night
- 4 Make Room for Daddy
- 5 Movie: "Prelude to Fame," Guy Rolfe (Br.-'50)
- 7 Day in Court: Theft
- 13 The Ann Sothern Show

3:00 P.M.

- 2 The Secret Storm
- 4 Bachelor Father, Forsythe
- 7 Queen for Day, J. Bailey
- 11 Oh Susanne, Gale Storm
- 13 Felix the Cat (cartoons)

3:30

- 2 My Little Margie, G. Storm
- 4 Movie: "Art You With It?" Donald O'Connor ('48)
- 7 Who Do You Trust?
- 11 The Chucko Show

3:45

- 9 The Mighty Hercules

4:00 P.M.

- 2 Life of Riley, Wm. Bendix
- 5 Bozo's Circus, V. Colvig
- 7 Trailmaster, Ward Bond
- 34 Reloj Musical (variety)

4:30

- 2 Movie: "Tarzan's Magic Fountain," Lex Barker
- 9 The Engineer Bill Show
- 11 Cartoons, Al Lohman Jr.
- 34 Un Canto de Mexico

4:45

- 5 Popeye, Tom Hatten
- 13 Rocky and His Friends

5:00 P.M.

- 7 Laramie, John Smith
- 11 Cartoons, Don Lamond
- 13 The Lloyd Thaxton Show
- 34 Escuela KMEX (English)

5:30

- 5 Beetle and His Buddies
- 9 Funny Company, J. Coons
- 11 Superman, George Reeves
- 34 Motivo de Alarma (fire)

5:45

- 4 (Color) Nws/W'thr/Sprts
- 13 Bill Johns, News
- 34 La Hora de la Marina

6:00 P.M.

- 2 Big News, Jerry Dunphy
- 4 (Color) Jack Latham News
- 5 You Asked for It, J. Smith
- 7 News Hour, Baxter Ward
- 9 The Lone Ranger
- 11 The Mickey Mouse Club
- 13 (Color) Courageous Cat
- 34 Codicia (dramatic serial)

6:30

- 4 Huntley-Brinkley Report
- 5 The News, Robert Arthur
- 9 Our Miss Brooks, E. Arden
- 13 (Color) Touche Turtle
- 34 Noticiero 34 (News)

6:45

- 7 Ron Cochran, News
- 11 George Putnam Dateline

7:00 P.M.

- 2 Walter Cronkite, News
- 4 (Color) Across the 7 Seas
- Jack Douglas: "Navajo."
- 5 Leave It to Beaver
- 7 Battleline, Jim Bishop: "Paris"
- 9 People Are Funny
- 11 Huckleberry Hound
- 13 (Color) Wonders of the World: "Alaska Adventure." Nome to Kotzebue.
- 34 Borrasca (drama serial)

7:30

- 2 Marshal Dillon, James Arness, Joanna Moore
- 4 Mr. Novak, James Franciscus, Alexander Scourby.

(advertisement)

DOES ASTHMA Make You Short of Breath?

At the first sign of wheezing, difficult breathing or coughing from recurring bronchial asthma, get Bronchitol. Start taking Bronchitol, quick acting MENDACO. It works fast to combat allergy, relax bronchial tubes and help remove thick, choking phlegm. This usually eases breathing fast, allows coughing; thus promotes sound sleep. Get MENDACO at your favorite drug store.



RICHARD BOONE portrays the seedy owner of a store in a small Mexican fishing village during "The Richard Boone Show" at 9 p.m. Tuesday, channel 4.

Sherry Jackson. Reformed alcoholic launches a new teaching career, but it's threatened by his child bride who staggers drunk into the school.

5 Addograms, Jack Barry
7 Combat! Vic Morrow, Eddie Albert. World War I doughboy turns up in 1945 France, and takes Sanders prisoner when he mistakes his GI garb for a Hun's uniform.

9 Dobie Gillis, D. Hickman
11 Cheyenne, Clint Walker
Being good samaritan doesn't pay.

13 **INSIDE IRON CURTAIN**
★ **WITH B. BURRUD: COLOR**

34 Premier Orfeon (musical)

8:00 P.M.

2 The Red Skelton Hour. Ethel Merman, as owner of a food-packaging firm, plots to seal Freddie's recipe for Mulligan stew. As herself, she offers a medley of songs.

5 The Lawman, John Russell
9 (Color) Movie: "Indian Fighter," Kirk Douglas

13 **GLENDALFE FEDERAL**
★ **SAVINGS PRESENTS**

"PROBE"—DR. BURKE
"Keeper of the Power"
Threat of military.

34 Pablo y Elena (serial)
8:30

4 Redigo, Richard Fgan, Kathy Browne, James Best. Redigo befriends a down-on-her-luck girl and winds up fighting her knife-wielding ex-boyfriend. (Miss Browne will become Mrs. Adam Cartwright early next year.)

5 Zane Grey Theater: "The Reckoning." Stephen McNally, Audrey Totter.

7 McHale's Navy, Ernest Borgnine, Tim Conway. Girl-shy Parker is assigned to train 5 beautiful nurses in judo.

11 Thriller, Boris Karloff: "The Hollow Watcher." Audrey Dalton, Sean McClory

13 **HOTSPOTS '63—COLOR**
★ **Today's World Crisis**

"Malaysia." World's newest nation on brink of war.

34 Arriba el Norte (music)
9:00 P.M.

2 Petticoat Junction, Bea Benaderet, Edgar Buchanan. Uncle Joe's mail-order perfume business is nil, until mosquitoes invade the hotel and Kate finds a new market.

for the pungent perfume.

4 **The Richard Boone Show: "Sorofino's Treasure."** Robert Blake, Laura Devon, Boone. Shark fisherman (Blake) finds a pearl which awakens greed among villagers.

5 Roller Skating (sports box)

7 (Color) Greatest Show on Earth, Jack Palance, Fabian, James Coburn. When hot-headed young aerialist is charged with robbery and homicide, Slate turns all circus personnel loose on the town to find the real culprit.

13 **EXPEDITION TO**
★ **ROOF OF THE WORLD**

Dyrenfurth's 1955 Himalaya expedition.

34 Sor Juana Ines (serial)
9:30

2 The Jack Benny Program. Jimmy and Gloria Stewart make their 5th annual visit to Benny's show, as Jack disrupts production by crashing the set where the Stewarts are filming.

11 M-Squad, Lee Marvin

13 (Color) Happy Wanderer, Slim Barnard: "Solvang" A Corner of Denmark.

34 Yate del Prado (musical)
10:00 P.M.

2 The Garry Moore Show. Singer Nancy Dussault makes her first of at least 4 appearances with Moore, joining comedian-singer Allan Sherman and Dorothy Loudon in skits of Halloween, hypochondria and 1929

4 (Color) Andy Williams Show (see box)

7 The Fugitive, David Janssen, Alejandro Rey, Beverly Garland. Kimble's uncalled-for hands are resented by fellow Imperial Valley fruit pickers

9 Cleto Roberts, News

11 George Putnam, News

13 News, Johns and Fishman

34 Chucherias (musical)
10:30

9 Movie: "Godzilla," Raymond Burr ('56)

11 The Paul Coates Show

13 It's Country Music Time

34 Algo de lo Nuestro
11:00 P.M.

2 News, Dunphy and Hart

4 (Color) Jack Latham news

5 The News, Robert Arthur

7 ABC News; Baxter Ward

11 The Best of Groucho

13 Movie: "Storm over Lisbon," Vera Ralston ('44)

11:15

4 (Color) Tonight, Skitch Henderson, Ed McMahon (Carson takes 2 days off for his movie debut in Connie Francis' "Looking for Love"). Abe Burrows, Dick Gehman, Jimmy Breslin guest.

5 W'her/Sprts; Steve Allen (11:20), with Dizzy Gillespie, Nancy Wilson, Joe Flynn, Little Bertha

11:30

2 Movie: "Walk East on Beacon," George Murphy

7 Stagecoach West, R. Bray

11 Movie: "Gallant Bess," Marshall Thompson ('47)

34 Noticiero 34 (News)
12:30

7 Movie: "Headline," David Farrar ('43)

9 Movie: "State Dept. File No. 649," Wm. Lundigan

12:50

5 Ladies Night, Wynda Lees
1:15

2 Movie: "Return of Sophie Lang," Gertrude Michael
1:30

11 All-Night Show: "Homecoming" and "High Barbaree"

Du PONT CONTINUOUS FILAMENT NYLON CARPET

TWEEDS AND PLAINS
TO CHOOSE FROM.
TWELVE AND FIFTEEN
FEET WIDE.

\$385
PER
SQ. YD.

**501 NYLON
CARPETING**

\$585
PER
SQ. YD.

WE CARRY THE FINEST LINES
OF CARPETS

- Bigelow
- Mohawk
- Callaway Mills

- Hollytex
- Magee
- Pride Carpet

"AND MANY OTHERS"

BEGHTOL'S

Fine Quality Since 1916

Largest Dealer of Zenith Black & White and Color TV in Long Beach

1372 W. Willow, L.B.

GAfield 6-2632

Open Monday and Friday Evenings Until 9

FURNITURE - CARPETING - APPLIANCES

Population Explosion Dooms Area Hunting

The new resident of Long Beach, coming from the midwest, south or the east, looks upon the fall months and suddenly has a bad case of nostalgia for home, where he could drive to the country and in a few minutes bag a brace of pheasants, a limit of quail, or possibly three or four ducks.

He looks around his new home and what does he see? Nothing but high-rise buildings, great subdivision tracts and no cover where any bird could hide.

Unfortunately, the population explosion has doomed most hunting for the unattached nimrod, so the only place for him are the commercial clubs where you pay so much to get a

pheasant, chukar, quail or duck.

THERE ARE some exceptions which the Department of Fish and Game has created for the average Joe who wants to hunt. Those are the state-controlled hunting grounds, where for a small fee, the individual may build a blind and patiently await the ducks and geese which eventually are bound to come.

The DFG also "plants" pheasants in the Southern California area. Again, and unfortunately, the average Joe has little chance of shooting those birds unless he is there at the time of the plant. Otherwise, other more fortunate hunters or predators get the bag.

There was a time, many years ago, when Long Beach hunters could drive to Sunset Beach, just across the Orange County line, get into a dinghy and row into the swamps and shoot a limit of ducks.

THOSE "SWAMPS" were converted into what is now known as Huntington Harbour, where \$50,000 to \$100,000 homes are as common as old shoes. Naturally, the ducks don't live there any more.

Dove hunting is great in Southern California, but not in or near Long Beach. Imperial Valley probably has the greatest population of doves in the United States, and the nimrods think nothing of driving 300 or 400

miles to take a bag limit of 10 birds per day, with an allowable limit of 20 in possession.

Quail and chukars are native to California, but not so easy to bag in the November season.

Pheasants are native to the Sacramento Valley and parts of San Joaquin, but dry summers and falls leave much to be desired in Southern California.

FOR THAT reason, the DFG plants several thousand birds which it either rears or buys from private breeders. The planted birds afford a certain amount of hunting for the average man who doesn't like the clubs.

The commercial clubs are

becoming more popular all the time. Most of those are situated in the Bakersfield and Lancaster areas where a charge is made for the birds actually shot, plus a charge for a working dog.

Commercial club operators are allowed to stock pheasants, chukars and even bob whites, which they rear in their own private pens.

Rabbit hunting is permitted through the fall months. Jackrabbits are legal prey any time of the year.

DONNELL CULPEPPER

Class of 1897

The graduating class of Long Beach High School in 1897 contained one person: Ernest Shaul.



ANGLER'S PARADISE

Fish were plentiful and so were fishermen on the Pine Avenue pier in the early 1900's. The attire was more formal and the equipment less sophisticated, but the fishing bug bit as hard then as it does today, when Long Beach ranks as one of the leading deep sea sportfishing centers in the country.

Courtesy of Long Beach Public Library

Therapy for the Blues

"Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off—then I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball."

Thus opens Herman Melville's great novel, "Moby Dick."

Fortunately, the people of the Long Beach area do not have to enlist for a three-year cruise on a whaler as an alternative to melancholy and suicide. Five dollars and five hours are all they need to cure their depression.

In other words, it is hard to beat sport fishing as emotional therapy.

Call any of the sport fishing outfits—their name is legion—and make a reservation. Which do you like, morning or afternoon? The morning cruises are often gray with cloud or fog, and old ocean, seldom violent here, is likely to be quiet. There's usually wind in the afternoon and bright sunlight and a magnificent

view of Long Beach and Palos Verdes Peninsula.

ARE YOU worried about your status? You can forget it on a fishing boat. All men are equal on board, and the only status you can hope to acquire is that of big fish. Sport fishermen look like pirates down on their luck. You cannot tell by their garb or bearing whether they are aristocrats or bums. Women go on the cruises, but sex appeal is of no consequences. Men intent on catching beautiful fish have little time for beautiful women.

First order of business is the pool, which costs an extra dollar. The catcher of the biggest fish takes the jackpot. A Midwestern woman who never before had put a line in the water won a pool recently.

When the boat reaches the fishing ground, everyone fastens a wriggling anchovy on his hook and lets his line down. There is mystery here that no river or lake can rival. One knows what he can catch in inland fishing—one to a dozen varieties. All sorts of monsters lurk in the ocean. You may just hook one of them.

THERE IS a hypnosis to sports fishing. Sun and wind and the usually gentle rolling of the boat add to the spell. One baits his hook, lets his line down and waits until something

gets the anchovy or gets hooked. Then there is the excitement of the catch. Time loses its meaning, and everyone is surprised when the outing is over.

The anchovy is a strange little fish that has only one function in life—to be groceries for bigger fish. No one should feel pity for the anchovy. It is fulfilling its function on the hook. There are millions, hundreds of millions of them in the Channel.

Luck is a factor in sport fishing. One man may fill his gunny sack while next to him is a lad who doesn't catch a thing. They are both using the same kind of bait and tackle. What makes the difference? The unlucky man tends to think that the other uses magic.

EVERY SPORT fisherman has a kind of bet within himself. He hopes to get at least \$5 worth of fish. Some do, some don't. Occasionally a man will take home enough fish to fill a refrigerator freezer.

At home a strange lethargy overwhelms the fisherman. Persons of rural background remember how farmers go to sleep in their chairs after a hard day's work. Well, the sport fisherman is farmer-tired. The delicious sea air, the sunlight, the mild exercise have had their effect. It is a most pleasurable form of fatigue. —MARK CLUTTER.

If you want to meet your girl's best friend
bring her to our

FAMOUS DIAMOND DISPLAY

(Bring all your friends to our Long Beach Office)

Celebrating the Long Beach Diamond Jubilee Oct. 28 thru Nov. 11

REPLICAS OF THE MOST FAMOUS DIAMONDS OF THE WORLD. The world famous Hope Diamond and 17 other famous diamonds.

REPLICAS OF THE CROWN JEWELS OF ENGLAND. The King's and Queen's crowns, jewel studded, authentic, worn at coronations and state events.

THE DIAMOND FROM MINE TO GEM. Shows the diamond from its discovery to the final polishing.

HOW A DIAMOND IS CUT. 9 steps in diamond cutting from the rough stone to the finished gem.

DIAMOND CUTTING EFFECTS. Display traces the path of light thru diamonds, shows difference between good and bad cuts.

Celebrate the Jubilee with us (Coffee and refreshments throughout the day. Open daily 9 to 4; Friday 9 to 6)

Save with Confidence! 35 years of consecutive interest payments. Your account insured up to \$10,000. Over 34,000 savers in U.S. and foreign countries. Member Financial Federation, Inc. with resources over one-half billion dollars. **DAILY INTEREST.** (Savings earn from the day received if they remain thru the end of the quarter.)

COMMUNITY SAVINGS

and loan association

LONG BEACH OFFICE: 3901 Atlantic Avenue

4.85%

current annual rate



(EARN \$4.94 FOR EACH \$100 SAVED*)

Computed for a one year period at Community's current annual rate of 4.85% with interest paid and compounded quarterly.

Main Office: 477 E. Compton Blvd., Compton

ALL ABOARD for Yesterday

The old narrow gauge still runs a regular schedule out where there are over 200 acres of entertainment, shopping, and world famed eating.

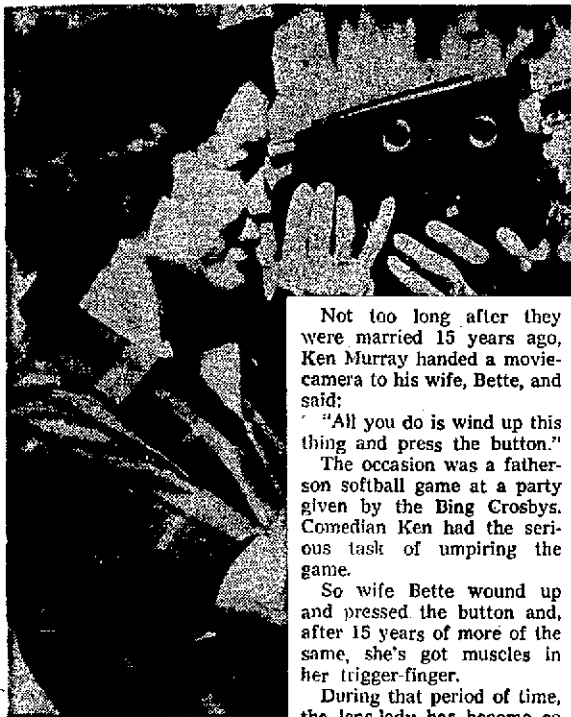
Mrs. Knott's
Chicken Dinner Restaurant
Open Daily

The Steak House
Open Daily

KNOTT'S BERRY FARM & GHOST TOWN

On Beach Blvd. (Highway 39), 2 miles south of the Santa Ana Freeway, Buena Park, Calif.
OPEN EVERY DAY TILL 9:00 P.M.

The Lens-Happy Murrays



BETTE MURRAY

Not too long after they were married 15 years ago, Ken Murray handed a movie-camera to his wife, Bette, and said:

"All you do is wind up this thing and press the button."

The occasion was a father-son softball game at a party given by the Bing Crosby. Comedian Ken had the serious task of umpiring the game.

So wife Bette wound up and pressed the button and, after 15 years of more of the same, she's got muscles in her trigger-finger.

During that period of time, the lens-lady has become so proficient she recently was



KEN MURRAY

elected to membership in the National Press Photographer's Assn.

Some of her proficient movie produce—in COLOR—will be shown in the half-hour program "Holiday" at 7:30 p.m. Monday, channel 13.

INCLUDED will be shots of Ken judging a beauty contest, High Sierras scenery, their daughters, Pam, 11, and Janie, 9, on their first airplane ride, but no bears.

"We saw one—a bear," said Ken. "I told her to get out and get it. She told me to get out and get it myself." So no bears.

No snakes either—not that they saw any.

Or are they about to if Bette has her way.

Bill Holden has invited the Murrays to accompany him on an African safari but Bette has refused to go because she's afraid of snakes.

"They give me the heebies-jeebies," she said.

It is an ailment for which there is no known vaccine, even when you're a full-

fledged member of the National Press Photographer's Assn.

Oct. 27, 1963

DOES YOUR WALL-TO-WALL CARPETING LOOK MORE SOILED SINCE YOU HAD IT CLEANED?

Our Methods Are Different

HERMATEX SOIL RETARDANT PROCESS
• Containing special additives • Will not leave a sticky residue
• Carpets Stay Clean Up to 5 Times Longer

DUO-DELAY DUPONT PROCESS
• SEALS OUT DIRT, SEALS OUT WEAR
• RUGS AND CARPET TRIPLE CLEANED IN OUR PLANT
SAVE 25% WITH CASH & CARRY



PHONE FOR PICKUP, ESTIMATES

UNEQUALLED SERVICE!

RUG & UPHOLSTERY CLEANERS **GE 3-4971**

2222 E. 4th ST., LONG BEACH

USE YOUR BANKAMERICAN

SHOP and COMPARE

NOBODY But NOBODY SELLS FOR LESS

DIRECT FACTORY DEALER
FRIGIDAIRE WEDGEWOOD — GAFFERS & SATTLER
MAGNAVOX TV AND STEREO

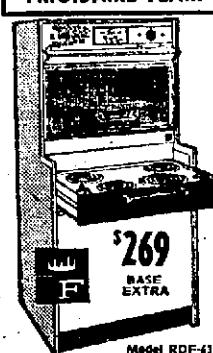
YOU SAVE!
We have just purchased 40 of last year's model ovens and toasters... Buy yours now at BELOW DEALER COST... You'll save enough to travel 100 miles.

FRIGIDAIRE WASHER



WCDA-2
FULL PRICE
\$199.00

FRIGIDAIRE FLAIR



\$269
BASE EXTRA

Model RDE-430
30" Flair new budget priced with eye level oven and infinite heat switch units. Automatic clock, slide-out burners.

FRIGIDAIRE REFRIGERATORS



\$238

No defrosting of this family-size refrigerator section. Its automatic zero freeze holds 100 lbs. with twin fruit and vegetable drawers.

STORE HOURS: WEEK DATES UNTIL 8 P.M. SAT. UNTIL 6 P.M., SUN. 12 TO 5 P.M.

TRADER TUCKER

1003 S. Long Beach Blvd.
NE 5-0465 COMPTON
Just South of Alondra

★ ALL DRIVERS

AUTO INSURANCE PAY BY THE MONTH

REASONABLE RATES

DISCOUNTS FOR NO ACCIDENTS AND SECOND CARS AVAILABLE THROUGH SOME OF OUR COMPANIES

ALL-MOTORISTS INSURANCE AGENCY

• HOME • FIRE • LIFE INSURANCE
1120 E. Pacific Coast Highway, Long Beach • NE 5-3385

Fiesta's NEW relaxa-cove \$1995

78 PF-352 Sq. Ft.—3 to 7 ft. deep
prices may vary depending on area

SPECIAL WINTER PRICE

for 2 pools in 1
\$25 Monthly
No Money Down

The Only GENUINE Hydro-Therapy Swirl Pool
The "Palm Springs" with your private, SELF-CONTAINED relaxa-cove™

RELAXA-COVE COSTS NO MORE!

Why settle for ordinary pools when the **PALM SPRINGS** by Fiesta with a **RELAXA-COVE** can help your family to the wonderful health and relaxation they deserve.

RELAXA-COVE stimulates youthful vigor.

- **RELAXA-COVE** is not just a faucet shooting bubbles and air, but the very latest in swirl action.
- **RELAXA-COVE** is not a shallow, little wading pool, but a full depth, genuine hydro-therapeutic pool where you can really relax on its built-in 14' seat.
- You don't get a single spray stream, **RELAXA-COVE** gives you the wonderfully thrilling health benefits of genuine hydro-therapy from head to toe.

BONUS WINTER SPECIAL: AUTOMATIC POOL CLEANER \$50
Fiesta can add a **RELAXA-COVE** to your present pool. Call for details.

ALL THIS PLUS FIESTA'S EXCLUSIVE GUARANTEE: No sub-contractors used. Only Fiesta owns all its own equipment and uses its own skilled craftsmen to build your pool.



Fiesta Pools

Get the startling facts on Fiesta's exclusive **RELAXA-COVE**. Call for a free brochure today!

Long Beach - Lakewood: NE 5-8168

South Gate: 7930 Atlantic Blvd. • LO 3-6025 Anaheim: 2154 S. Harbor Blvd. • JE 7-4246
South Bay Area • OS 9-3114

See the Southland's most beautiful pool display—Open 10-6 every day • 11000 Fiesta Pools

Nine

Future Looks Bright for Fine Arts

By ELISE EMERY, Arts Page Editor

Long miles of surf-washed beach, sunny days tempered with soft sea breezes lured early settlers to Long Beach. Midwesterners came for their first look at the salty ocean—then stayed to build homes. Retired couples found the little resort a pleasant place to live.

Religion was a strong influence and much of the social life and the rudiments of cultural activities centered in the churches.

Gradually, the nature of the village changed.

FIRST high school classes were held in 1895 and, at later graduation ceremonies, some parents watched proudly as their children received diplomas which they themselves had never earned.

Today, the proud, residential, industrial port city of Long Beach offers its 358,634 citizens an array of fine arts undreamed of by those first pioneers.

The 55 elementary schools, 15 junior high schools, 7 high schools and 2 colleges have helped to train and refine the public taste. Many residents are widely traveled, their interests cosmopolitan. The city shares in the existing, dynamic "cultural explosion" which is a current phenomenon of American life.

INCREASINGLY, Long Beach is becoming a city of people with time, money, education, taste and desire to enjoy the esthetics.

They are aware of movement, composition, form, color, harmony, rhythm, temper, timbre, texture, time. They seek expression; they search for understanding of their world and experience.

As such attitudes have developed, so have the fine arts.

LONG BEACH Symphony is an outstanding example of an organization which has grown with the community.

Sponsored in 1929 by the Recreation Department, it was made up of Long Beach musicians who recognized the city's need for an orchestra, but concerts were limited in scope and number. By 1940, Long Beach Symphony Association was formed with Dr. T. A. Strang as first president. Concert tickets were sold for 55 cents and the association had a bank balance of \$14.82.

This year, the 91-piece symphony played more concerts than any other community orchestra in California—a total of 21—heard by more than 75,000 listeners. Its program included three concert series, youth concerts, young artist competitions, summer concerts, a Christmas opera.

AMONG other organizations which draw music lovers, either as participants or listeners, are the Municipal Band, the Recreation Department's Civic Chorus, Civic Light Opera, Community Music Theater, American Guild of Organists and Community Concerts. Los Angeles Philharmonic Orchestra plays an annual concert series.

Concerts are given by Long Beach City College's band, chamber orchestra, Madrigal Singers and Schola Cantorum, and its Evens at Eight series presents top musical and dramatic artists.

An excellent music department at Long Beach State College sponsors an Acapella choir, a band and marching band, orchestra, opera workshop, choruses, recitals, musical productions and schedules a broad undergraduate and graduate program.

JEWISH Community Center sponsors music and arts events.

Since 1961, the various organizations have produced an annual Music Festival.

Theater-goers may attend productions of great variety at Community Playhouse, Magnolia Theater, Off-Broadway and at the colleges. Children's Theater and Programs for Children make drama an exciting experience for youngsters.

An annual Writers Conference brings authors to-

gether for stimulating workshops and programs.

FILM SERIES of high caliber are presented by Long Beach City College, Long Beach Film Society, Long Beach Museum of Art and the public libraries. LBSC's film festival, started as an experiment in 1950, has become an annual event.

The Public Library, since its beginning in 1895, has fostered the fine arts. It often is a silent partner in art and music festivals, drama days and writers conferences.

In the early years, Long Beach had its quota of individual artists and private art studios. In the 1920s, Wayside Colony rose at First Street and Atlantic Avenue to become a gathering place for artists, writers, actors and craftsmen.

In 1924, the new Long Beach Art Association held its first meetings at Wayside Colony. Here, in 1946, an eminent artist, the late Kari Seethaler, founded Long Beach Academy of Art, which he conducted until his death in April, 1963.

ALTHOUGH the colony gave way in 1962 to progress—a new motel now stands on the art center site—the artists that it nurtured had a profound influence on the culture of the city.

Long Beach Art Association has a new gallery in the Villa Riviera, 800 E. Ocean Blvd., where local artists participate in a busy program of juried and non-juried shows.

Art departments in both colleges have had a dynamic effect in challenging and training serious artists.

DESPITE a growing art-consciousness, it was not until 1950 that the city took its first step toward acquiring a municipal art center.

A building, constructed as a private mansion for New York philanthropist Elizabeth Milbank Anderson in 1912, was purchased. In later years, the house at 2300 E. Ocean Blvd. had been used as a private club.

By 1951 the remodeled building was opened as Long Beach Municipal Art Center; by 1957 it acquired museum status.

TODAY, under the far-sighted, enthusiastic leadership of director Fred Black, the museum is a member of the Western Association of Museums and is supplying an expanding list of services.

Among these are a balanced program in the field of fine arts including period exhibitions, contemporary work and collections from other countries. Art tours and lectures are offered, film and concert series are held on alternate Thursdays. Art items and publications may be purchased at the sales desk and patrons may rent paintings from the rental gallery.

The museum, which operates on a budget of only \$50,000, is handicapped by lack of space and facilities.

BLACK IS determined that the museum shall become more widely known, visited and appreciated by the people of Long Beach and by visitors to the community. Everywhere, he tells its story.

He says, "As California assumes leadership in most areas of national life and as the Los Angeles metropolitan area assumes its new role as leading cultural center in the country, we must make full use of our unique and fortuitous condition of being one of but four art museums in this vast population basin." (Others are Los Angeles County Muse-

um, Pasadena Art Museum and Huntington, which cannot be considered active.)

"The museum can become an institution of national importance, a position it already enjoys to a degree which surprisingly surpasses its actual budget, program and physical plant."

IF IT IS to realize this potential, the present staff of five must be enlarged and new quarters must be provided.

Black envisions an adequate museum building, costing perhaps \$3 million, with 150,000 square feet of floor space. This would be roughly 20 times the size of the present structure.

"It should be a multi-level, modern museum, laid out correctly with galleries, class and meeting rooms, staff offices, space for storage, ample parking area and room for future growth."

"This may sound lofty, but it is based on the experience of existing communities and museums. We must go a little bit larger—look ahead to the expected needs of an expanding population for the next 25 years."

THE PLEA for better facilities is echoed by drama, library and musical groups.

To consider the many needs of cultural organizations, an Arts Council was formed in 1960. It was proposed at the first Community Congress held a year earlier under sponsorship of the Chamber of Commerce.

At that time, Wallace Arntzen was appointed to head a committee to discover if an arts council was feasible. For a year the committee explored such questions as: What are the cultural needs and potential

of the city? When each group has its own special area of interest, can the many organizations be coordinated? Can they speak with an allied voice?

THE FORMATION of the Arts Council was an affirmative answer. During 1961-62 exploratory meetings were held with representatives of various cultural groups.

"We realized we must move slowly and soundly," says Arntzen. "We didn't want to start off with a big noise, then fall on our faces."

We hope to grow as a forum which represents the unification of all cultural interests, not taking away from individuals, but bringing them together. We want to be a highly representative cross section, a most democratic council where many points of view are expressed.

"In such a forum, each group can see its own place in the culture of the community and gain insight into others' problems. There is a cross-pollination of interests which works for the

(Continued Page 91, Col. 1)

Insurance Securities Trust Fund

and

Life Insurance Company of California

Join in the

DIAMOND JUBILEE CELEBRATION

for the

CITY OF LONG BEACH



All the charm and comfort of fine Colonial furniture is crafted into our lovely room groups and



accessories. Each piece masterfully crafted from mellowed maple, and lavishly covered with Colonial print fabric.

TERMS TO SUIT. CASH OR CONTRACT
Store Hours: Mon. & Fri. 9-9
Weekdays 9-5:30--Sat. 9-4--Sun. 12-5

Molly Pitcher's
Maple Shoppe

5869 ATLANTIC AVE. NORTH LONG BEACH
GA 8-1444



Gene Bishop (left) manager of the Long Beach Division of Insurance Securities Trust Fund since January, 1962, and David Feuer, (right), founder and manager from 1940 to 1962.

INSURANCE SECURITIES TRUST FUND

LIFE INSURANCE COMPANY OF CALIFORNIA

Long Beach Division Office

406 TIMES BUILDING

LONG BEACH 2, CALIFORNIA

Telephone: HEmlock 7-0071

WEDNESDAY

October 30, 1963

6:00 A.M.

- 2 Sunrise Semester: Ethics. "Egoistic Hedonism"
- 7 Cartoon Capers (2½ hrs.) 6:30
- 2 Society & School (USC)
- 4 (Color) Tales of West: "Music of the West"

7:00 A.M.

- 2 Capt. Kangaroo: J. Adams
- 4 Today, Hugh Downs 7:30
- 5 Supermarket Review
- 11 Columbia Univ. Lectures: "New Trade Patterns" 7:45
- 5 For Kids Only, Sk. Frank
- 9 Big Babysitter (cartoons)

8:00 A.M.

- 2 Panorama Pacific, R. Rowe
- 11 Cartoon Fun 8:15
- 5 Learn to Draw, Jon Gnagy 8:30
- 5 For Kids Only (continued)
- 7 Zoorama (San Diego)
- 13 Felix the Cat (cartoons)

9:00 A.M.

- 2 News with Mike Wallace
- 4 Say When, Art James
- 5 The Romper Room
- 7 I Married Joan, J. Davis
- 11 The Jack LaLanne Show
- 13 Morning News 9:15
- 13 Guidepost: Science (4) 9:30

9:45

- 2 I Love Lucy, Lucille Ball
- 4 (Color) Word for Word
- 7 Love That Bob! Cummings
- 11 Movie: "Secret Man," Marshall Thompson (Br. '58)

10:00 A.M.

- 2 The McCoys, W. Brennan
- 4 Concentra'n, Hugh Downs
- 5 Movie (on L.A. Today): "Mr. Moto's Last Warning," Peter Lorre ('38)
- 7 December Bride, Byington
- 9 Movie: "Hell's Island," John Payne ('55)

10:25

- 13 G'depost: Soc. Studies (7) 10:30
- 2 Pete and Gladys
- 4 (Color) Missing Links
- 7 Girl Talk, Virginia Graham

10:45

- 13 Guidepost to Spanish II 11:00 A.M.
- 2 Love of Life
- 4 (Color) First Impression
- 7 The Price Is Right, Cullen
- 11 The Jean Majors Show
- 13 Social Security in Action 11:15

11:00 A.M.

- 13 Guidepost to Spanish I 11:30
- 2 Search for Tomorrow
- 4 (Color) Truth-Consequences
- 7 Seven Keys, Jack Narz
- 9 Spectrum: "Amer. Music"
- 11 The Phil Norman Show
- 13 TV Bingo, Johnny Jacobs
- 5 Cross Current (11:35)

11:45

12:00 NOON

- 2 The Guiding Light
- 2 Burns and Allen Show
- 4 (Color) People Will Talk
- 7 Tennessee Ernie Ford with guitarist Roy Clark
- 9 Community of Condemned
- 11 Sheriff John, John Rovick
- 13 Movie: "Country Husband," Frank Lovejoy ('56)
- 5 Trouble w/Father (12:10)

12:30

- 2 As the World Turns
- 4 The Doctors, Fred Scollay
- 7 Father Knows Best, Young
- 9 Mr. D. A., David Brian

12:45

- 5 Dateline Europe, J. Thor 1:00 P.M.
- 2 Password, Allen Ludden
- 4 Loretta Young Theatre
- 7 Gen'l Hospital, J. Berardino
- 9 Cartoonsville
- 11 Movie: "Unguarded Hour," Loretta Young ('36)

1:00 P.M.

- 2 Douglas Fairbanks Th'tr 1:30
- 2 Art Linkletter House Party
- 4 (Color) You Don't Say!
- 7 The Pamela Mason Show 1:45
- 9 Feature Page, Joe Dolan
- 5 Overseas Adventure (1:55)

2:00 P.M.

- 2 To Tell the Truth, Lewis
- 4 Match Game, G. Rayburn
- 9 Movie: "Eve of St. Mark," Anne Baxter, Wm. Eythe
- 13 Vagabond: Redwood Empire 2:30

2:30

- 2 The Edge of Night
- 4 Make Room for Daddy
- 5 Movie: "Girl Trouble," Don Ameche ('42)
- 7 Day in Court: Suit
- 13 The Ann Sothern Show 3:00 P.M.

3:00 P.M.

- 2 The Secret Storm
- 4 Bachelor Father, Forsythe
- 7 Queen for Day, J. Bailey
- 11 Oh Susanna, Gale Storm
- 13 Felix the Cat (cartoons) 3:30

3:30

- 2 My Little Margie, G. Storm
- 4 (Color) Movie: "Lady Killers," Alec Guinness, Peter Sellers (Br. '56)
- 7 Who Do You Trust
- 11 The Chucko Show 3:45

3:45

- 9 The Mighty Hercules
- 2 Life of Riley, Wm. Bendix
- 5 Bozo's Circus, V. Colvig
- 7 Trailmaster, Ward Bond
- 34 Reloj Musical (variety) 4:30

4:00 P.M.

- 2 Movie: "Man in the Saddle," Randolph Scott ('51)
- 9 The Engineer Bill Show
- 11 Cartoons, Al Lohman Jr.
- 34 Blancas y Negras 4:45

4:45

- 5 Popeye, Tom Hatten
- 13 Rocky and His Friends 5:00 P.M.
- 7 Hawaiian Eye, Al Easley
- 11 Cartoons, Don Lamond
- 13 The Lloyd Thaxton Show

5:00 P.M.

- 2 Chronicle, "Oh, Be Joyful" (see box)
- 4 (Color) The Virginian, Lee J. Cobb, Albert Salmi, Kathie Browne. Former outlaw returns in robes of a Franciscan monk but can't convince the townspeople that his outlaw days are over.
- 5 Addograms, Jack Barry
- 7 Ozzie & Harriet, Change in plans for entertaining important client causes mixups in the David Nelson household.
- 9 Dobie Gillis, D. Hickman
- 11 One Step Beyond: "The Face," Sean Kelly. Nightly dream of murder.
- 13 (Color) Adventure Tomorrow, Dr. Martin Klein: "Atoms at Work." Serving science and industry.
- 34 Clinica Musical (Comedy) 8:00 P.M.

8:00 P.M.

- 5 The Lawman, John Russell
- 7 The Patty Duke Show

8:30 P.M.

- 4 Escuela KMEX (English) 5:30
- 5 Beetle and His Buddies
- 9 Funny Company, J. Coons
- 11 Superman, George Reeves
- 34 Puertitas Abiertas (travel) 5:45

5:45

- 4 (Color) News/W'ither/Spts 6:00 P.M.
- 2 Big News, Jerry Dunphy
- 4 (Color) Jack Latham News
- 5 You Asked for It, Smith
- 7 News Hour, Baxter Ward
- 9 The Lone Ranger, C. Moore
- 11 The Mickey Mouse Club
- 13 (Color) Courageous Cat
- 34 Codicia (dramatic serial) 6:30

6:00 P.M.

- 4 Huntley-Brinkley Report
- 5 The News, Robert Arthur
- 9 Our Miss Brooks, E. Arden
- 13 (Color) Touche Turtle
- 34 Noticias 34 (News) 6:45

6:45

- 7 Ron Cochran, News
- 11 George Putnam Dateline 7:00 P.M.
- 2 Walter Cronkite, News
- 4 (Color) Death Valley Days: "Measure of a Man," Rory Calhoun, Michael Pate. Determined founder of the Arizona Rangers battles politics to capture vicious killer. (Arizona Ranger Captain Calhoun formerly starred as "The Texan.")
- 5 Leave It to Beaver
- 7 The Paul Winchell Show
- 9 People Are Funny
- 11 Heckle and Jeckle
- 13 (Color) This Exciting World, Alan Sloane: "St. Moritz in the Alps"
- 34 Borrasca (dramatic serial) 7:30

7:00 P.M.

- 2 Chronicle, "Oh, Be Joyful" (see box)
- 4 (Color) The Virginian, Lee J. Cobb, Albert Salmi, Kathie Browne. Former outlaw returns in robes of a Franciscan monk but can't convince the townspeople that his outlaw days are over.
- 5 Addograms, Jack Barry
- 7 Ozzie & Harriet, Change in plans for entertaining important client causes mixups in the David Nelson household.
- 9 Dobie Gillis, D. Hickman
- 11 One Step Beyond: "The Face," Sean Kelly. Nightly dream of murder.
- 13 (Color) Adventure Tomorrow, Dr. Martin Klein: "Atoms at Work." Serving science and industry.
- 34 Clinica Musical (Comedy) 8:00 P.M.

8:00 P.M.

- 5 The Lawman, John Russell
- 7 The Patty Duke Show

8:30 P.M.

- 4 Escuela KMEX (English) 5:30
- 5 Beetle and His Buddies
- 9 Funny Company, J. Coons
- 11 Superman, George Reeves
- 34 Puertitas Abiertas (travel) 5:45

5:45

- 4 (Color) News/W'ither/Spts 6:00 P.M.
- 2 Big News, Jerry Dunphy
- 4 (Color) Jack Latham News
- 5 You Asked for It, Smith
- 7 News Hour, Baxter Ward
- 9 The Lone Ranger, C. Moore
- 11 The Mickey Mouse Club
- 13 (Color) Courageous Cat
- 34 Codicia (dramatic serial) 6:30

6:00 P.M.

- 4 Huntley-Brinkley Report
- 5 The News, Robert Arthur
- 9 Our Miss Brooks, E. Arden
- 13 (Color) Touche Turtle
- 34 Noticias 34 (News) 6:45

6:45

- 7 Ron Cochran, News
- 11 George Putnam Dateline 7:00 P.M.
- 2 Walter Cronkite, News
- 4 (Color) Death Valley Days: "Measure of a Man," Rory Calhoun, Michael Pate. Determined founder of the Arizona Rangers battles politics to capture vicious killer. (Arizona Ranger Captain Calhoun formerly starred as "The Texan.")
- 5 Leave It to Beaver
- 7 The Paul Winchell Show
- 9 People Are Funny
- 11 Heckle and Jeckle
- 13 (Color) This Exciting World, Alan Sloane: "St. Moritz in the Alps"
- 34 Borrasca (dramatic serial) 7:30

SPECIAL

CHRONICLE—Charles Colingwood is host-narrator for a film profile of the English city of Blackpool, traditional vacation resort of the British millworkers and their families for more than a century, at 7:30 p.m., ch. 2. In the context of following a typical family vacation, the hour also examines the rapidly decaying textile industry in the areas surrounding Blackpool.

34 Escuela KMEX (English) 5:30

- 5 Beetle and His Buddies
- 9 Funny Company, J. Coons
- 11 Superman, George Reeves
- 34 Puertitas Abiertas (travel) 5:45

5:45

- 4 (Color) News/W'ither/Spts 6:00 P.M.
- 2 Big News, Jerry Dunphy
- 4 (Color) Jack Latham News
- 5 You Asked for It, Smith
- 7 News Hour, Baxter Ward
- 9 The Lone Ranger, C. Moore
- 11 The Mickey Mouse Club
- 13 (Color) Courageous Cat
- 34 Codicia (dramatic serial) 6:30

6:00 P.M.

- 4 Huntley-Brinkley Report
- 5 The News, Robert Arthur
- 9 Our Miss Brooks, E. Arden
- 13 (Color) Touche Turtle
- 34 Noticias 34 (News) 6:45

6:45

- 7 Ron Cochran, News
- 11 George Putnam Dateline 7:00 P.M.
- 2 Walter Cronkite, News
- 4 (Color) Death Valley Days: "Measure of a Man," Rory Calhoun, Michael Pate. Determined founder of the Arizona Rangers battles politics to capture vicious killer. (Arizona Ranger Captain Calhoun formerly starred as "The Texan.")
- 5 Leave It to Beaver
- 7 The Paul Winchell Show
- 9 People Are Funny
- 11 Heckle and Jeckle
- 13 (Color) This Exciting World, Alan Sloane: "St. Moritz in the Alps"
- 34 Borrasca (dramatic serial) 7:30

7:00 P.M.

- 2 Chronicle, "Oh, Be Joyful" (see box)
- 4 (Color) The Virginian, Lee J. Cobb, Albert Salmi, Kathie Browne. Former outlaw returns in robes of a Franciscan monk but can't convince the townspeople that his outlaw days are over.
- 5 Addograms, Jack Barry
- 7 Ozzie & Harriet, Change in plans for entertaining important client causes mixups in the David Nelson household.
- 9 Dobie Gillis, D. Hickman
- 11 One Step Beyond: "The Face," Sean Kelly. Nightly dream of murder.
- 13 (Color) Adventure Tomorrow, Dr. Martin Klein: "Atoms at Work." Serving science and industry.
- 34 Clinica Musical (Comedy) 8:00 P.M.

8:00 P.M.

- 5 The Lawman, John Russell
- 7 The Patty Duke Show

8:30 P.M.

- 4 Escuela KMEX (English) 5:30
- 5 Beetle and His Buddies
- 9 Funny Company, J. Coons
- 11 Superman, George Reeves
- 34 Puertitas Abiertas (travel) 5:45

5:45

- 4 (Color) News/W'ither/Spts 6:00 P.M.
- 2 Big News, Jerry Dunphy
- 4 (Color) Jack Latham News
- 5 You Asked for It, Smith
- 7 News Hour, Baxter Ward
- 9 The Lone Ranger, C. Moore
- 11 The Mickey Mouse Club
- 13 (Color) Courageous Cat
- 34 Codicia (dramatic serial) 6:30

6:00 P.M.

- 4 Huntley-Brinkley Report
- 5 The News, Robert Arthur
- 9 Our Miss Brooks, E. Arden
- 13 (Color) Touche Turtle
- 34 Noticias 34 (News) 6:45

6:45

- 7 Ron Cochran, News
- 11 George Putnam Dateline 7:00 P.M.
- 2 Walter Cronkite, News
- 4 (Color) Death Valley Days: "Measure of a Man," Rory Calhoun, Michael Pate. Determined founder of the Arizona Rangers battles politics to capture vicious killer. (Arizona Ranger Captain Calhoun formerly starred as "The Texan.")
- 5 Leave It to Beaver
- 7 The Paul Winchell Show
- 9 People Are Funny
- 11 Heckle and Jeckle
- 13 (Color) This Exciting World, Alan Sloane: "St. Moritz in the Alps"
- 34 Borrasca (dramatic serial) 7:30

7:00 P.M.

- 2 Chronicle, "Oh, Be Joyful" (see box)
- 4 (Color) The Virginian, Lee J. Cobb, Albert Salmi, Kathie Browne. Former outlaw returns in robes of a Franciscan monk but can't convince the townspeople that his outlaw days are over.
- 5 Addograms, Jack Barry
- 7 Ozzie & Harriet, Change in plans for entertaining important client causes mixups in the David Nelson household.
- 9 Dobie Gillis, D. Hickman
- 11 One Step Beyond: "The Face," Sean Kelly. Nightly dream of murder.
- 13 (Color) Adventure Tomorrow, Dr. Martin Klein: "Atoms at Work." Serving science and industry.
- 34 Clinica Musical (Comedy) 8:00 P.M.

8:00 P.M.

- 5 The Lawman, John Russell
- 7 The Patty Duke Show

8:30 P.M.

- 4 Escuela KMEX (English) 5:30
- 5 Beetle and His Buddies
- 9 Funny Company, J. Coons
- 11 Superman, George Reeves
- 34 Puertitas Abiertas (travel) 5:45

5:45

- 4 (Color) News/W'ither/Spts 6:00 P.M.
- 2 Big News, Jerry Dunphy
- 4 (Color) Jack Latham News
- 5 You Asked for It, Smith
- 7 News Hour, Baxter Ward
- 9 The Lone Ranger, C. Moore
- 11 The Mickey Mouse Club
- 13 (Color) Courageous Cat
- 34 Codicia (dramatic serial) 6:30

6:00 P.M.

- 4 Huntley-Brinkley Report
- 5 The News, Robert Arthur
- 9 Our Miss Brooks, E. Arden
- 13 (Color) Touche Turtle
- 34 Noticias 34 (News) 6:45

6:45

- 7 Ron Cochran, News
- 11 George Putnam Dateline 7:00 P.M.
- 2 Walter Cronkite, News
- 4 (Color) Death Valley Days: "Measure of a Man," Rory Calhoun, Michael Pate. Determined founder of the Arizona Rangers battles politics to capture vicious killer. (Arizona Ranger Captain Calhoun formerly starred as "The Texan.")
- 5 Leave It to Beaver
- 7 The Paul Winchell Show
- 9 People Are Funny
- 11 Heckle and Jeckle
- 13 (Color) This Exciting World, Alan Sloane: "St. Moritz in the Alps"
- 34 Borrasca (dramatic serial) 7:30

7:00 P.M.

- 2 Chronicle, "Oh, Be Joyful" (see box)
- 4 (Color) The Virginian, Lee J. Cobb, Albert Salmi, Kathie Browne. Former outlaw returns in robes of a Franciscan monk but can't convince the townspeople that his outlaw days are over.
- 5 Addograms, Jack Barry
- 7 Ozzie & Harriet, Change in plans for entertaining important client causes mixups in the David Nelson household.
- 9 Dobie Gillis, D. Hickman
- 11 One Step Beyond: "The Face," Sean Kelly. Nightly dream of murder.
- 13 (Color) Adventure Tomorrow, Dr. Martin Klein: "Atoms at Work." Serving science and industry.
- 34 Clinica Musical (Comedy) 8:00 P.M.

8:00 P.M.

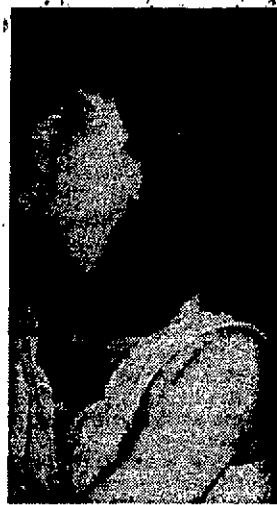
- 5 The Lawman, John Russell
- 7 The Patty Duke Show

8:30 P.M.

- 4 Escuela KMEX (English) 5:30
- 5 Beetle and His Buddies
- 9 Funny Company, J. Coons
- 11 Superman, George Reeves
- 34 Puertitas Abiertas (travel) 5:45

5:45

- 4 (Color) News/W'ither/Spts 6:00 P.M.
- 2 Big News, Jerry Dunphy
- 4 (Color) Jack Latham News
- 5 You Asked for It, Smith
- 7 News Hour, Baxter Ward
- 9 The Lone Ranger, C. Moore
- 11 The Mickey Mouse Club
- 13 (Color) Courageous Cat
- 34 Codicia (dramatic serial) 6:30



LOIS NETTLETON is the wife of a pickpocket during "The 11th Hour" at 10 p.m. Wednesday, channel 4.

Patty decides to corner the baby-sitting market and bits off too much.

- 9 (Color) Movie: "Indian Fighter," Kirk Douglas
- 11 The Untouchables, Robert Stack, Anthony George. Agent uses carrier pigeon to get out his messages.
- 13 The Story of . . . the Elizabeth. A 5-day run on the world's largest liner.
- 34 Pablo y Elena (serial) 8:30

- 2 Glynis, Glynis Johns, Ned Glass. Glynis goes to a known criminal for story material, and they plan a "fake" robbery together. (This series is reported to be next in line to follow "100 Grand" into oblivion.)
- 5 Robt. Taylor's Detectives
- 7 The Price Is Right, Bill Cullen, Ray Bolger guests.
- 13 SurfSide 6, Diane McBain
- 34 Festival de Canciones 9:00 P.M.

- 2 Beverly Hillbillies, Buddy Ebsen, Max Baer, Barbara Nichols. Jethro's first love fails to meet the approval of the Clampetts but stumbles upon an unusual idea for her exotic dance act. First of 2 shows guesting Miss Nichols.
- 4 Espionage: "He Rises on Sunday, and We on Monday," Patrick Troughton. Fervor of Irish rebellion leader for "the cause" overcomes his sense of humanity. Story is based on a rebel plot planned for Easter Monday, 1916, in which Sir David Roger Casement was captured and executed.
- 5 Wrestling (sports box)
- 7 Ben Casey, Vincent Edwards, Aldo Ray. Stricken factory worker has symptoms of a brain tumor, but Casey suspects lead poisoning.
- 11 Naked City, Paul Burke, Luther Adler, Betty Field. Man goes after money to cover post-dated check

- 2 News, Dunphy and Hart
- 4 (Color) Jack Latham News
- 5 The News, Robert Arthur
- 7 ABC News; Baxter Ward
- 11 The Best of Groucho
- 13 Movie: "Specter of the Rose," Judith Anderson 11:15

- 4 (Color) Tonight, Skitch Henderson, Ed McMahon with Jackie Davis, Larry Storch, George Maharis, Gloria De Haven, Dr. I. M. Leavitt
- 5 W'ither/Spts; Steve Allen (11:20), with magician Jay Ose, Vikki Carr, Gypsy Boots 11:30

- 2 Movie: "Tin Pan Alley," Alice Faye, John Payne
- 7 New Breed, Leslie Nielsen
- 11 Movie: "Dark Delusion," Lionel Barrymore ('47)
- 34 Noticias 34 (News) 12:05

- 9 Movie: "Hell's Island," 12:30
- 7 Movie: "Canal Zone," 12:50

- 5 Ladies Night, Wynda Lees 1:05
- 5 Freedom University 1:15

- 2 Movie: "Partners in Crime," Lynne Overman 1:30
- 11 All-Night Show: "Philadelphia Story" and "Judge Hardy and Son"

WRESTLING, 9 p.m., ch. 5, Dick Lane at the Olympic.

RAMS IN ACTION, 9:30 p.m., ch. 13, has Tom Harmon and highlights of Sunday's game with the S.F. 49ers.

- 34 Sor Juana Ines (serial) 9:30
- 2 The Dick VanDyke Show. When Laura wants to star in a Parents' Council production, Rob must choose between his professional integrity and saving his marriage. Sylvia Lewis is featured.
- 13 Rams in Action (spls box)
- 34 Tijuana Corrida. Special telecast of celebrated June 16 bullfight.) 9:55

- 9 Hollywood Newsreel 10:00 P.M.
- 2 The Danny Kaye Show. Dancer Juliet Prowse and comedian Howard Morris join Kaye in spoofing cowboy and crime shows. The Levee Singers are featured.
- 4 The 11th Hour, Ralph Bellamy, James Coburn, Lois Nettleton. Convicted pickpocket breaks parole in a desperate attempt to win a girl's love.
- 7 Channing, Jason Evers, Henry Jones, Suzanne Pleshette, Jeanne Cooper. Pretty senior tries feminine wiles to influence Prof. Howe's judging of literary contest—but Howe's old girl friend from undergraduate days is a judge, too.
- 9 Cleto Roberts, News
- 11 George Putnam, News
- 13 News, Johns and Fishman 10:30

- 9 Movie: "The Man-Beast," Rock Madison ('57).
- 11 The Paul Coates Show
- 13 It's Country Music Time 11:00 P.M.

- 2 News, Dunphy and Hart
- 4 (Color) Jack Latham News
- 5 The News, Robert Arthur
- 7 ABC News; Baxter Ward
- 11 The Best of Groucho
- 13 Movie: "Specter of the Rose," Judith Anderson 11:15

- 4 (Color) Tonight, Skitch Henderson, Ed McMahon with Jackie Davis, Larry Storch, George Maharis, Gloria De Haven, Dr. I. M. Leavitt
- 5 W'ither/Spts; Steve Allen (11:20), with magician Jay Ose, Vikki Carr, Gypsy Boots 11:30

- 2 Movie: "Tin Pan Alley," Alice Faye, John Payne
- 7 New Breed, Leslie Nielsen
- 11 Movie: "Dark Delusion," Lionel Barrymore ('47)
- 34 Noticias 34 (News) 12:05

- 9 Movie: "Hell's Island," 12:30
- 7 Movie: "Canal Zone," 12:50</

Television Movie Tips

SUNDAY

HOUSE OF WAX — 7:30 p.m., ch. 9. Vincent Price, Frank Lovejoy, Phyllis Kirk (1953). If you like horror films, this is a chiller. Mad sculptor, disfigured and crippled in fire which destroyed his wax museum, builds another by encasing his murder victims in boiling wax. (KHJ builds up to this movie with a color tour of the Movieland Wax Museum at 6 p.m.)

KID GALAHAD — 10 a.m.

and 12 midnight, ch. 9. Edward G. Robinson, Humphrey Bogart, Bette Davis, Wayne Morris (1937). First rate boxing melodrama of rivalry between two crooked managers.

WEDNESDAY

LADY KILLERS — 3:30 p.m., ch. 4, in color. Alec Guinness, Peter Sellers (British-1956). Uproarious comedy about a strange crew of bank robbers whose plans are thwarted by a nice old lady.

THURSDAY

SUDDENLY — 10 a.m. and 12 midnight, ch. 9 (also Fri. night at 1:30 a.m.). Frank Sinatra, Sterling Hayden (1954). Cold-blooded hired killer awaits in a small town to assassinate the President when the train pulls in.

DESERT RATS — 8:30 p.m., ch. 5, in color. James Mason, Robert Newton, Richard Burton (1953). Gallant Australian defense of Tobruk against Field Marshal Rommel.

GHOST BREAKERS — 11:30 p.m., ch. 2. Bob Hope, Paul-ette Goddard (1940). Chills and laughs combine in a Halloween ghost story of a haunted Cuban castle.

FRIDAY

THE STAR — 10:30 p.m., ch. 9. Bette Davis, Sterling Hayden, Natalie Wood (1953). Fading movie queen struggles between a film comeback and her real love.

YELLOW SKY — 11:30 p.m., ch. 2. Gregory Peck, Richard Widmark, Anne Baxter (1948). Top Western drama of men competing for stolen gold and Anne. Set against the blistering desert of the Arizona badlands.

SATURDAY

DESTROY RIDES AGAIN — 5 p.m., ch. 2. James Stewart, Marlene Dietrich, Brian Don-levy (1939). Western classic combines comedy and drama as non-gun-carrying sheriff tries to clean up a town with his wits.

LET'S MAKE LOVE — 9 p.m., ch. 4, in color. Marilyn

Monroe, Yves Montand, Tony Randall (1960). First run. Billionaire in disguise goes to rehearsal of off-Broadway re- vue when he learns he is be- ing satirized. Crosby, Berle and Gene Kelly make cameo appearances.

LOST WEEKEND — 11:15

p.m., ch. 2. Ray Milland, Jane Wyman (1945). Billy Wilder's 4-Oscar-winning film of the weekend binge of a promising writer unable to overcome his thirst for alcohol.



KIPP HAMILTON is fea- tured in the 1955 COL- OR movie "Good Morn- ing, Miss Dove," at 7:30 p.m. Monday on chan- nel 4. It's about a de- dicated schoolteacher.

TV Trouble?

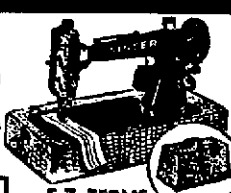
ALL AREAS
We Service Color
DAILY AND SUNDAY
HE 5-8520
USED TV & RENTALS
Terms Available
IMPERIAL TV
1766 ALAMITOS

CLEARANCE!!

SINGER
SEWING MACHINES

Completely Rebuilt
Electric Portable
Sewing Machines
Hurry! Limited Quantity!

3-DAY SALE
Only \$1 Per Week
FREE! to the First
Magic Action Attachment
allowing you to
• Zig-Zag • Buttonhole
• DART • also Free Pinking Shears
• ACT NOW!
Free Home Demonstration
Phone Day, Night, Sun. No
Obligation
WA 3-2171
6721 E. Firestone, Downey



5, 10, 20-ACRE parcels in Christmas Valley, Oregon

low as
\$130 per acre
per month!

Here, in the rich heartland of Oregon, 72,000 acres on the leeward eastern watershed of the Cascades are under development by the M. Penn Phillips Company. A new lodge has been completed and is already a showplace of Central Oregon. A new airport is in operation. Construction is ahead of schedule on the dude ranch, golf course, boat launching ramps and a trailer park which will have its own separate lodge and beach.

FREE BROCHURE, PHOTOS, MAPS
This is an investment opportunity worth looking into. It is certainly worth your while to send for the free picture maps, complete information (including the official subdivision map) by the Real Estate Division of the State of Oregon. Why not send in this coupon right now, while you're thinking of it!

\$3990 full price:
this house and 5 acres of good, level land with your own private well. Foundation, framing, walls, floor finished & painted inside and out. Designed so you can finish interior using ordinary hand tools.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____ ZIP _____

RENT • TV
PHONE HE 6-3248



MOTOROLA
PORTABLE



Clock Radio
with Lazalarm™
Vitalite softly lights clock face from behind—you can easily tell time in the dark. Lazalarm lets you sneak an extra 40 winks. Available in 3 distinctive colors.

\$24.95

• WE SELL • WE RENT • WE GIVE
FAST SERVICE

A.A.A. Appliances
715 Long Beach Bl., L.B.
HE 6-3248

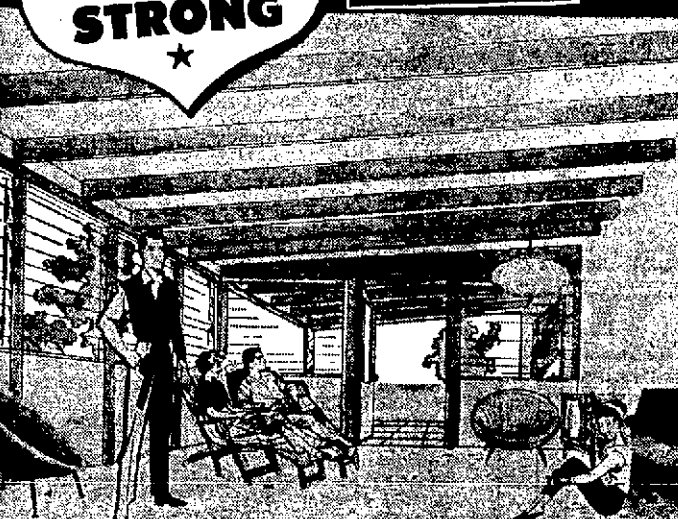
BUY AMERICAN KEEP AMERICA STRONG

ALL AMERICAN FUN ROOM

INTRODUCTORY SALE

5 DAYS ONLY FREE

COMBINATION LOUVER WINDOWS WITH EVERY JOB



EXCLUSIVE FEATURES AT NO EXTRA COST TO YOU

- EXPOSED BEAM CEILING
- CEMENT SLAB & FOUNDATION
- LOUVER WINDOWS
- 100% WEATHERPROOF PANELING
- HEAT DEFLECTING, FIRE RETARDANT, NEVER RUST LOCKTITE ALUMINUM ROOFING
- BLUEPRINTS—PERMITS

PAYMENTS AS LOW AS \$3.00 A WEEK
NOTHING DOWN RANK TERMS

GIANT 20'x10'
12'x10' Enclosed
8'x10' Open
PATIO ROOM
in Summer
FAMILY ROOM
in Winter

GIANT 20'x10'
\$987
Designed to sell for \$1980
NO EXTRAS—NO HIGH PRESSURE
NO GAMMICKS—NO HIDDEN CHARGES
A complete job. Nothing else to buy
Labor and material releases
Issued with each job.

LONG BEACH
COMPTON
Geneva
8-6021

NORWALK-ARTESIA AREA
UN 8-6455
L.A. LYNNWOOD-BELL AREA
CALL DIRECT OR COLLECT
AN 8-1921

ALL AMERICAN PATIOS
(Regional Office and Warehouse)
2154 S. Atlantic Blvd., L.A. 22
I would like to see samples,
No obligation
NAME _____
ADDRESS _____
CITY _____ PHONE _____



THURSDAY

October 31, 1963

★ PAID ADVERTISEMENT

- 6:00 A.M.**
 2 Sunrise Semester: "Art"
 7 Cartoon Capers (2½ hrs.)
6:30
 2 Communism, Myth, Reality
 4 (Color) Tales of the West
7:00 A.M.
 2 Capt. Kangaroo
 4 Today, Hugh Downs
7:15
 11 Columbia Univ. Lectures
 "The Dollar Problem"
7:45
 5 For Kids Only, Sk. Frank
 9 Big Babysitter (cartoons)
8:00 A.M.
 2 Panorama Pacific, R. Rowe
 11 Cartoon Fun
8:30
 7 Zorrama (San Diego)
 13 Felix the Cat (cartoons)
9:00 A.M.
 2 News with Mike Wallace
 4 Say When, Art James
 5 The Romper Room
 7 I Married Joan, J. Davis
 11 The Jack LaLanne Show
9:15
 13 G'depost: Soc. Studies (5)
9:30
 2 I Love Lucy, Lucille Ball
 4 (Color) Word for Word
 7 Love That Bob Cummings
 11 Movie: "Pilot No. 5,"
 Franchot Tone (43)
9:45
 13 Guidepost to Math
10:00 A.M.
 2 The McCoy's, W. Brennan
 4 Concentrat'n, Hugh Downs
 5 Movie (on L.A. Today):
 "Happy Land," Don
 Ameche (43)
 7 December Bride, Byington
 9 Movie: "Suddenly," Frank
 Sinatra (54). Hired killer.
10:30
 2 Pete and Gladys
 4 (Color) Missing Link
 7 Girl Talk, Virginia Graham
10:45
 13 G'depost: Living in West
11:00 A.M.
 2 The Love of Life
 4 (Color) First Impression
 7 Price Is Right, Bill Cullen
 11 The Jeun Majors Show
 13 G'depost: Storybook Time
11:30
 2 Search for Tomorrow
 4 (Clr) Truth-Consequences
 7 Seven Keys, Jack Narz
 9 Spectrum: "Art of Thr't"
 11 The Phil Norman Show
 13 TV Bingo, Johnny Jacobs
 5 Cross Current (11:35)
11:45
 2 The Guiding Light
12:00 NOON
 2 Burns and Allen Show
 4 (Color) People Will Talk
 7 Tennessee Ernie Ford
 with Joseph Schildkraut
- 9 En France, Dawn Addams
 11 Sheriff John, John Rovick
 13 Movie: "Landfall," Michael
 Denison (Br.-49)
 5 Trouble w/Father (12:10)
12:30
 2 As the World Turns
 4 The Doctors, Fred Scollay
 7 Father Knows Best, Young
 9 Mr. D.A., David Brian
12:45
 5 Dateline Europe, J. Thor
1:00 P.M.
 2 Password, Allen Ludden
 4 Loretta Young Theater
 7 Gen'l Hospital, J. Berardino
 9 Cartoonsville
 11 Movie: "Whistling in
 Brooklyn," Red Skelton
1:20
 5 Douglas Fairbanks Th'tr
1:30
 2 Art Linkletter House Party
 4 (Color) You Don't Say
 7 The Pamela Mason Show
 13 Ed Allan Show (health)
2:00 P.M.
 2 To Tell the Truth, Lewis
 4 Match Game, G. Rayburn
 9 Movie: "Paris After Dark,"
 George Sanders (43).
 13 Vagabond: "Idaho"
2:30
 2 The Edge of Night
 4 Make Room for Daddy
 Guest: Marie McDonald
 5 Movie: "Sealed Lips," Wm.
 Gargan (41)
 7 Day in Court: Custody
 13 The Ann Sothern Show
3:00 P.M.
 2 The Secret Storm
 4 Bachelor Father, Forsythe
 7 Queen for a Day, J. Bailey
 11 Oh Susanna, Gale Storm
 13 Felix the Cat (cartoons)
3:30
 2 My Little Margie, G. Storm
 4 Movie: "Fighting Law-
 man," Wayne Morris
 7 Who Do You Trust?
 11 The Chucko Show
3:45
 5 Corris Guy, Cooking Tips
 9 The Mighty Hercules
4:00 P.M.
 2 Life of Riley, Wm. Bendix
 5 Bozo's Circus, V. Colvig
 7 Trailmaster, Ward Bond
 34 Reloj Musical (variety)
4:30
 2 BOO! For Trick or Treaters!
 ★ ABBOTT AND COSTELLO
 MEET FRANKENSTEIN!
 with Bela Lugosi (48)
 9 The Engineer Bill Show
 11 Cartoons, Al Lohman Jr.
 34 Un Canto de Mexico
4:45
 5 Popeye, Tom Hatten
 13 Rocky and His Friends
5:00 P.M.
 7 Laramie, Robert Fuller
 11 Cartoons, Don Lamond
 13 The Lloyd Thaxton Show
 34 Escuela KMEX (English)
5:30
 5 Beetle and His Buddies

- 9 Funny Company, J. Coons
 11 Superman, George Reeves
 34 De Todo un Poco (society)
5:45
 4 (Color) Nws/W'ther/Sprts
6:00 P.M.
 2 Big News, Jerry Dunphy
 4 (Color) Jack Latham News
 5 You Asked for It, J. Smith
 7 News Hour, Baxter Ward
 9 The Lone Ranger
 11 The Mickey Mouse Club
 13 (Color) Courageous Cat
 34 Codicia (dramatic serial)
6:30
 4 Huntley-Brinkley Report
 5 The News, Robert Arthur
 9 Our Miss Brooks, E. Arden
 13 (Color) Touche Turtle
 34 Noticiero 34 (News)
6:45
 7 Ron Cochran, News
 11 George Putnam Dateline
7:00 P.M.
 2 Walter Cronkite, News
 4 "SCIENCE IN ACTION"
 ★ "SCIENCE AND CRIME"
 In color. Disclosure of new
 identification method
 5 Leave It to Beaver
 7 Fractured Flickers, Hans
 Conried, Fairbanks be-
 comes a barber when
 "Mark of Zorro" is up-
 dated. Interview guest is
 Paula Prentiss.
 9 People Are Funny
 11 Yogi Bear Show (cartoon)
 13 (Color) Passport to Travel
 34 Borrasca (dramatic, serial)
7:30
 2 Password, Allen Ludden
 Alan King and Eydie
 Gorme are guests.
 4 Temple Houston, Jeffrey
 Hunter, Robert Lansing,
 Jacqueline Scott, Ralph
 Reed. Fanatical hanging
 judge uses the power of
 the bench to help ramrod
 a conviction despite new
 evidence.
 5 Addograms, Jack Barry
 7 (Color) The Flintstones
 Fred's formula for a new
 soft drink proves a power-
 ful glue.
 9 Dobie Gillis, D. Hickman
 11 Cheyenne, Clint Walker,
 Jil Jarmyn. Cheyenne
 seeks raider, finds
 romance.

- 13 DANGER BY THE TON!
 ★ Rhino Hunt—Bill Burrud
 "True Adventure," in
 color. "Shooting" with
 hypodermic needles
 34 La Rueda Tricolor (games)
8:00 P.M.
 2 Rawhide, Eric Fleming,
 Frankie Avalon, Glenda
 Farrell. Crusty matriarch
 will permit Favor to cross
 over her property only if
 he signs on her arrogant,
 contemptuous grandson
 5 The Lawman, John Russell
 7 The Donna Reed Show
 Jeff's newest money-mak-
 ing scheme fills the Stone
 backyard with saplings.
 9 (Color) Movie: "Indian
 Fighter," Kirk Douglas
 13 Dick Powell Theatre
 ★ STARS DICK POWELL
 IN "SQUADRON"
 with Pat Conway, Joanna
 Moore, Herschel Bernardi.
 Squadron is singled out by
 Germans for annihilation
 because of single plane



GLEENDA FARRELL por-
 trays a bereaved widow
 during "Dr. Kildare" at
 8:30 p.m. Thursday and
 also has a featured role
 the same day on "Raw-
 hide" at 8 p.m. on chan-
 nel 2.

- which broke a wartime
 code about capturing
 prisoners in the air. (Next
 week "Price of Tomatoes")
 34 Pablo y Elena (serial)
8:30
 4 Dr. Kildare, Richard
 Chamberlain (see box)
 ★ R. Burton & James Mason
 ... "DESERT RATS" ...
 with Robert Newton (53).
 7 My Three Sons, Fred Mac-
 Murray. Chip and his
 friend Ernie (played by his
 real brother, Barry Living-
 ston) are indirectly respon-
 sible for Bub, Steve and
 Valerie (Steve's date—
 Patricia Blair) ending up
 in police squad cars.
 11 The Gallant Men, Robt.
 McQueeney. Germans take
 village children hostage.
 34 Cuerdas y Guitarras
9:00 P.M.
 2 Perry Mason, Richard
 Burr, John Larkin, Joanna
 Moore, Margaret Hayes,
 Erin O'Donnell. Art deal-
 er's body is found in
 apartment of model who's
 fleeing the country to
 avoid testimony in fake
 art lawsuit.
 7 The Jimmy Dean Show
 13 FESTIVAL OF PERFORMING
 ARTS—WITH
 ★ RUDDOLF SERKIN
 (see box)
 34 Sor Juana Ines (serial)
9:30
 4 (Color) Hazel, Shirley
 Booth. Hazel uses the
 time-honored way to
 men's hearts to save her
 favorite pro football team
 from being disbanded.
 Rams halfback Jon Arnett
 is featured as Gus.
 11 Wanted—Dead or Alive
 34 Las Estrellas y Usted

SPECIAL

DR. KILDARE—Glenda Far-
 rell, who won an Emmy for
 her role on a 2-part "Ben
 Casey" segment last season,
 switches over to TV's other
 medic, but not as a patient
 this time. Widowed when her
 indigent husband dies in the
 charity ward, she is victimized
 by an unscrupulous under-
 taker who wants to use the
 entire meager insurance
 money for an expensive fun-
 eral. Nancy Malone, Judson
 Laire, Crahan Denton and
 Johnny Washbrook are fea-
 tured, at 8:30 p.m., ch. 4, with
 Glenda's son Tommy Farrell
 as a young orderly who con-
 spires with the undertaker.
 (Coincidentally, Miss Farrell
 and Tommy also are seen
 on tonight's "Rawhide" at 8
 p.m., with Tommy playing the
 role of her man rFiday.)

PERFORMING ARTS—Pi-
 anist Rudolf Serkin and the
 Budapest String Quartet join
 in an hour of concert music
 at 9 p.m., ch. 13, featuring
 Beethoven's last quartet, and
 Schumann's quintet.

- 10:00 P.M.**
 2 The Nurses, Shirl Conway,
 Mary Tahmin. Visiting
 nurse from tiny Latin vil-
 lage salvages discarded
 supplies for the impover-
 ished hospital at her home
 until a serious consequence
 points up the fallacy of
 her thrift.
 4 (Color) Suspense Theatre:
 "A Hero for Our Times,"
 Lloyd Bridges, Geraldine
 Brooks, Sandra Church,
 John Ireland. Successful
 executive faces a moral
 decision when his testi-
 mony would free a drifter
 sure to be convicted for
 murder, but ruin his own
 life
 7 The Sid Caesar Show.
 Skits involve car pools,
 the German professor, eat-
 ing spaghetti romantically.
 9 Cleo Roberts News
 11 George Putnam, News
 13 News, Johns and Fishman
 34 Peco Malgesto Show
10:30
 5 One False Step, W. Hull
 7 Talk Back. Opinions.
 9 Movie: "Forbidden Island,"
 Jon Hall (59-1st run)
 11 The Paul Coates Show
 13 It's Country Music Time
 34 ... BOXING! ...
 ★ FROM MEXICO CITY!

- 11:00 P.M.**
 2 News, Dunphy and Hart
 4 (Color) Jack Latham News
 5 The News, Robert Arthur
 7 ABC News; Baxter Ward
 11 The Best of Groucho
 13 Movie: "The Showdown,"
 11:15
 4 (Color) Tonight, Johnny
 Carson with Andy Wil-
 liams, Alan King, Leela
 Naidu, Harry Lorayne
 5 W'ther/Sprts; Steve Allen
 (11:20), with Cliff Ar-
 quette, Barbara Carroll,
 David Allen, rope climber.
11:30
 2 BOO AGAIN! For Ghosts
 ★ & Goblins! THE GHOST
 BREAKERS! Bob Hopai
 with Paulette Goddard
 7 Hawaiian Eye, A. Easley
 11 Movie: "Secret Heart,"
 Claudette Colbert (46)
 34 Noticiero 34 (News)
12:00 MIDNIGHT
 9 Movie: "Suddenly,"
 12:30
 7 Movie: "Ellery Queen &
 Perfect Crime."
12:50
 5 Ladies Night, Wynda Lees
1:15
 2 Movie: "Killers from
 Space," Peter Graves (54)
1:30
 11 All-Night Show: "Sweet
 hearts," "Piccadilly Jim"

CARPET SALE

WALL-TO-WALL CARPETING
DUPONT 100% CONTINUOUS FILAMENT NYLON
\$6⁷⁷ Sq. Yd.
 COMPLETELY INSTALLED
 Open Mon., Wed., Fri. 'til 9

UPHOLSTERY SALE!
2-PC. SUITE
 RECOVERED
\$8800
 AS LOW AS \$8800 TERMS
 Includes Material & Labor

Top Grade
 78% Nylon 355 sq. yd.
 28% Wool... 199
 Luxury Weave... 199
 Viscose... 199

DRAPERIES \$1⁹⁹
 Labor Included 1 yd.

BERGEN'S INTERIORS Established 1943
 GA 2-0964 • GA 3-5576
 FACTORY SHOWROOM
 5201 No. Long Beach Blvd.

CALL KENNY at MAYTAG HEADQUARTERS

Think of a WASHER

Think MAYTAG

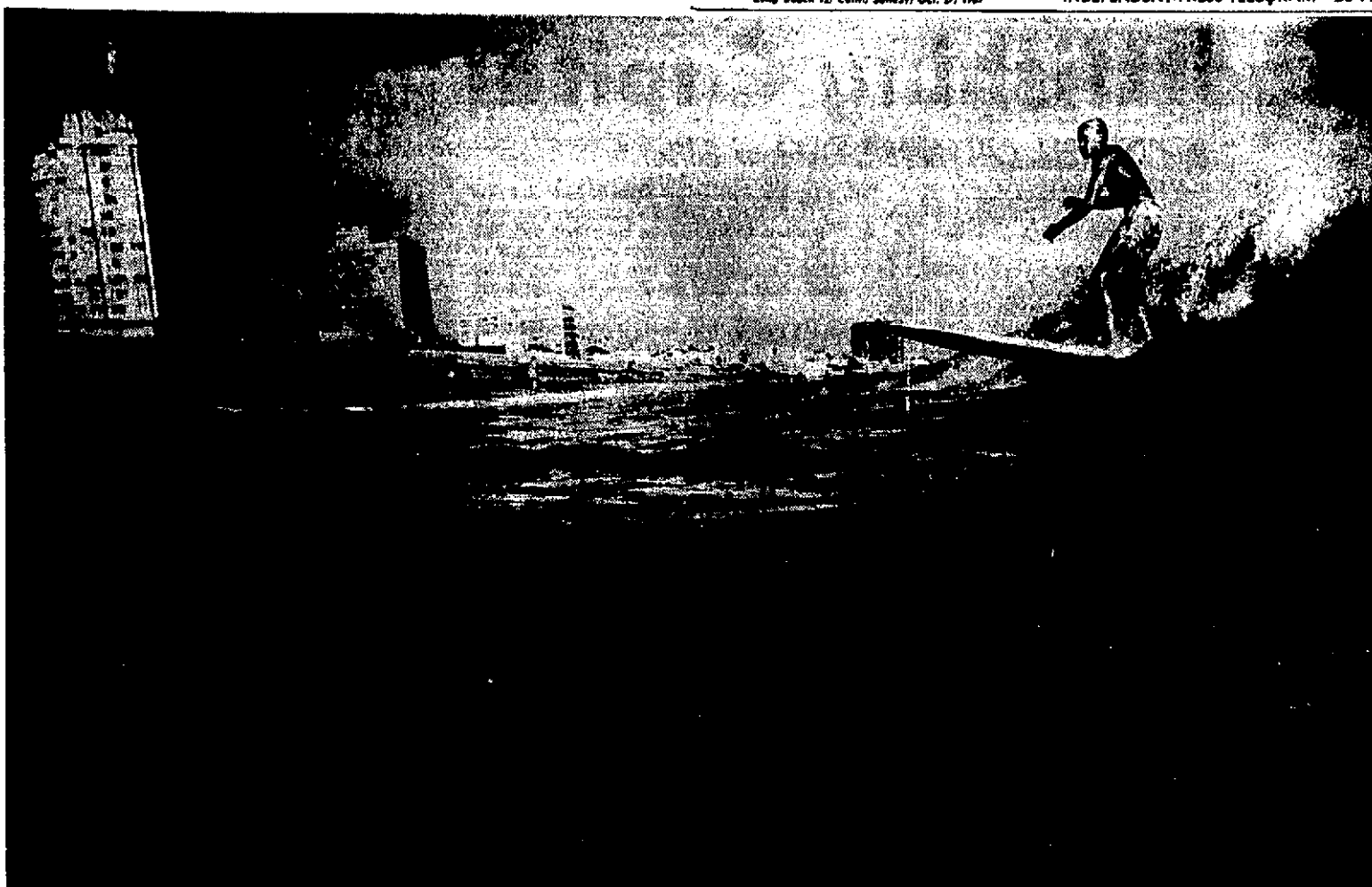
CALL KENNY at 6-3766 or ME 3-6967
 Open Mon. thru Fri. 9 a.m. to 6 p.m.
 Sat. 10 a.m. to 5 p.m.
 • BEST PRICE
 • BEST TERMS
 • BEST SERVICE

LAKEWOOD HOME APPLIANCES
 17121 LAKEWOOD BLVD. • 62 3-3766 or ME 3-6967

Playing It Cool



—The Insurance & Trust Co.



—Staff Photo by Roger Coar

THE CHALLENGE of swiftly-moving water has always struck a chord in the hearts of the adventurous. In 1912, it required two men and a boat to do pleasurable battle with the surf rolling to shore west of the Pine Avenue Pier. Today, all a man needs is a surfboard or a pair of water skis to enjoy a whole new world of water sport. Above, surfer rushes down the slope of a wave toward the modern Long Beach skyline. At right, a water skier parts company with his balance and his ski in the Marine Stadium.



—Staff Photo by Bryan Hodson

Fine Arts Council Holds Key to L.B. 'Renaissance'

(Continued From Page 90)
benefit of all."

THE ARTS Council board today is comprised of Arntzen, president; Black, first vice president; Mrs. Herman H. Ridder, second vice president; Blance Collins, city librarian, secretary; and Dr. Gerald Daniels of Long

Beach City College, Dr. David Sievers of Long Beach State College, Fred Ohlendorf of the Board of Education; Marvin Cloyd of Community Playhouse, James Boyd of Long Beach Civic Light Opera, Mrs. Edward Killingsworth of the Music Council and Emmet Sullivan of the City Council.

"The council began as a dream, then was an idea to be explored, now it is a reality. This is not a revolution, but evolution in its finest sense," says Arntzen.

Membership and public relations committees have been appointed. A membership drive is under way and will reach full swing in December.

"WE LOOK ahead to a large, democratic membership with regular, open monthly meetings where problems may be aired and the cultural groups gain mutual support," says Arntzen.

Through its board, the council could speak to city officials, explaining well-thought-out and agreed

upon goals.

"Eventually, the council board could become a City Arts Commission, dealing with cultural matters. This would save thousands of hours and many dollars."

If such a commission should evolve, it would represent a cultural coming of age for a city that has sent

actors, musicians, artists and writers into the professional world.

It would provide a nurturing climate for the artist, whose function is to absorb, react, then transmute and transmit his experience to the viewer, who finds in his own reactions a clearer knowledge of himself.

First Newspaper

The "American Colony Enterprise," published principally to sell real estate, was the first newspaper published in Long Beach, in 1882, with W. E. Willmore as editor. It scraped through five editions in 1882 and one in 1883, and was followed by Amos Bixby's Journal in 1888. The Journal, sold to Charles Drake in 1890, was renamed the Long Beach Breaker.

Citrus for the World

More than 6 million cases of citrus fruit have been shipped from the Port of Long Beach to 31 nations since 1938.

Liners Serve City

Two of the world's largest passenger liners, the Orsova and Orcaides of the Pacific Steam Navigation Co., Ltd., make Long Beach a regular port of call on world cruises.

The Big A

"WHERE Spending is \$aving"

THE 'BIG A' STORES

'One-Stop' Discount Shopping!

- 52 COMPLETE DEPARTMENTS
- GIANT SUPERMARKET
- FAMOUS NAME BRANDS
- COMPLETE SELECTIONS
- ACRES OF FREE PARKING
- LOWEST EVERYDAY PRICES
- LATEST 'FAMILY' FASHIONS
- SATISFACTION GUARANTEED
- "SAME-DAY SERVICE" DRY CLEANING DEPT.
- Expert Licensed PHARMACISTS

OPEN EVERY DAY!

MONDAY through FRIDAY ... 12-9 p.m.

SATURDAY, 10-7 • SUNDAY, 10-6 p.m.

5500 N. CHERRY AVE. • LONG BEACH

INSTANT CREDIT!

Get Your Card Today!

FRIDAY

November 1, 1963

★ PAID ADVERTISEMENT 6:00 A.M.

- 2 Sunrise Semester (Ethics) "Hedonism, Utilitarianism"
- 7 Cartoon Capers (2½ hrs.) 6:30
- 2 Society & School (USC)
- 4 (Color) Tales of West: "S.F. Earthquake" (final) 7:00 A.M.

- 2 Captain Kangaroo
- 4 Today, Hugh Downs 7:30

- 11 Columbia Univ. Lectures "East-West Trade" 7:45

- 5 For Kids Only, Sk. Frank
- 9 Big Babysitter (cartoons) 8:00 A.M.

- 2 Panorama Pacific, R. Rowe
- 11 Cartoon Fun 8:30

- 7 Zorrama (San Diego)
- 13 Felix the Cat (cartoons) 9:00 A.M.

- 2 News with Mike Wallace
- 4 Say When, Art James
- 5 The Romper Room
- 7 I Married Joan, J. Davis
- 11 The Jack LaLanne Show
- 13 Morning News 9:15

- 13 Guidepost to Science (6) 9:30

- 2 I Love Lucy, Lucille Ball
- 4 (Color) Word for Word
- 7 Love That Bob! Cummings
- 11 Movie: "Kid Glove Killer," Van Heflin (42) 9:45

- 13 The Intelligent Parent 10:00 A.M.

- 2 The McCoys, W. Brennan
- 4 Concentrat'n; Hugh Downs
- 5 Movie (on L.A. Today): "Chamber of Horrors," Lilli Palmer (41)
- 7 December Bride, Byington
- 9 Movie: "Jivaro," Fernando Lamas (54) 10:15

- 13 Guidepost: Science (B-9) 10:30

- 2 Pete and Gladys
- 4 (Color) Missing Links
- 7 Girl Talk, Virginia Graham 10:45

- 13 Guidepost to Spanish II 11:00 A.M.

- 2 Love of Life
- 4 (Color) First Impression
- 7 Price Is Right, Bill Cullen
- 11 The Jean Majors Show 11:15

- 13 Guidepost to Spanish I 11:30

- 2 Search for Tomorrow
- 4 (Clr) Truth-Consequences
- 7 Seven Keys, Jack Narz
- 9 Spectrum: Amer. Music
- 11 The Phil Norman Show
- 13 TV Bingo, Johnny Jacobs
- 5 Cross Current (11:35) 11:45

- 2 The Guiding Light 12:00 NOON

- 2 Burns and Allen Show
- 4 (Color) People Will Talk
- 7 Tennessee Ernie Ford
- Guest: Bobby Rydell
- 9 Hour of St. Francis (relig.)
- 11 Sheriff John, John Rovick
- 13 Movie: "Dual Alibi," Herbert Lom (Br.-47)
- 5 Trouble w/Father (12:10) 12:30

- 2 As the World Turns

- 4 The Doctors, Fred Scollay
- 7 Father Knows Best, Young
- 9 Mr. D.A., David Brian 12:45

- 5 Dateline Europe, J. Thor 1:00 P.M.

- 2 Password, Allen Ludden
- 4 Loretta Young Theatre
- 7 Gen'l Hospital, J. Berardino
- 9 Cartoonsville
- 11 Movie: "White Cargo," Hedy Lamarr (42) 1:20

- 5 Douglas Fairbanks Th'lr 1:30

- 2 Art Linkletter House Party
- Guest: Dale Evans
- 4 (Color) You Don't Say!
- 7 The Pamela Mason Show 1:45

- 9 Feature Page, Joe Dolan 2:00 P.M.

- 2 To Tell the Truth, Lewis
- 4 Match Game, G. Rayburn
- 5 Movie: "Anna," Silvana Mangano (Ital.—51)
- 9 Movie: "Boomerang," Dana Andrews (47)
- 13 Vagabond: "Ensenada" 2:30

- 2 The Edge of Night
- 4 Make Room for Daddy
- 7 Day in Court: small claims
- 13 The Ann Sothern Show 3:00 P.M.

- 2 The Secret Storm
- 4 Bachelor Father, Forsythe
- 7 Queen for a Day, J. Bailey
- 11 Oh Susanna, Gale Storm
- 13 Felix the Cat (cartoons) 3:30

- 2 My Little Margie, G. Storm
- 4 Movie: "Orient Express," Eva Bartok (Ital.—53)
- 7 Who Do You Trust?
- 11 The Chucko Show 3:45

- 9 The Mighty Hercules 4:00 P.M.

- 2 Life of Riley, Wm. Bendix
- 5 Bozo's Circus, V. Colvig
- 7 Trailmaster, Ward Bond
- 34 Rejo Musical (variety) 4:30

- 2 Movie: "The Runaround," Rod Cameron (46)
- 9 The Engineer Bill Show
- 11 Cartoons, Al Lohman Jr.
- 34 Fantasmas de Amor 4:45

- 5 Popeye, Tom Hatten
- 13 Rocky and His Friends 5:00 P.M.

- 7 Hawaiian Eye, A. Easley
- 11 Cartoons, Don Lamond
- 13 The Lloyd Thaxton Show
- 34 Escuela KMAX (English) 5:30

- 5 Bettie and His Buddies
- 9 Funny Company, J. Coons
- 11 Superman, George Reeves
- 34 Usted y su Salud (health) 5:45

- 4 (Color) Nws/W'her/Sprts
- 13 Bill Johns, News 6:00 P.M.

- 2 Big News, Jerry Dunphy
- 4 (Color) Jack Latham news
- 5 You Asked for It, J. Smith
- 7 News Hour, Baxter Ward
- 9 The Lone Ranger
- 11 The Mickey Mouse Club
- 13 (Color) Courageous Cat
- 34 Codicia (dramatic serial) 6:30

- 4 Huntley-Brinkley Report
- 5 News Hour, Robert Arthur
- 9 Our Miss Brooks, E. Arden
- 13 (Color) Touche Turtle
- 34 Noticiero 34 (News) 6:45

- 7 Ron Cochran News
- 11 George Putnam Dateline 7:00 P.M.

- 2 Walter Cronkite, News
- 4 (Color) Curt Massey Show
- 5 Leave It To Beaver
- 7 Lawbreaker, Lee Marvin
- Pittsburgh bank robbers, caught with more loot than was stolen.
- 9 People Are Funny
- 11 Deputy Dawg (cartoons) 7:30



DARLA Jean Banks, Miss Teenage America of 1963, will crown her successor during the "Miss Teenage America Pageant" at 10 p.m. Friday, channel 2.

- 13 (Color) Ripcord, L. Pennell
- 34 Borrasca (dramatic serial) 7:30

- 2 The Great Adventure, Van Heflin: "Go Down Moses" (see box)
- 4 International Showtime, Don Ameche: "Belgian Circus Festival." Antwerp-taped hour includes a Belgian version of our rodeo.

- 5 Addograms, Jack Barry
- 7 77 Sunset Strip, Efrem Zimbalist Jr., Cloris Leachman, Joanna Barnes, Bobby Troup. Heiress hires Bailey to prevent the murder of her playboy brother.

- 9 Dobie Gillis, D. Hickman
- 11 One Step Beyond: "The Face." Child plots the demise of her governess
- 13 The Rebel, Nick Adams
- 34 Estudio "A" (musical) 8:00 P.M.

- 5 The Lawman, John Russell
- 9 (Color) Movie: "Indian Fighter," Kirk Douglas
- 11 Movie: "Destination Gobi," Richard Widmark, Don Taylor (53). Navy weather detachment.

- 13 COLLEGE FOOTBALL
- ★ Riverside/San Bernardino (see sports box)
- 34 Pa. do y Elena (serial) 8:30

- 2 Route 66, Martin Milner, Glenn Corbett, J. Carrol Naish, Alfred Ryder, Lou Antonio. Stubborn raspberry farmer battles the new customs of his proud son, in twice-postponed segment.
- 4 (Color) Bob Hope Theatre: "Four Kings," Peter Falk, Susan Strasberg, Paul Lukas, Robt. Strauss, Vito Scotti, Than Wyenn, John Van Dreefen. Four life-imprisoned criminals are conscripted by the U.S. Army Intelligence for a dangerous assignment behind Nazi lines.

- 5 Roaring 20's, Donald May, Glynis Johns
- 7 BURKE'S LAW

- ★ STARRING GENE BARRY
- Carolyn Jones plays a quadruple role as 4 sisters, one a murder victim and the others suspects.
- 34 Mexico Canta (folklore) 9:00 P.M.
- 34 Sor Juana Ines (serial)

- 9:30
- 2 Twilight Zone, Rod Serling: "The Living Doll," Telly Savalas, Mary LaRoche. Man gets real threat from his step-daughter's vindictive talking doll.
- 4 COLGATE-PALMOLIVE Presents "A bright newcomer" . . . N.Y. News HARRY'S GIRLS
- Fast-talking, slow-paying producer ropes Harry into a movie being shot on the Riviera.
- 5 Movie: "Young & Willing," Susan Hayward
- 7 Farmer's Daughter, Inger Stevens, Beverly Garland. Katy subs for an expectant Congresswoman in a visit to obstetrician.

- 34 La Hora de Raul Astor 10:00 P.M.

- 2 Miss Teenage America Pageant (see box). Pre-empted Hitchcock.
- 4 (Color) Jack Paar Program. Kate Smith sings, Sam Levenson reminisces, and Paar shows rare film views of life on Plicairn Island.

- 7 Fight of Week (sports box)
- 9 Clete Roberts, News
- 11 George Putnam, News
- 13 News, Johns and Fishman
- 34 Festival de Estrenos 10:30

- 9 Movie: "The Star," Bette Davis, Natalie Wood (53)
- 11 The Paul Coates Show.
- 13 It's Country Music Time 10:45

- 7 Make That Spare, Johnny Johnston (see sports box) 11:00 P.M.

- 2 News, Dunphy and Hart
- 4 (Color) Jack Latham news
- 5 The News, Robert Arthur
- 7 ABC News; Baxter Ward
- 11 The Best of Groucho
- 13 Movie: "Spoilers of the Forest," Rod Cameron 11:15

- 4 (Color) Tonight, Johnny Carson with Denise Darcel, the Hi Lo's, Groucho Marx, Lisa Charell
- 5 W'her/Sprts; Steve Allen (11:20), with Theodore Bikel, Jack Sheldon. 11:30

- 2 Movie: "Yellow Sky," Gregory Peck (48)
- 7 Laramie, Robt. Fuller
- 11 Movie: "A Bell for

SPECIAL

GREAT ADVENTURE—

The incredible story of one fearless woman, Harriet Tubman, and the thrilling rescues she engineered along the underground railroad from slavery to freedom in the 1850's, is told at 7:30 p.m., ch. 2. Ruby Dee stars as the railroad's "conductor," with Edhel Waters as her enslaved mother, Ossie Davis as her brother and Brock Peters as a passenger. More than 300 slaves were led to freedom, and slave holders put a \$50,000 price on her head.

MISS TEENAGE AMERICA

—Allen Ludden and bride Betty White are co-hosts as 55 girls from 13 through 17 compete at Dallas for the crown worn by Darla Jean Banks of Fresno, and for a talent award. During the 10 p.m., ch. 2, hour, 7 girls vie for the talent prize, with 3 returning for improvised sketches with the Luddens to determine the winner of the crown, 4-year college scholarship, trip around the U.S., and Comet convertible. Bud Collyer is on-stage emcee, with Muriel Dance of Reseda the Southland's entrant.

Adano, John Hodiak (47) 12:00 MIDNIGHT

- 9 "JIVARO"—Adventure
- ★ F. Lamas, Rhonda Fleming with Brian Keith (54) 12:30

- 7 Movie: "Death Goes to School," Barbara Murray
- 13 Movie: "Lay That Rifle Down," Judy Canova (55) 12:50

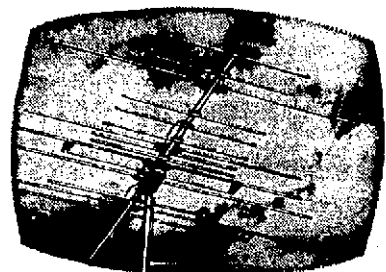
- 5 Ladies Night, W. Lees 1:00 A.M.

- 4 Movie: "Blood Arrow."
- 5 Movie (1:05): "Tonight We Raid Calais," Lee J. Cobb 1:15

- 2 Movie: "Show Them No Mercy," Rochelle Hudson (35—1st run) 1:30

- 9 Movie: "Suddenly," Sinatra (54)
- 11 All-Night Show: "7th Cross" and "Saratoga"

You need a new WINEGARD COLORTRON ANTENNA



Take a look at your antenna. If it is more than 4 years old, chances are it has lost up to 70% of its picture pulling power. Let us show you the new Winegard Colortron—built to take it. And more important, the most powerful antenna you can own. Guaranteed to deliver best possible reception in your location. Call today.

Prices start at just **\$24.95**

With Electronic Amplifier from \$44.90 (PLUS INSTALLATION)



ATLAS TELEVISION SERVICE

Stereo — COLOR — Radio — Admiral & RCA Sales

10114 E. ROSECRANS

BELLFLOWER TO 6-7046

ALCOHOLISM

SIGNAL HILL HOSPITAL & SANITARIUM

Hospitalization and Rehabilitation of the Alcoholic Patient



Hemlock 6-7243 1600 Orange Ave., Long Beach

JR. COLLEGE Football, 8 p.m., ch. 13, has Bill Brundige at Riverside as the Tigers host the San Bernardino Indians.

FIGHT OF WEEK, 10 p.m., ch. 7, is a 10-round middle-weight match from the Garden between Florentino Fernandez and Juan (Rocky) Rivero, who combined have knocked out 66 of the 90 opponents faced.

MAKE THAT SPARE, 10:45 p.m., ch. 7, with Ev Collins facing Don Carter as he tries for a sixth victory.

Sportfishing Capital

By DONNELL CULPEPPER, Outdoor Editor

Long Beach has been called the live-bait sportfishing capital of the world. Its boats carry more passengers and record more catches than any other port on the Pacific Coast.

Tourists may well wonder what we mean by live bait, especially if they have never seen the Pacific Ocean.

Live bait mostly is the anchovy. There are literally millions of such tiny fish swarming in Long Beach's outer harbor most of the year. It is a forage fish for the larger species—yellowtail, kelp and sand bass, white sea bass, bonito, barracuda and, of course, the glamour fish of the Pacific, the mighty albacore, plus his cousin, the bluefin tuna.

THERE ARE OTHERS, but those are the great fish that possibly 200,000 persons seek each year on the boats of four landings: Pacific, Pierpoint, Belmont Pier and Seal Beach Pier. Other thousands use their own private boats and often their catches are never divulged.

Sportfishing boats are required by the California Department of Fish and Game to keep accurate counts of the fish their passengers catch.

In addition to those smaller species, the Gulf of Catalina, an enormous stretch of water from the Mexican border northward to Catalina Island, Long Beach and San Pedro, is heavily fished through July, August and September for the prized marlin and broadbill swordfish.

MIDWESTERNERS making their first visit to Long Beach—and the odds are 10 to one that they will be back the following year to live here—always are horrified to find that we have no streams nor lakes nearby. "Where in the world do you get your water?" is the first question. Then: "Where do you go fishing for trout, bass and other fresh-water species?"

Those people, accustomed to a short ride to the lake or stream near their home town, are not adjusted to Californians' way of living—and DRIVING! They are to learn that most of us think nothing of driving 200 to 300 miles for just a weekend fishing or hunting trip.

Despite their love of fresh-water fishing, most visitors find the vigor of salt air, the charm of the blue Pacific and the fight of some of the world's greatest game fish thoroughly offset the loss of a nearby pond where they can catch bluegill and catfish.

ONE OF THE MAIN reasons that Long Beach has made a big breakthrough on ocean fishing was the vision of three men, William Nott, president of Pierpoint Landing; Bryan Bailey, of the Island Boat Service, and Frank Seahorn, of the H-10 Water Taxi Company in San Pedro.

Since the turn of the century, federal law prohibited anybody from building passenger-carrying vessels, particularly ocean sportfishing boats, more than 65 feet in length.

Nott, Seahorn and Bailey went to their Congressmen, Craig Hosmer and Cecil King, and, along with U.S. Coast Guard support, succeeded in getting the federal law changed. U.S. Public Law 519, allowing the boating industry to construct vessels up to 100 gross tons, was passed by Congress.

PIERPOINT LANDING immediately started building three 85-footers, America, Freedom and Liberty, all of which are in service now and which feature deluxe service in bunk accommodations and galley.

Pacific Landing, operated by Eddie McEwen and Pop Leuvill, saw the need for a boat of similar size. They went to Honolulu, found an inter-island boat there that was built originally in Long Beach, bought it, sailed it back to Long Beach and reconverted it into the present deluxe Pacific Queen, truly a rival for Pierpoint's three great boats.

Mostly, the need for such boats is because long runs frequently are needed to find the large schools of fish. Catalina Island is the main fishing ground for such boats, but when school of fish vanish there, runs to San Clemente Island, Santa Barbara Island and even others of the Outer Island group are necessary. Such runs require possibly five to eight hours each way and a customer needs comfort in a bunk and good food in a galley when embarking on such a trip.

HOWEVER, IT IS not necessary to make long trips in order to catch fish. Most neophytes at ocean fishing are willing to settle for kelp bass (often called bull bass when large enough), barracuda (the Pacific variety never exceeds 18 or 19 pounds), and bonito, a fish that battles, pound for pound and ounce for ounce harder than any fish in the ocean or in fresh water.

Yellowtail are more scarce, but when a person ties into one, he has a fight almost as good as the bluefin tuna and albacore can give.

Such fish as those mentioned in the preceding two paragraphs are caught at the famous Horseshoe Kelp beds, a fishing bank just a few miles south of Long Beach, and the Huntington Flats, another bank east of the Horseshoe. Either can be reached by the average fishing boats in 30 or 40 minutes.

SINCE THE BUILDING of the Long Beach Breakwater years ago, surf-fishing catches have declined slightly due to the fact that Long Beach's outer harbor now is more like a lake. There are no heavy breaking waves to stir up shellfish as food for corbina, spotfin and yellowfin croaker and the various seaperches.

Compensating for that loss, however, is the great spawning grounds created close to shore for the California halibut, possibly the most prized food fish in our waters. It grows to 60 pounds, but the average is from five to 30 in coastal waters.

The breakwater, itself, has provided some of the finest fishing ever known. The rocky little caverns are alive with all kinds of fish—the perches, kelp and sand bass, sculpin, cabezon, ling cod, the croakers and halibut and sole.

THE BREAKWATER is a paradise for the small boaters who don't like to venture too far into the open sea. They can fish inside or just outside the breakwater and, provided they observe USCG weather flags and use normal caution, they are never in any danger.

Similar fishing is possible on two piers, Belmont and Seal Beach. There are others along the Southern California coast. Some moles and wharves are open to fishing, but most of the docks handling important shipping are out of bounds to all kinds of angling.

Actually, the breakwater provides year-round fishing and boats may be seen there every day except in the worst weather.

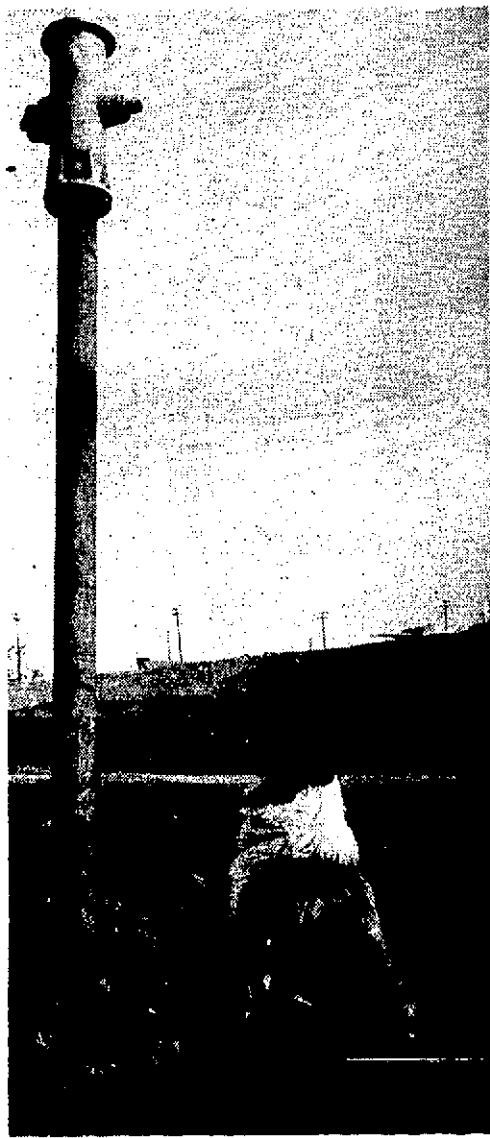
"So," asks the tourist, "what do you do in the winter time?"

ANSWERING THAT IS proving the statement in the first paragraph of this story. Most other ports either eliminate winter fishing or reduce it to a single boat. Long Beach landings continue to hunt surface game fish as long as the schools are around, but when that fishing falls off, the skippers resort to the rockfish banks.

The rockfishes are many and they are deep-sea denizens whose lungs burst and whose eyes pop out when they are hauled from 600 to 700 feet to the surface.

There are numerous fishing banks near Long Beach where rockfish may be caught, still others around Catalina Island and, if necessary, better ones at the outer islands.

THERE IS NOTHING particularly sporting in catching rockfish, but the flavor and delicacy of the fish make it a prize centerpiece for anybody's winter table.



Staff Photo by Roger Coar

HIGHDRANT

One of the few chuckles provided by the subsideance of the harbor was this classic picture of a dog wondering if his best friends had gone off their rockers. Fire hydrants were mounted atop pipes extended to the level of an earth fill designed to restore Pier A to its former elevation.

Good Sport on Colorado River

Californians, natives (yes, there are a few) and those who have come from other states, are in a state of constant bewilderment about their recreation.

Those who have migrated from other parts of the United States, in particular, are concerned about hunting and fishing, camping and boating, possibly because they read far too many magazine stories telling about the paradises to be found in California.

Years ago, some of those stories were very true, but with our population explosion since World War II, many of the spas have been overrun to the extent that fish are gone, deer have fled, water is scarce and camps are few for the millions that California must serve.

ACCORDINGLY, those people have turned to the Colorado River, without which there could be no Southern California. It is our main source of water and yet it is a multi-purpose stream that gives us boating, fishing, hunting and all the camping you wish.

In the spring, the fall and winter there are not enough camps to go around. In the summer, when the heat's around the

115-degree mark or more in that sunshine, the resorts suffer from lack of patronage unless the operator has been smart enough to install real honest-to-goodness air-conditioning.

Colorado River spas, either on the lakes or on the river itself, range from 300 to 450 miles from Long Beach, but such mileage does not stop a California driver if he wants to fish or hunt.

STARTING at the top and coming down, we find Lake Mead, producer of some of the world's great-

est bass. Also, bluegill, crappie and catfish are abundant. Landings used mostly by the Southern California crowds are Overton, Lake Mead Marina and Temple Bar. Take your own boat and motor, or rent an outfit at any place.

South of Mead is Rainbow Trout Camp, on the river below Hoover Dam and where there are some great catches of rainbow trout every day.

Down river is Lake Mohave, another great bass-producing lake, then more open river and then Lake Havasu, a great favorite of

Southern California fishermen, who like to fish for bass, catfish, crappie and bluegill. Even a trout occasionally shows in somebody's creel.

Going farther south, we find Imperial Dam, which controls a large lake where mostly warm-water species exist.

In between there are numerous sloughs where bass, crappie and catfish abound in great numbers. Some are accessible by road or jeep trail; others by boat from above, particularly Blythe, a good launching spot for small boats.

CONGRATULATIONS

to

City of Long Beach

on your 75th Anniversary



IMPERIAL PRESS, INC.

1445 W. Anaheim, Long Beach

Phone HEmlock 5-6305

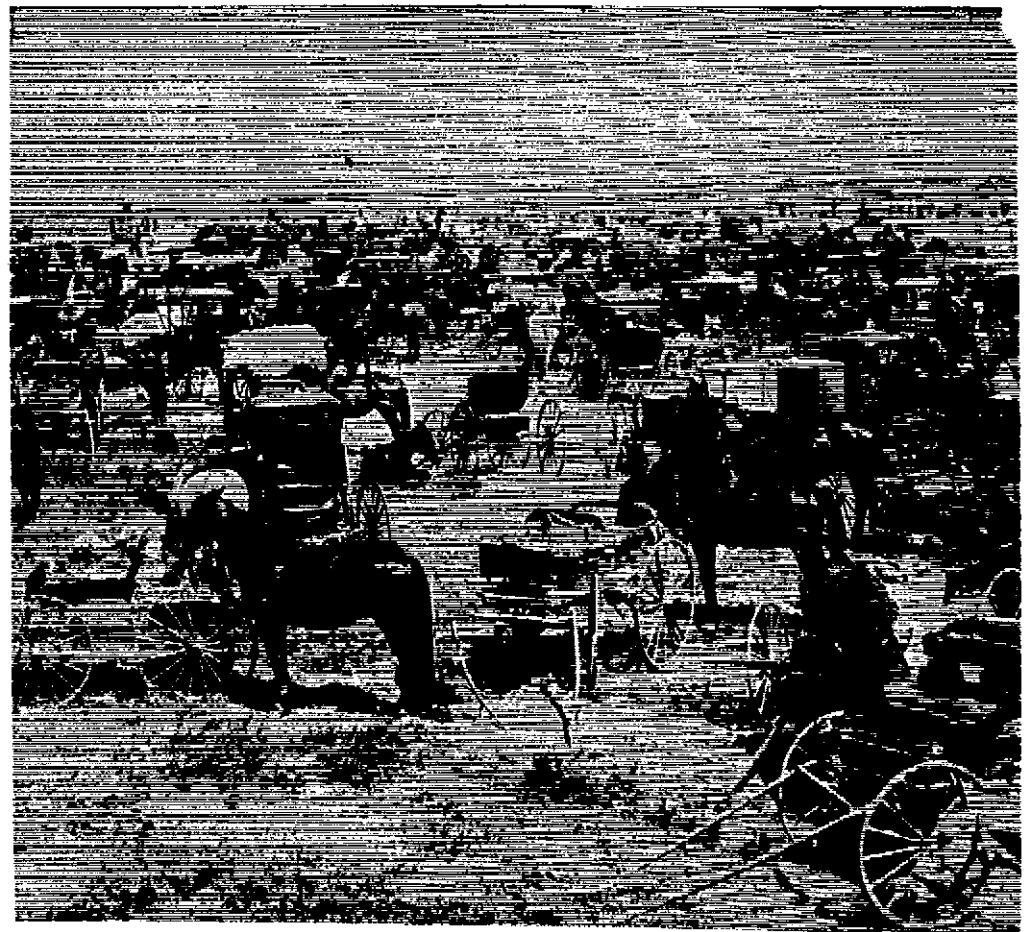
PRINTING AND PUBLISHING

Port Open for Sightseeing Trips

With the exception of certain areas posted for hazards or security, the Port of Long Beach maintains a daily "open house" for sightseers and tourists. A recreation area and scenic balconies are open continuously on Pier A. More than 1,000,000 cars travel Pier A's entrance roads annually.

Terminal Island

Terminal Island, now a major industrial and shipping center as well as a Naval installation was opened in 1891 as the terminal of the Los Angeles Railroad, as a picnic and recreation site.



we've come a long way since then...

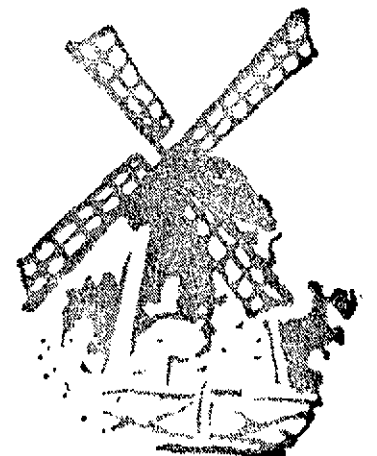
Seventy-five years ago the beach at the end of Pine Avenue looked something like this. Fulfilling the 1888 prophecy of the "JOURNAL," Long Beach's first newspaper, Long Beach was "destined to become a celebrated seaside resort and consequently...densely populated, with wealth and every good influence flowing in with the tide of visitors..."

Van de Kamp's is proud to have been a part of the growth of the community for nearly half a century, and congratulates Long Beach on its Diamond Jubilee.

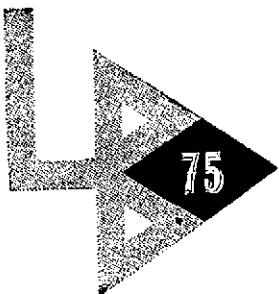
LOOK FOR THE BLUE WINDMILL AT SELECTED SUPERMARKETS

Van de Kamp's

BAKERIES • COFFEE SHOPS • FROZEN FOODS



TO CELEBRATE THE



Diamond Jubilee Birthday

of the

CITY OF LONG BEACH

WE WILL GIVE AWAY

A BLAZING WHITE

GENUINE DIAMOND



WORTH \$75.00
OVER

WITH EVERY NEW
HEARING AID

PURCHASED FROM

OCTOBER 28th

TO

NOVEMBER 30th ONLY

"FREE HEARING TEST" . . . NO OBLIGATION

ACOUSTICON

OF

LONG BEACH

207 E. 4th St., Long Beach

HE 2-8961

SATURDAY

November 2, 1963

★ PAID ADVERTISEMENT 7:00 A.M.

- 2 Sunrise Semester (Art)
- 4 Movie: "Meet the Wildcat," Ralph Belamy ('40) 7:30
- 2 Tell It Again, Mark Taylor
- 5 Design for Learning

- 8:00 A.M.
- 2 Capt. Kangaroo: "Trains"
- 4 Exploring the Universe
- 5 Hopalong Cassidy, B. Boyd
- 7 The Pinky Lee Show
- 9 Grom the Ground Up
- 11 Kids' Show, Mr. Wishbone

- 8:30
- 4 (Color) Ruff and Reddy
- 9 Cine Mexicano (Span.)

- 9:00 A.M.
- 2 Alvin Show (cartoons)
- 4 (Color) Hector Heathcote
- 5 Hopalong Cassidy, B. Boyd
- 7 Journey Changes Lives in
- ★ 'The Golden Gloves Story' stars Dewey Martin
- 11 Superman, George Reeves
- 13 Panorama Latino

- 9:30
- 2 Tennessee Tuxedo (cart'n)
- 4 Fireball XL5 (puppets)
- 5 Movie: "Casbah," Tony Martin ('48)
- 11 Broken Arrow, J. Lupton

- 10:00 A.M.
- 2 Quick Draw McGraw
- 4 Dennis the Menace
- 9 Movie: "Captain from Castile," T. Power ('47)
- 11 Topper, Leo G. Carroll
- 34 Matinee del Sabado

- 10:30
- 2 Mighty Mouse Playhouse
- 4 Fury, Bobby Diamond
- 7 The Jetsons (cartoon)
- 11 Movie: "Last Gangster," Edw. G. Robinson ('37)

Sports Today

NCAA FOOTBALL, 1:15 p.m., ch. 2, as Bill Fleming calls the regional telecast of the USC-Washington game from Seattle. (Next week: Northwestern-Wisconsin.)

WIDE WORLD OF Sports, 5 p.m., ch. 7, with tapes of crucial stages of the Canada Cup matches near Paris last weekend (Palmer-Nicklaus defending champions), plus the Grand Prix of Mexico and the Nat'l Intercollegiate Rodeo championships (Colo.)

IX WINTER OLYMPICS, 6:30 p.m., ch. 7, with Jim McKay focusing on "bobsled and luge" events. Guests are Larry McMillip, Edward Eagan and Robert Riger.

- 11:00 A.M.
- 2 Rin-Tin-Tin, Lee Aaker
- 4 Sgt. Preston of the Yukon
- 5 Californians, R. Coogan
- 7 Casper Cartoons Show
- 13 Variedades, R. Inglesias
- 11:30
- 2 The Roy Rogers Show
- 4 (Color) Bullwinkle Show
- 5 Movie: "Silver Queen," George Brent ('42)
- 7 Beany & Cecil (cartoon)
- 9 I Led Three Lives

- 12:00 NOON
- 2 Sky King, Kirby Grant
- 4 (Color) Exploring, Dr. Albert Hibbs: "Richard the Lion-Hearted," John Carradine. A look at the 12th century, heraldry, Crusades, Queen Eleanor.
- 7 Bugs Bunny (cartoons)
- 9 (Color) Movie: "Indian Fighter," K. Douglas ('55)
- 11 Movie: "Let Freedom Ring," Nelson Eddy ('39)
- 13 (Color) Movie: "Trouble in the Glen," Forrest Tucker, Orson Welles ('54). Note: KCOP "color day" here launches 6 straight hours of tint.

- 12:30
- 34 Borrasca (drama serial)
- 2 Do You Know? Bob Maxwell: "Picture Story of Japan," with author Rachel Carr
- 7 Magic Land of Allakazam

- 1:00 P.M.
- 2 Football with Paul Dietzel
- 4 (Color) World of Ornaments: "Plants of East Africa"
- 5 Movie: "Hell's Outpost," Rod Cameron ('54)
- 7 My Friend Flicka

- 1:15
- 2 NCA Football (sprts box)
- 1:30
- 4 Teacher, '63, Arnold Pike
- 7 American Bandstand, Dick Clark, with Wayne Newton, Dale and Grace.

- 1:45
- 13 (Color) Vagabond: "Canadian Sunset"

- 2:00 P.M.
- 4 Why, Teacher? "What Is a Teacher?"
- 9 (Color) Movie: "Restless Breed," Scott Brady ('57)
- 11 Movie: "San Francisco," Clark Gable ('36)
- 34 La Familia Piriptin

- 2:15
- 13 (Color) Teledrama: "Sound of Fear," Jerry Paris

- 2:30
- 4 Profile (San Diego State)
- 5 Wrestling (repeat tapes)
- 7 Movie: "San Demetrio, London," Mervyn Johns (Br.-'44). War drama of Merchant Marines.
- 34 Don Juan Tenorio.

- 3:00 P.M.
- 4 (Color) Arpiculture, USA

SPECIAL

JERRY LEWIS SHOW— Sid Caesar, Ethel Merman, Mickey Rooney, Phil Silvers, Terry-Thomas, Carl Reiner and Buster Keaton are among the 15 stars of "It's a Mad (4) World" who'll join producer Stanley Kramer on Lewis' 2-hour marathon at 9:30 p.m. ch. 7. Si Zentner is the "guest band" of the week.

"Good in Our Food." Home ec students from LBSC are on panel.

- 3:15
- 13 (Color) Courageous Cat, Rod Rocket Cartoons

- 3:30
- 4 Movie: "Glory at Sea," Trevor Howard (Br.-'52)
- 5 Changing Times, Ed Hart
- 9 Championship Bowling
- 13 (Color) Movie: "Home-stretch," Cornel Wilde

- 3:45
- 5 Passport to Profit

- 4:00 P.M.
- 5 TV Bowling Tournament
- 11 Comedy Hour (Laurel & Hardy, 3 Stooges)

- 4:15
- 2 College Football Score'd

- 4:30
- 2 Teen-Age Trials, Jerry Dunphy, John Forsythe. Boy complains of curfew
- 7 AFL Highlights, C. Gowdy
- 9 Sugarfoot, Will Hutchins.

- 5:00 P.M.
- 2 Movie: "Destry Rides Again," James Stewart, Marlene Dietrich ('39).
- 4 NFL Highlights, Leaming
- 5 Movie: "Murder in the Rue Morgue," Bela Lugosi
- 7 ABC's Wide World of Sports (see sports box)
- 11 Cinnamon Cinder
- 34 Lucha Libre (wrestling)

- 5:30
- 4 Capt. Gallant, B. Crabbe
- 9 Bowery Boys Movie: "Spy Chasers" ('55)
- 11 Top Star Bowling, J. Buck
- 13 (Color) Vagabond: "Disneyland"

- 6:00 P.M.
- 4 (Color) Nws-Sprts-W'ther
- 13 Flying Doctor, R. Denning
- 34 Actualid y Personalidades

- 6:15
- 4 (Color) Bob Wright News

- 6:30
- 4 (Color) News Conference: Jesse Unruh. The Assembly speaker defends charges of bossism in California politics.

- 6:45
- 5 Leave It to Beaver
- 7 IX Winter Olympic Games (see sports box)

- 6:45
- 9 The Deputy, Henry Fonda
- 11 The Phil Silvers Show
- 13 Bourbon Street Beat, Richard Long.
- 34 Fantasmas de Amor

- 6:45
- 2 Jerry Dunphy Report

- 7:00 P.M.
- 2 Sea Hunt, Lloyd Bridges
- 4 Underwater marijuana
- 4 (Color) Survey '63, Bob Wright: "Claremont's Lively Arts Festival."

Richard Armour, Millard Sheets, Doug McClellan and Helen Watson discuss "art in our time," and we see the work of potter Shoji Hamada and Claremont artists.

- 7 Have Gun, Will Travel, Richard Boone
- 9 Shirley Temple Movie: "Our Little Girl," Joel McCrea, Rosemary Ames
- 11 Checkmate, Sebastian Cabot, Anthony George
- 34 Teatro Familiar (drama)

- 7:30
- 2 The Jackie Gleason Show
- 4 The Lieutenant, Gary Lockwood, Paul Burke, Lizbeth Hush. Gruff, tactless captain, long overdue for promotion, remains silent when Lt. Rice is blamed for abandoning equipment in the path of a brush fire, which he did on the captain's orders.

- 7 Hootenanny, Jack Linkletter, with The Brothers Four, Nancy Ames, the Goodtime Singers, The Travelers Three, The Dalton Boys, comedian Louis Nye and ragtime pianist Max Morath at UCLA.
- 13 Touchdown, Chris Schenkel (time switch today)

- 8:00 P.M.
- 5 Restless Gun, John Payne
- 11 Sam Benedict, Edmond O'Brien, Jack Weston. Uncooperative entertainer is convicted of possession of narcotics.
- 13 It's Country Music Time
- 34 Noches Tapatis (musical)

- 8:30
- 2 New Phil Silvers Show
- 4 Grafton orders a yacht when he gets market rights to special glue invented by plant janitor (Ludwig Stossel, the little old winemaker of TV commercials).

- 4 (Color) Joey Bishop Show
- After learning the tricks of ventriloquism from Edgar Bergen, Charlie McCarthy and Mortimer Snerd, Joey decides to play a joke on Ellie.
- 5 Movie: "Mr. Peabody & the Mermaid," Wm. Powell ('48)
- 7 The Lawrence Welk Show
- 9 WICHITA

- ★ LLOYD NOLAN
- VERA MILES—ON the New GOLGATE THEATRE with Keith Larsen, Edgar Buchanan ('55-in color). Saga of Wyatt Earp.
- 34 Mauricio Garces (comedy)

- 9:00 P.M.
- 2 The Defenders, E. G. Marshall, William Shatner, Gerald Hiken, Edward Asner. Assistant D.A. finds himself prosecuting an innocent man for the murder of a blackmailing woman

- 4 (Color) Movie: "Let's Make Love," Marilyn Monroe, Yves Montand, Tony Randall ('60-1st run).
- 11 Chiller (movie): "I Bury the Living," Richard Boone, Theodore Bikel ('58-1st run). Grave map



JENNIFER Billingsley is a restless farm girl during "Gunsmoke" at 10 p.m. Saturday, channel 2.

in cemetery office holds power of death.

★ BULLFIGHTS! . . . FROM MEXICO CITY—2 HOURS 9:30

- 7 Jerry Lewis Show (box)

- 10:00 P.M.
- 2 Gunsmoke, James Arness, James Broderick, Nancy Wickwire, Jennifer Billingsley. Spinster's misdirected concern for her younger sister leads to tragedy.

- 5 Dan Smoots Reports
- 13 Jeepers Creepers (movie): "Black Raven."

- 10:15
- 5 Dean Manion Forum
- 9 Your Heart & Mine. Report on findings at last week's meeting of the American Heart Assn.

- 10:30
- 5 Movie: "Kiss of Death," Victor Mature ('47)
- 11 The Texan, Rory Calhoun

- 10:45
- 9 (Color) Movie: "So This Is Love," Kathryn Grayson

- 11:00 P.M.
- 2 News, Jerry Dunphy
- 11 Movie: "Demetrius & the Gladiators," Victor Mature, Susan Hayward ('54)
- 34 Pasos Triunfales (music)

- 11:15
- 2 L.A. Television Premiere
- ★ "THE LOST WEEKEND" starring Academy Award Winner RAY MILLARD with Jane Wyman ('45)

- 4 (Color) News Final (11:20)

- 11:30
- 7 Movie: "Terror from the Year 5000," Joyce Holden
- 34 Noticero 34 (News)

- 11:45
- 13 Movie: "The Hard Way," Ida Lupino ('43)
- 4 (Clr) Curt Massey, 11:50

- 12:15
- 9 Movie: "Cornered," Dick Powell ('45)
- 4 Movie (12:20): "I'll Get You," George Raft ('53)

- 12:30
- 5 Movie: "Senator Was Indiscreet," Wm. Powell ('47)

- 11 Movie: "The Get-Away," 1:00 A.M.

- 7 Movie: "Fighting Seabees," John Wayne ('44)

- 1:15
- 2 Movie: "Very Thought of You," Dennis Morgan ('44)

- 1:45
- 9 All-Night Movies: "Stanley & Livingstone," "School for Love," "Saint in N.Y." and "Red Light"

- 2:00
- 11 Movie: "Call of the Wild,"

OPEN SUNDAY 11-5

ANNIVERSARY SALE

The Bedding Sale of the Year

2 Complete HOLLYWOOD BEDS

\$49 FULL PRICE twin size

FREE 2 HEADBOARDS & 2 PILLOWS WITH TWIN BED PURCHASE

INCLUDES 6x7 Inner Spring Mattress, Matching Box Springs, Hollywood Legs, Pillows, Headboard

King Size Sets From \$79

DISCOUNT BEDDING CO. INC.

15314 LAKEWOOD BLVD. Between Compton and Alondra Blvd.

BELLFLOWER Phone TO 6-8503

CASH CREDIT LAY AWAY

5 DOWN holds any of them paid.

OPEN SUNDAY 11 to 5 P.M. Mon. and Fri. 10 A.M. - 9 P.M. Tue.-Wed.-Thur.-Sat. 10 A.M. - 6 P.M.

REMEMBER US

When Your Car Is Feeling Weary

- MOTOR TUNE-UP
- BRAKES
- AUTOMATIC TRANSMISSION
- Complete Service on All Foreign and Domestic Cars

EASY TERMS We Accept BankAmericard and Traveler Credit Cards

LOAN CARS FREE! of course

Phone for estimates on all types of auto repairs

CHUCK & JOE'S GARAGE

8443 COMPTON BLVD. Corner of Compton Bl. & Downey Ave., Param.

CALL MEtcalf 3-7353

Rebuild Automatic Transmissions from \$89

Major Tune-up Cadillac & Olds from \$42

RADIO

KABC-700	KFAC-1300	KGER-1300	KIEV-910	KKAB-1100
KML-1400	KFI-440	KJF-1220	KLAG-870	KML-1110
KMLA-1400	KFOX-1200	KML-1200	KMPG-710	KML-1400
KDAY-1500	KFWB-900	KML-740	KMX-1070	KWKW-1300
KSTY-1100	KQBS-1020	KJH-830	KPOL-1840	KTLA-900

SUNDAY, OCTOBER 27, 1963

7:00 A.M.

KFI-News: Radio Pulsit
KABC-News: The Week
KJH-As I See It
KMX-World News Roundup
KFOX-Christie Troubadour
KGER-Maurice Johnson
KJH-Your Sec. Security
KFI-Home Team
KABC-It's Time to Live
KJH-Interfaith Dialogue
KMX-Church of the Air
KFOX-Eternal Word
KGER-Hour of Faith
KFI-Christie Hall
KABC-Concert Hour
KJH-I Believe (7:55)

8:00 A.M.

KFI-News: China's Times
KABC-News: Paul Condylis
KJH-Engineer Bill
KMX-Church of the Air
KFOX-Bill Patterson
KGER-Christie Brother's
KFI-At Home With Music
KABC-Sail Lash Tabernacle
KJH-World U.I. Crusade
KMX-Moments in Music
KABC-Flair Reports (8:55)

9:00 A.M.

KFI-Music: Home Folks
KABC-Paul Condylis (to 12)
KJH-Frank Evans (to 12)
KMX-News: Dress Sports
KGER-Heaven & Home
KFI-University Explorer
KABC-Armies From God
KJH-Moscow Scene
KMX-Invitation to Learning
KGER-Blessings of Liberty (Choir)
KFI-John Brown
KABC-News: Sports: Older
KJH-You Grow
KMX-News: In Revelation
KGER-News: Paul Condylis

10:00 A.M.

KFI-Eternal Light
KABC-Silvestri Novins; Tro-
Jan Dines (11:35)
KJH-Christie People
KMX-Sacred Music
KFI-News: Youth Forum
KABC-News: "UN and Ne-
tral Countries"
KJH-News: Fair Report
KMX-News: Port of Call
KGER-News: "Sweden"
KFI-Speaking: Deacon
KABC-Of Down Doan
KJH-Paul Condylis
KMX-Catholic Hour
KABC-London: Sun. Scene
KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

11:00 A.M.

KFI-News: Youth Forum
KABC-News: "UN and Ne-
tral Countries"
KJH-News: Fair Report
KMX-News: Port of Call
KGER-News: "Sweden"
KFI-Speaking: Deacon
KABC-Of Down Doan
KJH-Paul Condylis
KMX-Catholic Hour
KABC-London: Sun. Scene
KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

12:00 NOON

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

1:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

2:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

3:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

4:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

1:00 P.M.

KFI-Monitor (to 3)
KABC-News: The Week
KJH-As I See It
KMX-World News Roundup
KFOX-Christie Troubadour
KGER-Maurice Johnson
KJH-Your Sec. Security
KFI-Home Team
KABC-It's Time to Live
KJH-Interfaith Dialogue
KMX-Church of the Air
KFOX-Eternal Word
KGER-Hour of Faith
KFI-Christie Hall
KABC-Concert Hour
KJH-I Believe (7:55)

2:00 P.M.

KFI-News: China's Times
KABC-News: Paul Condylis
KJH-Engineer Bill
KMX-Church of the Air
KFOX-Bill Patterson
KGER-Christie Brother's
KFI-At Home With Music
KABC-Sail Lash Tabernacle
KJH-World U.I. Crusade
KMX-Moments in Music
KABC-Flair Reports (8:55)

3:00 P.M.

KFI-Music: Home Folks
KABC-Paul Condylis (to 12)
KJH-Frank Evans (to 12)
KMX-News: Dress Sports
KGER-Heaven & Home
KFI-University Explorer
KABC-Armies From God
KJH-Moscow Scene
KMX-Invitation to Learning
KGER-Blessings of Liberty (Choir)
KFI-John Brown
KABC-News: Sports: Older
KJH-You Grow
KMX-News: In Revelation
KGER-News: Paul Condylis

4:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

5:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

6:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

7:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

8:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

9:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

10:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

7:00 P.M.

KABC-News: The Week
KJH-As I See It
KMX-World News Roundup
KFOX-Christie Troubadour
KGER-Maurice Johnson
KJH-Your Sec. Security
KFI-Home Team
KABC-It's Time to Live
KJH-Interfaith Dialogue
KMX-Church of the Air
KFOX-Eternal Word
KGER-Hour of Faith
KFI-Christie Hall
KABC-Concert Hour
KJH-I Believe (7:55)

8:00 P.M.

KFI-News: China's Times
KABC-News: Paul Condylis
KJH-Engineer Bill
KMX-Church of the Air
KFOX-Bill Patterson
KGER-Christie Brother's
KFI-At Home With Music
KABC-Sail Lash Tabernacle
KJH-World U.I. Crusade
KMX-Moments in Music
KABC-Flair Reports (8:55)

9:00 P.M.

KFI-Music: Home Folks
KABC-Paul Condylis (to 12)
KJH-Frank Evans (to 12)
KMX-News: Dress Sports
KGER-Heaven & Home
KFI-University Explorer
KABC-Armies From God
KJH-Moscow Scene
KMX-Invitation to Learning
KGER-Blessings of Liberty (Choir)
KFI-John Brown
KABC-News: Sports: Older
KJH-You Grow
KMX-News: In Revelation
KGER-News: Paul Condylis

10:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

11:00 P.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

12:00 A.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

1:00 A.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

2:00 A.M.

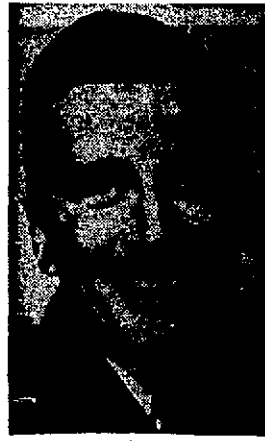
KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

3:00 A.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn

4:00 A.M.

KFI-News: Monitor
KABC-News: John Wilson
KJH-Sound of Worship
KMX-News: Headline
KFI-Alexander Kendrick
KABC-Capitol Clockroom
KGER-Rev. Victor Gunn



LEON AMES

Leon Ames on Mr. Ed

By VERNON SCOTT

HOLLYWOOD (UPI)—Leon Ames, the choleric Clarence Day of video's bygone "Life with Father," has been chosen to play a short-fused retired Army colonel on the "Mr. Ed" series, replacing the late Larry Keating.

An old warhorse of a character actor, Ames will wage his own warfare against the unfortunate Mr. Ed, equine star of the show.

Between "Life with Father" and his new assignment, Ames starred in a little bomb titled "Father of the Bride" which survived less than a year on the air.

AMES is an enormously wealthy man, owning one of the largest automobile agencies in the West. Additionally, he continues to reap residuals from "Life with Father." Inasmuch as he doesn't need the money, Ames' new role is merely an opportunity to satisfy the inner ham, a fact he cheerfully admits.

BERT'S EYE VIEW

'Waltz King'

(Continued from Page 1)

because everytime he started to, someone would strike up the band.

Sure, I know the man is his music.

But no man, not even Johann Strauss Jr., can be all music.

KERWIN MATHEWS, in his portrayal as young Strauss, performs credibly. He simply should have been provided with more script and less baton.

Senta Berger, who plays his sweetheart, is as dazzling an actress as she is beautiful. Brian Aherne plays the crusty senior Strauss as thoroughly crusty as only Aherne can be.

All in all, there are many more pluses than minuses to this production.

And, in all fairness, it really does escape being a two-hour concert.

It is an escape, I hope, which won't be too narrow to keep the youngsters' interest.

FM HIGHLIGHTS

Janacek-Nielsen Concert at 8 a.m. on KPFK . . . Alfred Newman at 10 a.m. on KBIG . . . Latin Hour in multiplex at 11 a.m. on KGGK . . . "On the Town" in multiplex at 1 p.m. on KMLA . . . Hugo Winterhalter at 3 p.m. on KBIG . . . Percy Faith in multiplex at 5 p.m. on KGGK

wear FALSE TEETH?

eat, chew, smile with
SIGN A UP HEAVY GUM
DENTAL CUSHIONS
EZO

Helps keep seeds out . . . plate snug
Helps ease pressure on gums
Helps prevent clicking

AT YOUR DENTIST'S STORE • MONTH'S SUPPLY 60¢

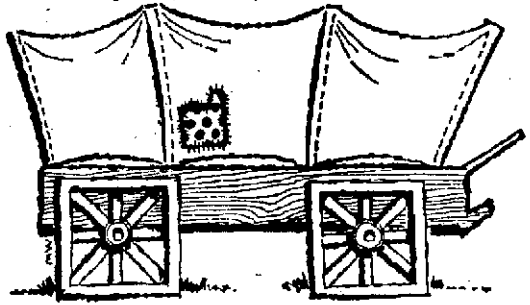
TV TECHNICIANS NEEDED!

By Industry — By the Public — We Train — Short Practical Courses — Color and B/W Transmitters, Receivers, Amplifiers, Antennas and Cables
Cal Tech Trade Schools 6450 Atlantic, Long Beach CA 2-9487

ARE YOU DRIVIN' A

DRAGGIN' TRAIN

Any one knows to keep it rollin' you need every part in good working order . . . square wheels won't help anybody. If your car is all in stick with it till you get to Long Beach Engine Rebuilders . . . 3525 Long Beach Blvd. We'll have it running smooth as silk in no time at all. Ring & valve job from 49.95, motor tune-up, automatic transmissions, brakes refined & motors exchanged. Sure, we have a phone . . . BA. 4-0407.



Ordered to be Sold at PUBLIC AUCTION

By Order of the Executor of the Estate of

ABE TENENBAUM

WILL BE SOLD TO THE HIGHEST BIDDER

★ TREMENDOUS INVENTORY ★

PLUS Thousands of Items Representing Merchandise of Every Category

Unredeemed Pledges

A GENUINE DIAMOND RING TO BE GIVEN AWAY AT EACH SALE No Obligation To Buy

MANY VALUABLE GIFTS GIVEN AWAY AT EACH SALE

1 p.m. - 2 Sales Daily - 7:30 p.m.

This is a Partial Listing of Merchandise to be Sold

CAMERAS
DIAMONDS
GUNS
TYPEWRITERS
SILVERWARE
LUGGAGE
WATCHES
MUSICAL INST.

Sale Conducted Under Supervision of
LONG BEACH LIQUIDATORS
Business Counselors
Auctioneers
Commission Merchants

BINOCULARS
RADIO'S
ELECTRIC SHAVERS
RECORD PLAYERS
HI-FI AMPLIFIERS
CHINAWARE

Plus Hundreds of Articles Too Numerous to Mention

LONG BEACH LIQUIDATORS

149 E. OCEAN BLVD. at Exit LONG BEACH

Free Parking at Victoria Auto Park, 139 E. Ocean

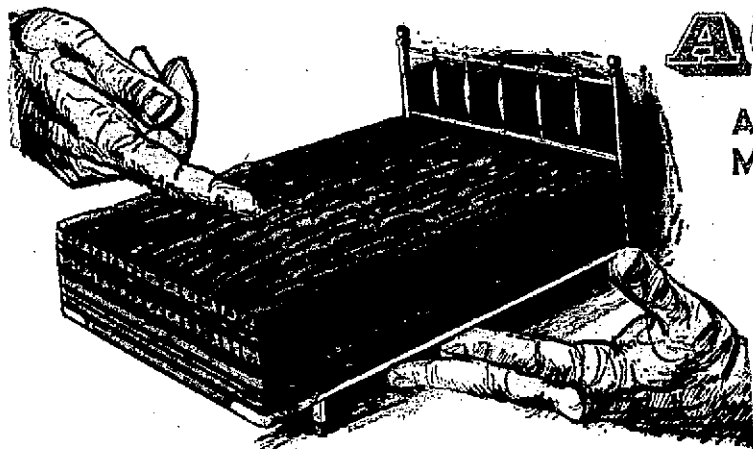
FM STATIONS

KLON	88.1 KSGK	KJH	91.3 KCBH	KJH	91.3 KCBH
KXLU	90.7 KRNH	KJH	91.3 KCBH	KJH	91.3 KCBH
KXLU	90.7 KRNH	KJH	91.3 KCBH	KJH	91.3 KCBH
KXLU	90.7 KRNH	KJH	91.3 KCBH	KJH	91.3 KCBH
KXLU	90.7 KRNH	KJH	91.3 KCBH	KJH	91.3 KCBH

**588 Breather Vents keep
Beds fresh and new!!**

79

low price too!!



ACME'S

**AIR-CONDITIONED "VENTILATOR"
MATTRESS ENSEMBLE!**

ACME'S Scientifically developed process of mattress ventilation adds to the resiliency of the mattress, keeps the filling fresher . . . cooler! Gives longer mattress "life" and springiness. This feature, found usually only on higher priced sets, is now available at Acme for this Low, Factory-to-you price of just seventy-nine fifty! Includes "Ventilator" mattress, matching box springs, with heavy plastic turn handles, plastic corner protector, and Harvard frame with either ball casters or rug rollers. Available for a limited time only. (and ONLY at ACME).

**FOURTEEN-PIECE KING-
SIZED BED ENSEMBLE!**

ACME'S big King-size package includes: HUGE SIX BY SEVEN-FOOT MATTRESS! TWO MATCHING SPLIT BOX SPRINGS! King-size mattress pad, fitted bottom sheet, top sheet, two pillows, four pillowcases, fabulous king-sized tufted headboard, Harvard frame with ball casters . . . ALL THIS for just One eighty-nine-fifty. Only while supply lasts! Use your good credit at ACME . . . BANKAMERICARD OR BUDGET TERMS! (ninety-day plan . . . no interest charges)

Growing with Long Beach Since 1922

ACME
Mattress Factory

3415 EAST ANAHEIM STREET
Geneva 9-4908
OPEN MON. & FRI. UNTIL 9 P.M.
IN SANTA ANA, TOO!
411 WEST 5th ST., SANTA ANA
PHONE KIMBERLY 3-2070
Open Daily 'til 5; Saturday 10-4



189⁵⁰

Parade

THE NEWS & Independent - Press - Telegram

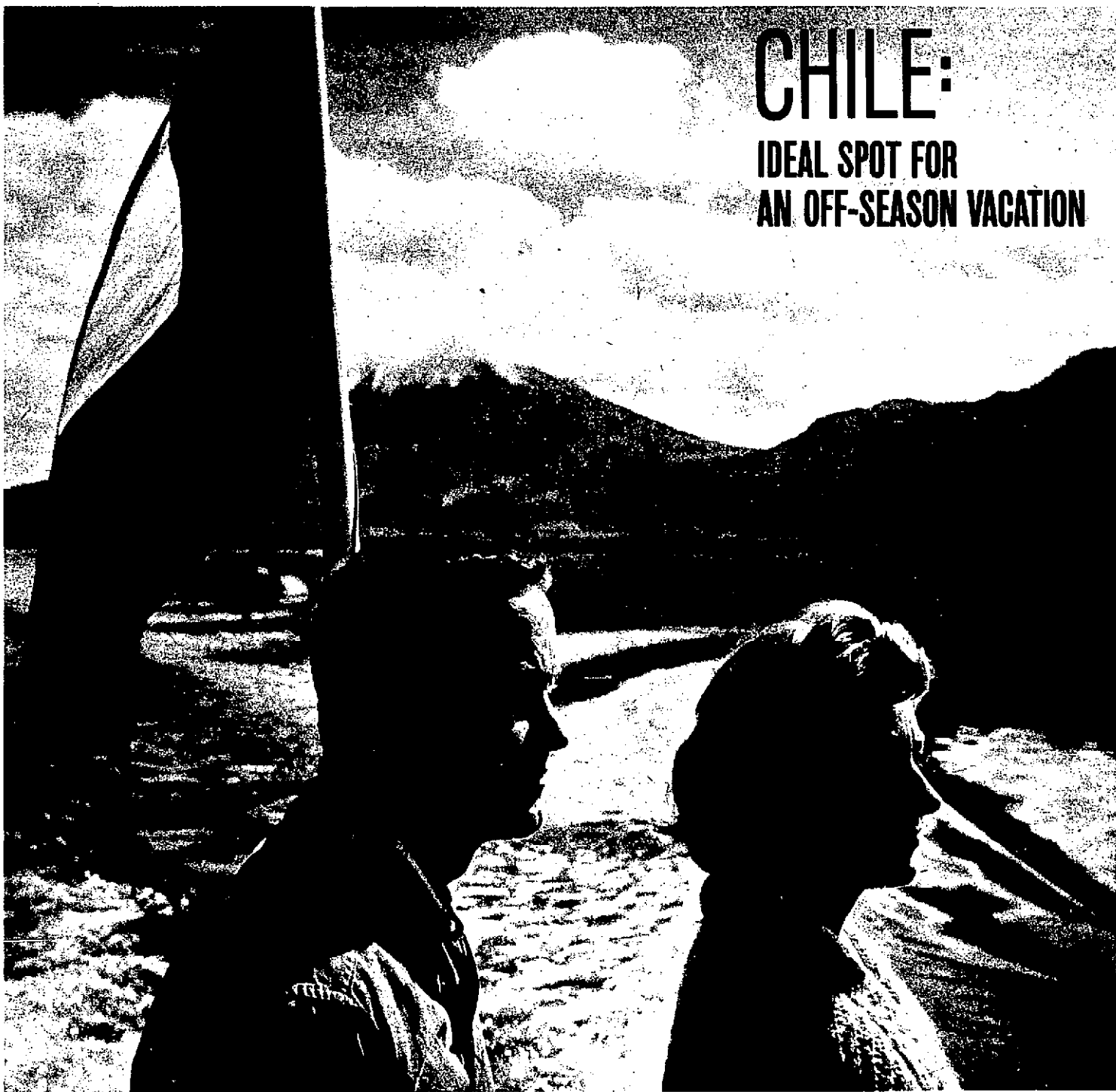
**WHO 'OWNS' YOUR
CONGRESSMAN?**

BY JACK ANDERSON

**THE GIRL WHO PUTS
STARS IN THEIR PLACES**

CHILE:

**IDEAL SPOT FOR
AN OFF-SEASON VACATION**



October 27, 1963

Walter Scott's Personality Parade

Want the facts? Want to spike rumors? Want to learn the truth about prominent personalities? Write Walter Scott, PARADE, 733 Third Ave., New York 17, N.Y. Your full name will be used unless otherwise requested. Volume of mail received makes personal replies impossible.

Q. John Douglas, who is Asst. Attorney General in charge of the Civil Division in the Justice Department—is he any relation to the senator from Illinois?—J. A. L., Chicago, Ill.

A. Yes, his son.

Q. How did Virginia Woolf die? Was she ever insane?—Ann Howard, Fresno, Calif.

A. She took her life in 1941 after periods of insanity.

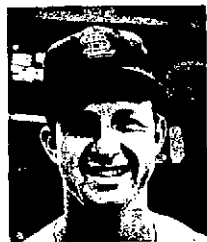


Q. Who are the leading manufacturers of color TV sets in America?—Max Davidson, Bridgeport, Conn.

A. RCA, Motorola, Magnavox, Packard Bell, Zenith, Admiral, Westinghouse, General Electric, Setchell-Carlson, Sylvania.

Q. Is it true that Sigmund Freud was a tobacco addict?—Virginia Hansen, Virginia, Minn.

A. Freud smoked for more than 45 years.



Q. I understand that baseball star Stan Musial will enter Missouri politics now that he's retired from baseball. True or false?—Jack Bell, Jefferson City, Mo.

A. Says Musial: "I have absolutely no political ambitions. I am seeking no political office or appointment."

Q. Wasn't Stella Stevens born in Yazoo City, Miss., and wasn't she discovered in a Memphis department store by a motion picture press agent named Irving Shiffrin?—R.P., Jackson, Miss.

A. Right in both cases.

Q. Who said: "He that is good for making excuses is seldom good for anything else"?—Ronald Pride, Knoxville, Tenn.

A. Benjamin Franklin.

Q. Is there anything to the Jill St. John-Frank Sinatra romance? How come she's going with Sinatra when she's married to Lance Reventlow?—Newt Sterns, Monterey, Calif.

A. Miss St. John is separated from her husband. She and Sinatra are close friends.

Q. Are there any Negro police officers or Negro deputy sheriffs in Birmingham, Ala.?—J.T., Knoxville, Tenn.

A. Not as of this writing.

Q. A big strong fellow like Gregory Peck—how did he stay out of World War II?—Robert Blane, La Jolla, Calif.

A. Peck was classified 4F because of a bad back.



Q. Who runs such bands as Tommy Dorsey's, Glenn Miller's and Jimmy Dorsey's since some of these men are dead?—Bernie Hauser, Newark, N.J.

A. Sam Donahue runs the Tommy Dorsey band, Ray McKinley the Glenn Miller outfit, Lee Castle the Jimmy Dorsey orchestra.



Q. I am told that after Michael Wilding entered a multimillion-dollar libel suit against Hedda Hopper for her writings on him in The Whole Truth & Nothing But, all subsequent editions omitted the objectionable mentions of Wilding.

Is this so?—Helen Adamson, Toledo, Ohio.

A. Yes.

Q. Is it true that Nikita Khrushchev is a very sick man and that the truth has not been told the public? I understand doctors have forbidden him to drink.—A.L., Seattle, Wash.

A. K. is getting old, drinks much less than he used to, tires much more quickly, takes better care of himself than ever before.



Q. Is there anything between Otto Preminger and Carol Lynley? I read in the Saturday Evening Post that Preminger told her she could become a big star if only she gave up her husband. Is this true?—J.P., Philadelphia, Pa.

A. Preminger never said that and has so testified in a deposition.

Q. Is Phyllis McGuire married to mobster Sam Giancana?—Fred R., Las Vegas, Nev.

A. Reportedly they were married somewhere in Europe many months ago.

Q. How wealthy is actor Vic Mature? Is he a millionaire?—Sara Ann Marshall, Louisville, Ky.

A. Mature is easily a millionaire.

Q. How many people to the square mile in Australia? James Barton, Tucson, Ariz.

A. Three.

Q. Can you tell me how much the Central Intelligence Agency is paying Col. Le Quang Tung in Vietnam? He is the leader of the special forces which led raids on the Buddhists.—Thomas Lynch, Washington, D.C.

A. The CIA has reportedly been making monthly payments of \$250,000 to Col. Tung's forces.

Q. Natalie Wood used to go steady with Warren Beatty (r.) until he kissed her off. Who does she go with now?—Allen D., St. Joseph, Mo.

A. Arthur Loew, Jr.



Q. I would like to find out what's happened to Dorothy Malone since her unfortunate marriage to Jacques Bergerac?—Theo Wells, San Antonio, Tex.

A. She is working in the TV version of Peyton Place.

Parade

THE SUNDAY
NEWSPAPER MAGAZINE
OCTOBER 27, 1963

President and Publisher, Arthur H. Motley Editor, Jess Gorkin

■ Managing Editor, DONALD WAYNE ■ Art Director, ANTHONY LA ROTONDA

Assistant Managing Editor, EDWIN KESTER, JR. Assistant Art Director, CHARLES VOLPE

Associate Editors: MAIMANNA HASSOL, FRED WARSHOFESKY Assistant to the Editor, MARION LONG

Women's Editor, ROSALIND MASSOW Home Economics, DEMETRIA TAYLOR Fashion, VIRGINIA POPE

Washington Bureau: JACK ANDERSON, FRED BLUMENTHAL, OPAL GINN

West Coast Bureau: LLOYD SHEARER

Cartoon Editor, LAWRENCE LARIAH

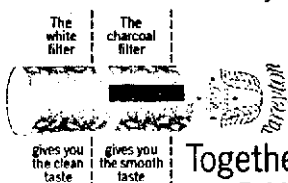
© 1963, Parade Publications, Inc., 733 Third Ave., New York 17, N.Y. All rights reserved under International and Pan American Copyright Conventions. Reproduction in whole or in part of any article without permission is prohibited. PARADE®; Marca Reg.

"Us Tareyton smokers would rather fight than switch!"



Join the Unswitchables and enjoy the great taste that inspires their aggressive loyalty.

Tareyton, of course, is famous for fine tobacco. Now see how the Activated Charcoal filter works with the white filter to actually improve the fine tobacco taste:



Together they give you the great taste of DUAL FILTER TAREYTON

Product of The American Tobacco Company - Tobacco is our middle name. ©A.T.C.

Tareyton

DUAL FILTER

who 'owns' your congressman?

by JACK ANDERSON

WASHINGTON, D.C.

This week, exactly one year before the 1964 Presidential election, will kick off the most expensive period of political campaigning in U.S. history. Before next November, more than \$200 million—more than \$3 a vote—will be spent as the White House, 435 House seats, 35 Senate seats and thousands of local offices go up for grabs.

And the bulk of the money will come from people with an ax to grind. It will be put up by special interests—great unions and corporations, farm groups and business and professional associations. And the plink of every donated coin, the rustle of every unfolding bill or scratch of pen on check will add emphasis to the need for reform of one of the greatest evils in the American system.

For the tragic truth is that political campaigns are financed by means that are not only antiquated but often corrupt. Even the most honest candidates are forced to accept shady money (or close their eyes while political bagmen collect in their behalf) in order to run for office.

The costs of campaigning today are so staggering that only the well-heeled candidate can afford them. And to become well heeled, he must take money from persons who expect him to do favors in return.

In fact, it's a miracle of politics and a tribute to our officeholders that interests don't wield more influence than they do. Here's what some political professionals told *PARADE*—on condition their names be withheld.

WHAT REALLY GOES ON?

A veteran Democratic fund-raiser: "There isn't a major campaign that doesn't receive illegal contributions. The candidate may not know, or pretend he doesn't. But the Corrupt Practices Act is broken, bent, twisted, ignored and circumvented all the time."

A senator who investigated the subject in 1956: "The laws regulating political campaigns are not only hopelessly inadequate; they are meaningless. The only purpose they serve today is to demoralize the people in politics and breed contempt for the law."

A Republican congressman: "The average Congressman would throw out any lobbyist who offered him a \$100 bribe yet accept a \$1,000 campaign contribution from the same man without a qualm."

A senator from a small state: "It was impossible for me to raise enough money in my state for my campaign. I had no alternative but to accept out-of-state contributions. Seventy per cent of my expenses were paid by outside interests."

It costs as much as \$2 million to campaign for governor or senator in a big state. A seat in the House



At stake in U.S.'s most expensive political campaign now beginning: The Presidency, 35 Senate seats, 435 House seats.

can be won for \$25,000, but may cost four or five times that much. The Democrats came out of the 1960 Presidential campaign with a staggering \$4.5 million deficit, causing President Kennedy to exclaim: "My God, what would we have done if we had lost?"

The biggest campaign bite goes for television. One big-state senator described his \$230,000 TV bill as "expensive but essential." Another essential for the modern candidate is the private political poll. It costs \$10,000 to \$12,000 to run a first and second sampling, three times that much in a complex state like California.

COSTS ARE UP

Travel costs have soared with the airplane; so has the price of printing, staff salaries, campaign paraphernalia. Even fund-raising now costs almost a dollar to raise a dollar. Congressman William Ayres (R., Ohio) ran a newspaper ad ("Bill Ayres Needs Your Help") pleading for \$1 contributions. The ad cost \$200, brought in \$51.

The campaign laws require candidates to report what they collect and spend. But there are a thousand and one ways for candidates to avoid disclosure.

So enter the political bagmen, experts in the fine art of slipping money under the table. Their most frequent ruse is "double billing," by which a union or corporation pays certain campaign expenses directly but shows them on the books as "business expenses." A printing bill may be picked up, or a campaign film paid for. One group of New England corporations has contributed to both Republican and Democratic candidates by paying them "commissions." Still another dodge is to channel donations through friends, relatives, employees.

Few men in politics are more scrupulous than Sen. Paul Douglas (D., Ill.), whose campaign aides are forbidden to accept contributions from anyone with an interest in Senate legislation. Ignorant of this, a union official plunked down \$10,000 to help pay his 1954 campaign bills. The horrified Douglas shooed the man out and told him to take his money with him.

A campaign worker later cornered the union man, apologized for Douglas' naïveté, and worked out a "double billing" arrangement, spending the money on the senator's campaign without his knowledge.

Some bagmen are more cautious than others. An oilman used a Senate employee to sound out Sen. Tom McIntyre (D., N.H.) about accepting \$10,000 to help pay off his 1962 campaign debts. (McIntyre said thanks, but no, thanks.) An airline official arranged a tryst in his hotel room to slip \$5,000 to a congress-

OUTDATED ELECTION LAWS MAKE EVEN HONEST MEN TURN TO SPECIAL INTERESTS FOR SUPPORT. WE NEED REFORM. HERE'S HOW TO GET IT.

man with a powerful voice in aviation legislation. But the representative of some trucking firms handed \$10,000 to a Western senator across his Senate desk. These were not bribes but campaign contributions, though sometimes it is difficult to draw the line between one and the other.

The high-sounding Committee for Economic Growth, lavish with campaign donations, turned out to be a group of restaurant owners who were fighting against tax tightening on expense accounts.

Most of the committee's donations went to members of the Senate and House committees that write tax legislation. A \$1,500 contribution went to Sen. Russell Long (D., La.), who delivered a blistering Senate attack on the expense account rules. Another \$1,000 went to Congressman John Dent (D., Pa.), who introduced a bill to cancel restrictions on expense account spending.

The Committee on American Leadership turned out to be a coal industry group fighting for an increase in its tax depletion allowance. Among the donations distributed by the committee were \$500 to Congresswoman Elizabeth Kee (D., West Va.) and \$650 to Congressman John Saylor (R., Pa.). Both introduced bills to have the depletion allowance boosted.

These members of Congress would be outraged at the suggestion that their votes could be influenced by campaign contributions. Long and Dent were opposed to expense account limitations before the contributions. Kee and Saylor represent coal districts and would have tried to help the coal interests anyway.

Senators Warren Magnuson (D., Wash.) and Len Jordan (R., Ida.) both accepted \$500 contributions from lumber interests in 1962, then teamed up to push through a lumber-labeling bill that would hamper competitive Canadian lumber. Both men represent lumber states and have lumber interests at heart.

Yet this raises a question of propriety: which comes first, the contribution or the conviction? Since a politician must have money to run for office—and he can't raise it from the public—he can only get funds from special interests. Whose gifts should he accept?

CONVICTION OR CASH?

It would seem the most ethical solution is to accept campaign contributions only from interests whose views he already shares. Yet if he serves their interests, how are the voters to know whether he is doing so out of conviction or for campaign cash?

The most secret office at the Democratic National Committee here is occupied by Dick Maguire, who handles the big-money men who want government



Sen. Warren Magnuson, D., Wash.: lumbermen aided him.



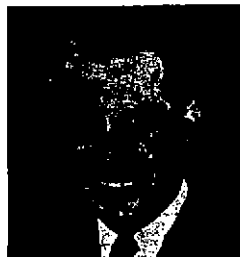
Rep. John Dent, D., Pa., was helped by restaurant owners.



Sen. Len Jordan, R., Ida., got lumber help, aided them.



Rep. Elizabeth Kee, D., W. Va., backed bill to aid mines.



Rep. William Ayres, R., O., learned lesson about funds.



Rep. John Saylor, R., Pa.: coal men gave \$650 to his fund.



Sen. Paul Douglas, D., Ill., was outfoxed by his aides.



Sen. Thomas McIntyre, D., N. H., turned down \$10,000.

favours. Maguire's mail does not go through normal channels; it is picked up and sorted by trusted aides. But a high Democratic official confided to PARADE that one day he could not help seeing two letters on Maguire's desk, naming contributions made and the favors expected for them.

In the desperate struggle to fill their campaign coffers without selling their souls, candidates keep dreaming up new fund-raising gimmicks. The most productive are the \$100-a-plate dinners; some candidates start holding these dinners two years before the election. Other variations include \$25-a-plate breakfasts, \$50-a-plate luncheons, cocktails for cash. The latest political status symbol is the \$1,000-a-plate dinner, at which you get a filet mignon, a handshake with President Kennedy and a gold-engraved membership card in "The President's Club."

Yet even those who attend these dinners include a large number of representatives of special interests or their lobbyists. How can our office-holders be freed from their obligation to such interests?

COMMITTEE RECOMMENDATIONS

To find out, after the 1960 elections a blue-ribbon bipartisan group was appointed to look into the problem and make recommendations for reform. The committee reported back with 12 suggestions, centering mostly on more effective reporting techniques and more realistic laws. They also proposed that the parties pool certain costs (such as registration drives and TV debates) and the government assume some.

So far, however, the program has made little headway in Congress. And it focuses chiefly on Presidential elections, ignoring the problems posed by congressional, senatorial, state and local races. (This situation will be partly rectified in 1964, when the Citizens Research Foundation, a nonpartisan group specializing in campaign finance, makes the first comprehensive study of non-Presidential campaigns.)

However, most experts agree that the big problem isn't to change procedures but to get ordinary citizens to help foot the bills. One frequently heard suggestion, endorsed by the President's Commission on Campaign Costs, is to make contributions tax-deductible. Under this plan, you can deduct up to \$1,000 from your taxable income for political donations, or take a \$10 credit off the final tax due.

Of all these suggestions, one thing is certain. All sides agree that something must be done to take the candidate out from under obligations to interests. And the voter must pay to elect his government. If he doesn't, he'll be a little less free.

Significant Winegard Antenna Development

COLOR TV

Improves black and white, too



Although the Winegard Colortron antenna was designed to meet the critical standards for color TV, it is also the most sensitive antenna you can own for your black and white set. Color pictures become brighter, clearer, more lifelike. Black & white reception becomes sharper with greater clarity and contrast, even in difficult reception areas.

Can a TV antenna make this much difference? Yes!

But aren't all TV antennas pretty much alike? No!

There are two reasons Winegard Colortrons outperform ordinary antennas. (1) A patented Electro-Lens design intercepts more TV signals... but rejects interfering signals. (2) The TV signal is then amplified by an electronic power pack.

The effect on your reception is this: often you can pull in stations you couldn't reach before. Pictures, on all channels, become brighter, sharper. There's signal power to spare... if you like, you can operate up to 6 sets from one Colortron antenna.

Colortrons are rugged, too. Wind tested to 100 mph. Permanent GOLD ANODIZED finish won't weather-wear—stays like new for years.

For the best reception, a Winegard Colortron is a wise investment. 4 models from \$24.95, electronic power pack extra... satisfaction guaranteed. *Ask your TV service dealer or send coupon for full story.

*Guarantee in force for 90 days after installation.

Winegard 3031-10 Kirkwood
Burlington, Iowa

- ☐ Send FREE booklet on Colortron
☐ Send information on long distance FM reception.

Name _____

Address _____

City _____ State _____

My nearest TV station is _____ miles away.

APARTMENT HUNTER FOR THE STARS

by ROSALIND MASSOW

Pat Palmer is a girl who puts famous people in their places.

Kim Novak doesn't mind it. Neither do Gloria de Haven, Tab Hunter, Sophia Loren, Marlene Dietrich, Hermione Gingold and hundreds of other very important personalities.

Pat is a girl real estate magnate. Her principal occupation is finding glamorous living quarters for glamorous people. She does well at it, too. In the past 10 years she has parlayed a talent for finding apartments into a million-dollar business.

In addition, her list of clients reads like the Who's Who in acting, diplomacy, arts, government, literature and money.

How did a 29-year-old manage to accumulate over a million dollars worth of prime New York real estate? Over a lunch of a couple of hard-boiled eggs sent to her office by her mother, Pat explained her secret. "I work like a horse," she said.

"While others are having a good time playing on weekends, I devote myself to business," the young brunette said, sipping coffee from a mayonnaise jar. "Sometimes I work 15 hours a day. My clients not only need apartments, but extra services as well," Pat continued.

Tab Hunter, for instance, wanted not only an apartment with high ceilings, but a cook and maid. Pat got them all.

Kim Novak insisted on an apartment with a terrace and a wood-burning fireplace. Pat not only found her the apartment but also supplied the wood.

In one of the apartments Pat rented on Park Avenue to Marlene Dietrich,



When tenants are out of town, Pat Palmer drops by to check apartments and water plants.

the actress had a special request—to store a few trunks in the basement.

"Sure, how many?" said the landlord amiably. "Twenty-six," replied Miss Dietrich. The landlord gulped but kept his promise.

When Sophia Loren comes to New York for a prolonged visit she brings her fabulous wardrobe. Pat recalled that the Italian actress recently rented a six-room apartment with wall-to-wall closets.

"The closets weren't big enough for Miss Loren," Pat reports. "She took over one of the bedrooms and installed clothing racks all over the room for her dresses. The place looked like a manufacturer's stockroom."

Pat's plush pads have been a home away from home for Zsa Zsa Gabor, Claudette Colbert, Shelley Winters, Tony Bennett, Joanne Woodward, Roddy McDowell and Rock Hudson.

CELEBRITIES ARE DEMANDING

There's a lot of walking and telephoning Pat must do before she finds suitable accommodations for her clients. Celebrities, more than any one else, want an interesting setting while living in New York. Some want apartments as extravagant as movie sets, others look for brownstone apartments, penthouses, garden apartments in town houses. Their tastes are lavish or offbeat, and they pay for it. A 4-room furnished apartment rents for as much as \$1,850 a month. Most of the stars just want to sublet an apartment, but some take out a long lease.

Pat gets along fine with her celebrated clients. Modest-looking, Pat wears

her long black hair pulled straight back from her face. She wears little or no make-up, no jewelry and undistinguished clothes. Her appearance seems in studied contrast to the flamboyance of her clients. She presents herself as an uncompetitive plain Jane. Actually she's a brilliant young woman.

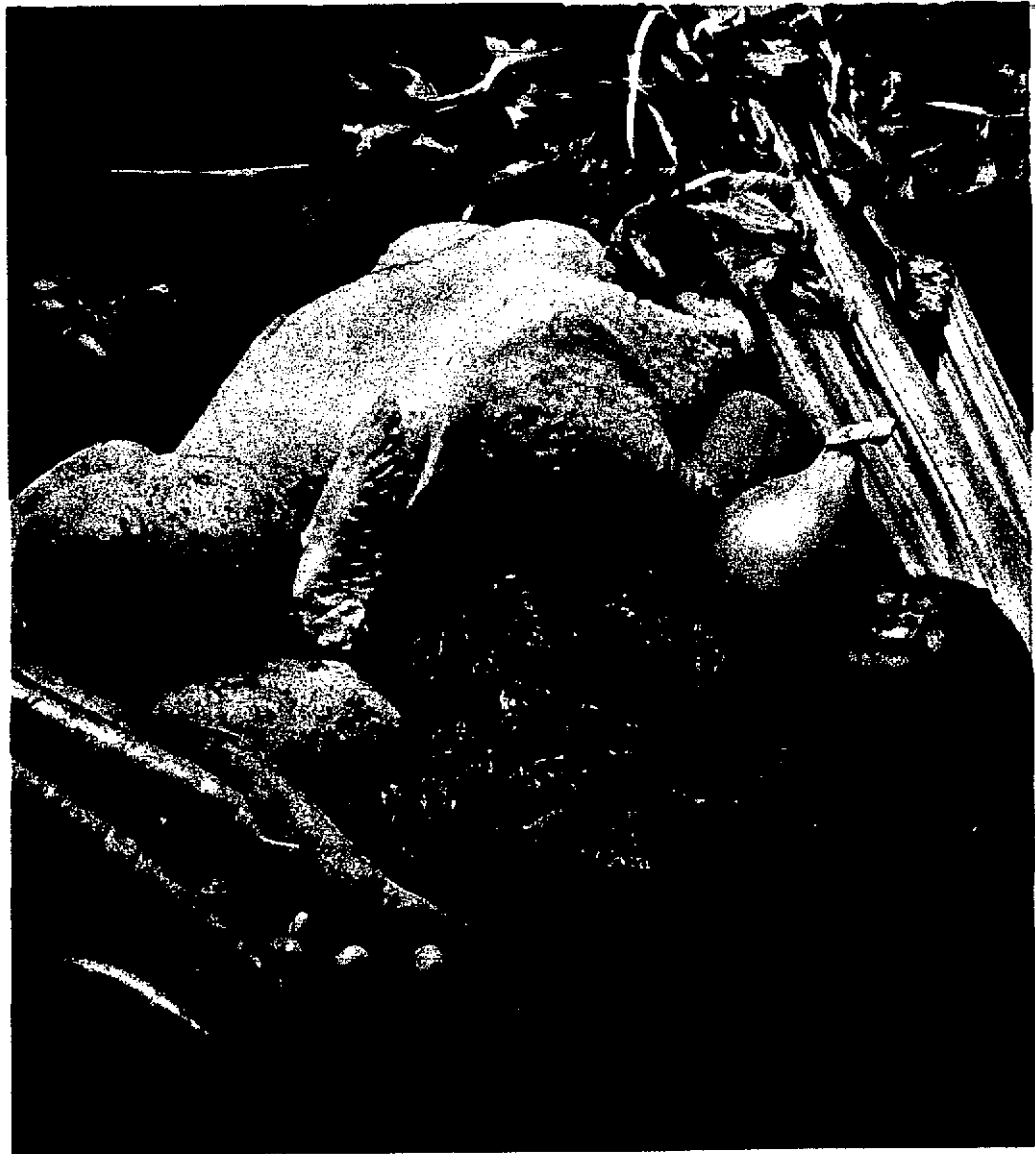
Fancy flats are just one phase of her operation. She also buys and sells real estate properties. In the course of helping others with their investments, she has acquired four houses herself in New York's fashionable East Sixties.

Pat is also the only real estate broker in New York with three pianos—one in her office, one at home and one in her mother's apartment. Pat's first love was opera. She came to New York 12 years ago to study singing. Her widowed mother, her sister and a brother moved to New York from Boston to help Pat become a star of the Metropolitan Opera. Although the chances of her singing at the Met are getting slimmer, she may some day be rich enough to buy the place.

Her career as a big-time real estate operator started simply enough. When the Palmers moved to New York, it was difficult to find an apartment. Pat walked the city, ringing doorbells, until she found one for \$150 a month. In the process, she acquired a list of good apartments which were becoming available.

"I had no experience, nor any intention of going into business," she says. "I only knew that I had addresses of apartments and that people needed them—so why not bring them together?"

Here's how Bounty Stews start out...



Here she tends plant at Rock Hudson's apartment.

Bring them together she did. Pat got a part-time job in someone else's real estate office and did so well that she opened one of her own, right across the street from the fashionable Colony Restaurant. Diners couldn't escape Pat's ground-floor office. She decorated it like a sitting room and installed a white picket fence around the garden in the year to give it a homey look.

HER FIRST CLIENT

It attracted the attention of Gloria de Haven, who became Pat's first famous client. Gloria rented a duplex penthouse overlooking the East River. It pleased her so much she sent her friends. Pat was on her way.

Although actors and actresses are her best clients, Pat finds apartments for business people as well.

One day a charming bachelor walked into her office and asked for a one-bedroom apartment. Pat, a confirmed bachelor girl, was able to show him apartments only on Saturday evenings, holidays and at dinnertime.

She finally found a beautiful two-bedroom apartment but the fellow only wanted one bedroom. She convinced him that every bachelor should have a guest room and wouldn't this extra room be great as a den. "Why, you could even put a piano in it," she said.

Not only did he put the piano in the guest room, but he also put a ring on his real estate agent's finger.

"The nicest thing about the real estate business," Pat purred, "is the people you meet."

Here's 8¢ to find out how good they end up!

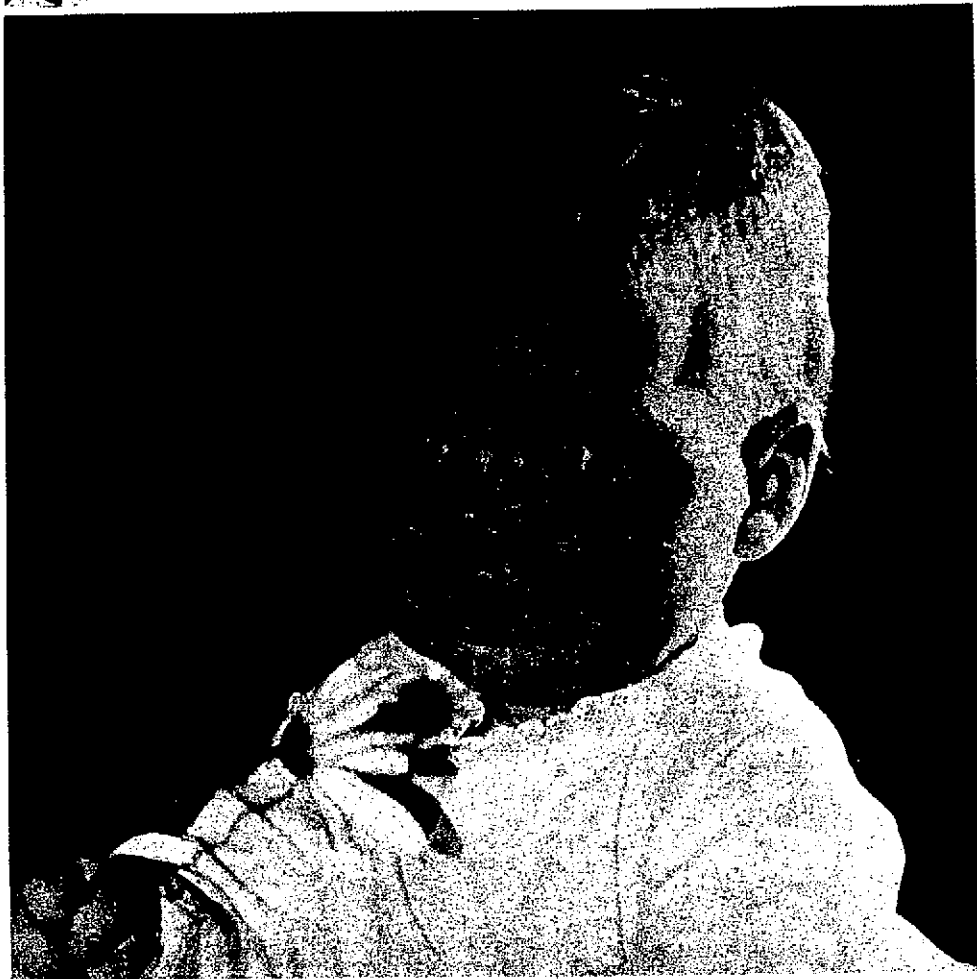
Now Bounty Beef and Chicken Stews bring you old-fashioned flavor and goodness at a savings. Indeed, Campbell quality has never been a better value.

(Tear out this coupon—present to grocer.)

8¢	***	STORE	COUPON	***	8¢
<p>SAVE 8¢</p> <p>on the purchase of one 19 oz. can of</p> <p>Bounty</p> <p>BEEF STEW</p> <p>OR</p> <p>CHICKEN STEW</p>			<p>Bounty</p> <p>BEEF STEW</p> <p>Bounty</p> <p>CHICKEN STEW</p>		
<p>GUIDE: When all terms of this offer have been fulfilled by the consumer and by you, this coupon will be redeemed by your Campbell representative, or mail the coupon to Coupon Redemption Program, Box 700, Mt. Vernon 10, New York, for 8 cents plus 2 cents for handling. Any other application constitutes fraud. Invoices proving purchase of sufficient stock to cover coupons presented must be shown upon request. Failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. Use of the mails to collect for coupons not properly redeemed will be reported to Postal Inspectors. Subject to state and local regulations; void if taxed, restricted or forbidden by law or if presented by outside agencies, coupon brokers or others who are not retail distributors of our merchandise. (In the state of Washington, this coupon is good only on the purchase of Bounty Beef Stew.)</p> <p>CAMPBELL SOUP COMPANY - CAMDEN 1, NEW JERSEY</p> <p>Offer expires OCTOBER 31, 1964 Cash Value 1/20¢</p> <p>166</p>			<p>COUPON</p> <p>***</p> <p>8¢</p>		
8¢	***	STORE	COUPON	***	8¢



BRINGING UP BABY,* HINTS COLLECTED BY MRS. DAN GERBER, MOTHER OF FIVE



My, we're busy blossoming out!

The life of a six-month-old is a busy and spirited one indeed. So many new things to try, to see, to do. Today your Jack-be-nimble may roll over like a champ... tomorrow that do-it-yourselfer may sit up alone and stay put. Watch carefully and you'll notice little eyes focus expertly, examine intently. Note how eyes and hands work together, improving graspability and reachability. Countless are the skills your little one will acquire and each day will delight you with his progress.

Meaty subject. During the first year babies are really "on the grow" physically as well as mentally. Now, more than ever, protein foods are in order to give that growth a great big helping hand. Gerber Strained Meats are high in protein and extra-low in fat for easy digestibility. Made from special cuts **ARMOUR** selected by Armour, they're prepared by an exclusive process which helps protect precious food values and insures a marvelously smooth, moist texture. Nine succulent varieties.

Hand-y idea. Once your baby has a few teeth and a "good grasp" on things, you can help his hand-to-mouth co-ordination with Gerber Meat Sticks.

Incentive and inventive plans. Naturally it's important to encourage baby's efforts by providing incentives "to do." But baby should also be left to his own devices from time to time. Six-month-olds are usually content to play alone for periods of time and they

need this time to find ways and means of doing things for and by themselves. In short, fending for themselves at times helps them learn inventiveness and the fine art of self-reliance.

Nutrition note from Dan Gerber. "Of course, your baby's foods must be thoroughly digestible, if he is to get full nutritive benefits from them. Take our cereals, for example. Gerber specialists developed an exclusive cooking method which breaks down starches to assure digestibility. In addition, Gerber Cereals are scientifically formulated to fulfill some of your baby's early nutritional requirements... all 5 are enriched with iron, calcium and important B-vitamins."

For your baby's well-being: Gerber prepares over 100 baby foods—infant formulas, cereals, strained and junior foods—to meet your baby's nutritional needs. We're proud to say:

**"Babies are our business
...our only business!"***

GERBER® BABY FOODS,
BOX 72, FREMONT, MICH.



PARADE'S

SPECIAL

INTELLIGENCE REPORT

MARRIAGE—ITALIAN STYLE. Italian men are supposedly the most ardent, attentive, considerate wooers. But as husbands -- well, they're not so hot. So claims Dr. Gabriella Parca, an Italian woman psychologist who has just authored Italian Women Confess. "Marriage in Italy is worse than being in prison for most Italian women," Dr. Parca declares. "It's a life sentence because divorce in Italy is practically impossible. Italy is a man's country with a double standard. The penalty for adultery, for example, is a year in prison for a wife, nothing for a husband. A man has freedom, but all her life the typical Italian woman is treated with suspicion and watched like a hawk, first by her family before marriage, then afterward by her husband and family, and always, of course, by her neighbors."

FLU WARNINGS. The U.S. Public Health Service does not expect any epidemics of influenza this winter, but it does expect sporadic outbursts of the disease. "High risk" people who are susceptible to flu are advised to get vaccinated now. A new influenza vaccine, reportedly "reaction-free," is now being prepared by Sterling Drug Co. According to Dr. Mark Hiebert, chairman of Sterling: "The vaccine will produce no pain in the arm that has been injected and will rarely cause fever. All available flu vaccines are said to cause one or both of these reactions with varying degrees of discomfort. Many physicians have cited such reactions as a principal reason why more children have not been submitted to immunizing injections."

CORPORATION OWNERS. Nearly half the corporations in the U.S. are controlled by a stockholder who owns 50% or more of the company's stock -- this according to the Internal Revenue Service.

BEGINNING SALARIES. Salary offers for 1963 college graduates with a bachelor's degree: electrical engineers, \$607 per month; aeronautical engineers, \$606 per month; mechanical engineers, \$592 per month; accountants, \$527 per month. Aircraft and electronics firms make the highest average dollar offers. Receiving most job offers today are electrical engineering students, followed by students majoring in mechanical and chemical engineering, then business students.

WHEAT TROUBLE. One reason the Soviet Union is buying 6,000,000 tons of Canadian wheat is that it must supply wheat and flour to Cuba. Russian traders have also offered to buy U.S. wheat, and although such sales are not prohibited by U.S. law, the government as of this writing has discouraged all such deals. Restrictions on trade with the Soviet, however, are expected to be lightened and eventually lifted.

SPEEDIER MAIL. At the Dayton, Ohio, post office a machine that separates air mail from regular mail is now being tested so that air mail letters may be delivered more quickly. The machine can handle 30,000

letters per hour, sorts out envelopes with air mail stamps treated with a special luminescent ink.

CALIFORNIA. There are now 17.7 million persons in California, almost 2 million above the 1960 Census figure. The state continues to grow at a rate of about 600,000 new residents per year. Two-thirds of these new residents settle in southern California, generally in Los Angeles, San Diego, Long Beach, San Bernardino, Riverside, Santa Barbara and Ventura.

SHIFTING PRACTICE. In 1950 approximately 48% of the medical doctors in this country were listed as general practitioners and 37% as full-time specialists. Twelve years later, 34% were listed as G.P.'s and 59% as full-time specialists.

FACTS OF THE ROAD. The U.S. has 3.57 million miles of roads and streets. Texas has more mileage than any other state -- 233,009. Next comes California with 150,198 miles. Hawaii permits the widest motor vehicle of any state -- up to 108 inches in width. Most states place a 96-inch limit on the width of a motor vehicle.

SPEEDING AMBULANCES. In most cases ambulances need not speed through city streets, sirens screaming, scrambling traffic. A recent report from the American Hospital Assoc. points out that in many cases ambulance speeding increases the chance of another accident and aggravates the injury of the patient.

PIA LINDSTROM. Ingrid Bergman's daughter, Pia, 24, is following in her mother's footsteps. She's been signed to a film contract by a German motion picture company. Pia, once known as Jennie Lindstrom, left the University of Colorado a few years ago, married a San Francisco socialite. When the marriage foundered, she joined her mother in Europe, has been there ever since. She's had no previous acting experience, but like the offspring of other famous stars, needs none to get an opportunity.

WEATHER WATCH. The Swiss are producing a watch which not only tells the time but also the weather. It contains instruments to measure barometric pressure, goes on sale in this country by year's end.

Because of the volume of mail received, it is impossible for PARADE to answer queries in connection with this column.



"MEMBER OF THE FAMILY?"

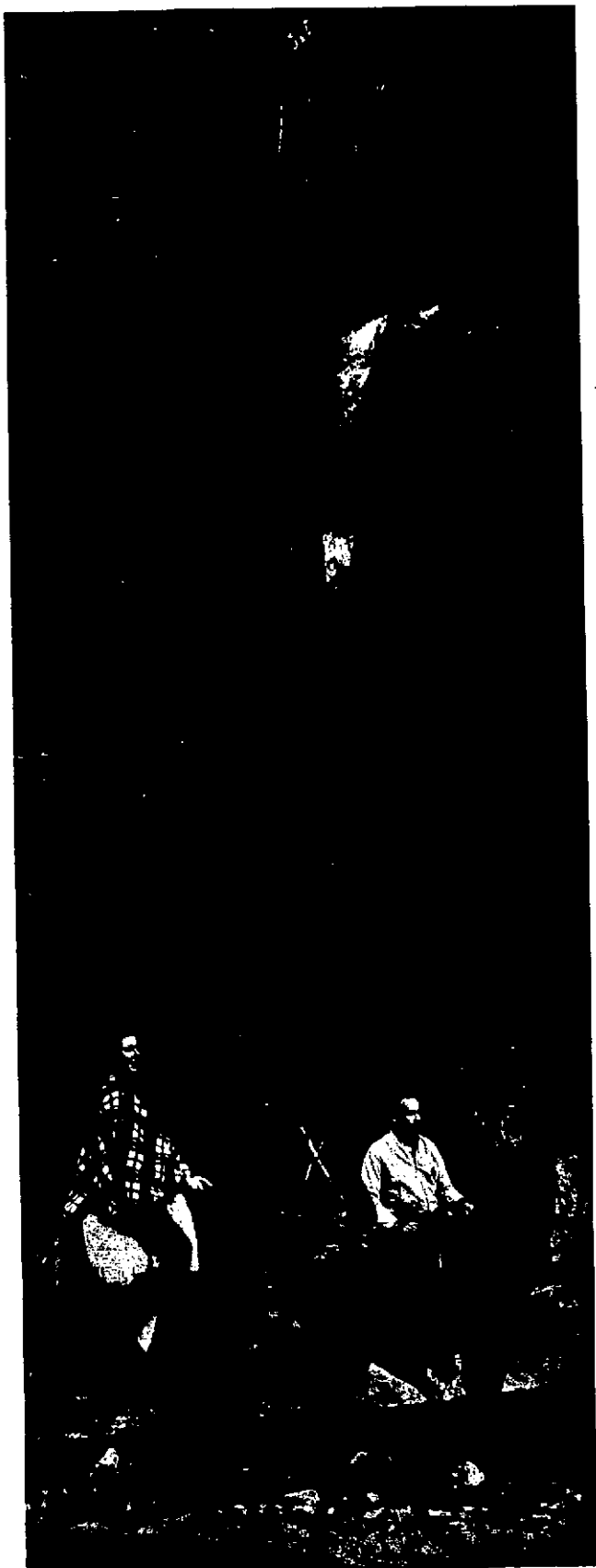
Feed him the finest

Give him plenty of love,
care, and KAL KAN.
His good health is worth
a few pennies more.

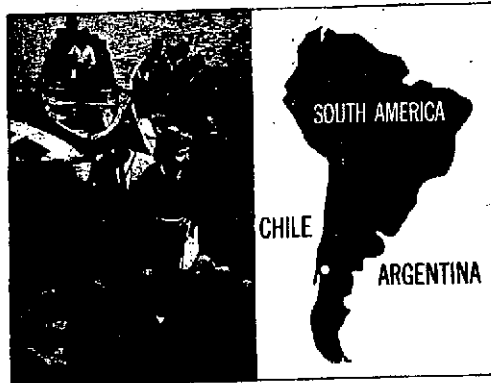
PREMIUM QUALITY
KAL KAN
CAT AND DOG FOOD

"Diamonds are a pet's best friend"





Drinking in beauty of Chile, Don and Sally Brown of Riverside, Calif., pause beside typical glacial waterfall. Sally wears local handmade poncho.



Beginning tour of Chilean-Argentine lakes, Don and Sally Brown arrive at Puerto Montt. Map pinpoints lakes' location.

an off-season vacation to the majestic

CHILEAN LAKES

by ED KESTER

PUERTO MONTT, CHILE.

How was your vacation this year? Probably it's over for 1963. But in one of the finest vacationing areas of the world the season is just beginning. In South America, pleasant travel weather begins in November and continues through April and May. And yet only a comparative handful of North Americans — fewer than 85,000, as compared to a million who went to Europe this year—will take advantage of it. But if you're in the market for an off-season vacation, South America may be for you.

Most North Americans think of South America as too remote, too expensive, and too politically unstable for a vacation. Yet the continent to the south is as close (measured in jet hours) as Athens, as cheap to reach (\$630 for a tourist-class airline ticket) as Cairo, and no more revolutionary, locals claim, than the U.S. (Peruvians contend, for instance, that their country has had fewer Presidents assassinated in office than we have.) Moreover, the continent has many

things travelers hie to other parts of the world to see. History is found in the Inca ruins, sophistication in Buenos Aires and Rio, beach playgrounds at Mar del Plata and scenery in the Andes that can match the Alps.

Take, for instance, the tour shown on these pages. It follows Don and Sally Brown, of Riverside, Calif., across the lake district of Chile and Argentina, centering around Lake Todos los Santos, which President Theodore Roosevelt called "the most beautiful lake in all the world." Here, in a majestic area much like our Northwest, they spent a thoroughly enjoyable—and inexpensive—trip.

The Browns, of course, were lucky. Since they are stationed in Santiago, the capital of Chile, where Don, an Air Force captain, is attached to the U.S. Air Mission, they were able to take advantage of Chile's wonders easily. (However, you can reach the area from the U.S. readily; Panagra flies every day to Santiago, Pan American to Buenos Aires five times a week, and local flights hop daily to the lake area.) Leaving behind their



Skimming swiftly, couple water-skis on Todos los Santos, colored turquoise by volcanic silt.



Couple picnics and fishes beside rapids. In background Mt. Osorno nestles in the clouds.



Resting, Browns play chess in gameroom of Argentine's Hotel Llao-Llao. Resort is favorite

mecca for fishermen, was visited by President Eisenhower on his tour of Latin America.

three sons and a daughter, they flew to the quaint fishing village of Puerto Montt, then drove between snow-capped volcanoes and through lush valleys to the lake district itself.

"Wow!" said Don Brown, a crew-cut, enthusiastic Korean War fighter pilot. "What country!" The Browns are avid outdoor types who have camped and fished in many parts of the U.S. and the world. Here they tested the rushing streams for salmon (which often run 13 pounds), went water-skiing in glacial lakes, and rode over narrow trails winding through the heavy timber. Nights they stayed in tiny, homey inns.

BELOW THE THUNDERER

Like most tourists to this area, the Browns followed a preset route, by buses, boats, and hired cars. (You can drive through the area, but few people do.) They spent one day at the foot of snow-capped Mount Osorno, then another entire day drifting across the turquoise waters of Todos los Santos. The next night they spent in a chalet below the moun-

tain Tronador (Thunderer), then climbed to the roof of the world through rain forests to cross the border into Argentina. On the Argentine side, high above another gleaming lake, Nahuel Huapi, they ended their trip in one of the most luxurious resorts in the world, the government-run Hotel Llao-Llao.

And yet a week-long trip for two, including air fare, hotel, meals, and transportation, cost them less than \$300. Because of favorable exchange rates in Chile and Argentina, you get far more for your money there. (The Hotel Petrohue, for instance, charges less than \$2 a person a night.)

You're going to be hearing a lot more about South America in the future. A new group, the South America Travel Organization, has banded together to tell you more of its advantages. In days to come, far more than 85,000 North Americans a year will head there.

But meanwhile, why not, like Don and Sally Brown, beat the rush? In the cool splendor of the Chilean-Argentine lakes, you'll find a perfect place for an off-season vacation.

Instant Chill Chaser



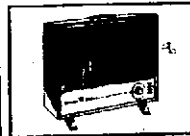
TOASTMASTER PORTABLE ELECTRIC HEATERS HEAT WHERE YOU WANT IT . . . WHEN YOU NEED IT!

Nearly everyone can use instant, portable heat at some time, in various locations . . . at home, in the office, at the cottage. And there's a TOASTMASTER instant heat, portable heater to fill almost every possible need...from small baseboard radiant heaters to larger, thermostatically controlled heaters, combining radiant heat with fan forced warm air. ♦ All heaters from TOASTMASTER are safe. They shut off automatically if upset or picked up. All have finger-proof safety grills, and they have stay-cool cabinets and handles. ♦ Shown above, the dual element, Custom Dial Control Heater. Model 9A2.

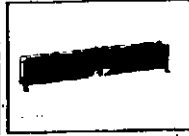
A Toastmaster heater for your every need.



Scientifically designed Radiant Heater. Model R601.



Big room, push-button, 5 heat settings. Model 9C1.



Beautiful, compact Baseboard heater, Model B901.

TOASTMASTER

CHAMBERLAIN-SEBASTIAN COMPANY

DO YOU TAKE VITAMINS AND STILL FEEL TIRED?*

If you take vitamins yet *still feel tired*—you may need *more* than vitamins to restore your normal strength and energy. Your worn-out feeling may be due to pale, iron-poor blood.

Vitamins *alone* can't build up iron-poor blood. But GERITOL *can!* Because GERITOL contains 7 vitamins and, in addition, supplies the amount of iron needed to build iron-rich red blood. Just 2 GERITOL tablets, or 2 tablespoons of GERITOL liquid, contain twice the iron in a pound of calves' liver! In only one day, GERITOL-iron is working in your

bloodstream, carrying strength and energy to every part of your body!

Proved By Medical Tests: Patients diagnosed with iron-deficiency frequently were pale, nervous, irritable and easily tired. After patients took GERITOL daily, doctors reported definite clinical improvement.

So when you feel tired, check with your doctor, and if iron-poor blood is your problem, take fast-acting GERITOL every day. You'll feel stronger fast—in just 7 days or your money back from GERITOL.

**Due to iron-deficiency.*

SMOKED TONGUE

WITH SPECIAL RAISIN SAUCE

Spiced Tongue with Special Sauce

- 1 smoked beef tongue, about 4 lb.
- 2 tablespoons mixed pickling spices
- 1 tablespoon instant minced onion
- 1 tablespoon celery seed
- 1 tablespoon parsley flakes

Special Sauce*

Cover tongue with cold water. Add remaining ingredients except Special Sauce. Cover. Cook slowly until tongue is tender (about 2 hours). Cool in cooking water. Remove root section and skin from tongue. Slice and serve with Special Sauce. Serves 8 to 10.

Smoked beef tongue cooked with pickling spices and other flavorful ingredients provides a delicious change of pace for family or company dinners. Serve with spinach, broiled tomatoes and mashed potatoes. Add sauce for tangy flavor.

by Beth Merriman
Parade food editor

*Special Sauce

- 1/2 cup brown sugar
- 2 tablespoons flour
- 2 cups strained broth from tongue
- 1/3 to 1/2 cup lemon juice (or to taste)
- 1/2 cup seedless raisins
- 1/2 teaspoon salt
- 3 tablespoons butter or margarine

Combine brown sugar and flour. Add broth; stir smooth. Add lemon juice, raisins and salt. Boil 5 minutes, stirring constantly until thickened, then occasionally. Add butter; stir until butter melts. Makes 8 to 10 servings.

FROM PARADE'S TEST KITCHEN

PHOTO BY MIDORI



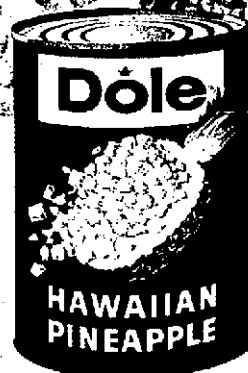
Yumpin' Yiminy!

Scandinavian Ice Box Cake!

No cooking, no baking! Just drain two No. 2 cans of Dole Crushed Pineapple. Crush a 6 oz. package of zwieback into crumbs (or use graham cracker crumbs). Mix with 6 tablespoons of melted butter. Make layers of zwieback and pineapple—starting and ending with the zwieback. Chill 2 hours or more. Serve with lots of whipped cream and a garnish of more crushed pineapple in the center.



Pick Dole:
the pineapple with the fresh-fruit taste
—Hawaii's best, America's favorite!



6 STYLES:
CRUSHED
SLICED
CHUNKS
TIDBITS
SPEARS
JUICE

Why you should take Contac® instead of other remedies when you have a cold:

If you take aspirin, you don't get any of the relief from sneezes, sniffles and nasal congestion that Contac gives.

If you take ordinary cold tablets, you don't get the continuous action against these symptoms that Contac gives.

If you take one of the new capsules, you don't get the tiny "time pills" that Contac (and only Contac) has.

Nothing else does as much for head cold congestion as the tiny "time pills" in Contac. That's why it's today's largest-selling cold medication at your pharmacy.



CONTAC
MENLEY & JAMES LABORATORIES, Philadelphia, Pa.
Proprietary Pharmaceuticals made to Ethical Standards



EDITOR'S NOTE: *Allan Kent, 36, was born in Nanticoke, a small Pennsylvania mining town. On graduating from Stevens Prep in Lancaster, he enlisted in the Air Force. His service time finished, he became a dance instructor, working in various Catskill Mountain resorts. Kent broke in as a comic in a Miami burlesque house, then hit the road, eventually landing in New York. There he acquired a local TV program, Weekend, an interview and variety show. A bachelor, Kent is currently on the road playing such nightspots as the Casino Royale in Washington, D. C., The Playboy Club in Chicago, The Steel Pier in Atlantic City, where he tells such jokes as these:*

"Hey, man," asked the beatnik of his friend. "Do you know Lincoln's Gettysburg Address?"

"No," was the reply. "I didn't even know he had moved."

A musician sat down in the barber's chair and asked the barber: "How much is a haircut?"

"A dollar and a half," replied the barber.

"And how much is a shave?" queried the musician.

"Seventy-five cents," answered the barber.

"Okay," said the musician, pointing to his head. "Shave it!"

Have you heard about the new club called "AA-AAA"? It's for drunks who drive.

"I say, old chap," said an Englishman to his neighbor, "do you cheat on your wife?"

"Who else?" said the second Englishman with a puzzled look.

Three beatniks were standing on a corner. Suddenly a man and woman walked by with a little pet duck on a leash.

"Dig the suit on that cat," said the first beatnik.

MY FAVORITE JOKES

by Allan Kent

"Yeah," enthused the second beatnik. "And look at the gorgeous girl he's with."

"You're both missin' it," announced the third beatnik. "Dig the wild shoes on the kid!"

A drunk walked up to a parking meter, inserted a dime and, upon peering at the meter, exclaimed: "My goo'ness—I weigh an hour!"

One day a woman was going through her husband's pockets and found a slip of paper on which was written "Mary R. BE 8-1550." She promptly clobbered her husband on the head with a vase. When he asked her why, she replied: "Aren't you ashamed of yourself, having another woman's phone number in your pocket?"

"You don't understand," he replied. "Mary R. is the name of a horse. 'BE 8' means Belmont, 8th race, and '1550' means it paid \$15.50."

"I'm so sorry I misjudged you," his wife said. "Please forgive me. It won't happen again."

Later in the evening, as he was lying on the couch watching television, the phone rang. His wife answered it in the other room and a moment later came in and hit him on the head with another vase.

"What was that for?" he asked.

With daggers in her eyes, she replied: "Your horse just called!"

Isn't it wonderful! Summer is over, and your kids have finally gone back to the only people who can really handle them.

If Eydie Gorme married Robert Weede, her name would be Eydie Weede.

If King Farouk's first wife, Narriman Sadik, married ex-Governor Harriman, her name would be Narriman Harriman.

If Sally Ann Howe married Rudy Vallee, her name would be Sally Vallee.

ANECDOTE OF THE WEEK

■ Tony Bennett was sitting in the lobby of a West Coast hotel with his accompanist, Ralph Sharon, when a little old gentleman sat down next to them. The older introduced himself to the pair and Sharon, figuring the old man might get a thrill telling his family he had met a celebrity, introduced Tony and went on to say that this was the same Tony Bennett who was the star of night clubs, TV, concerts and records.

"Small world," said the old man. "I'm in the music business, too. I'm a piano tuner."



We specialize in minding other people's business

Farmers Insurance Group offers a complete line of commercial insurance to cover every business need at low, low rates.

There is hardly a business enterprise in America today that can't be completely covered by Farmers Insurance Group!

Whether you run a florist shop or a chain of bakeries, an appliance store or a service station, you'll find that Farmers has an insurance program especially tailored to your business—without dangerous gaps, without costly overlaps—and all at Farmers famous low rates.

Farmers insurance covers everything from liability to workmen's compensation to special life insurance—for the businessman, trade

associations, farmers and ranchers, even doctors and hospitals.

FARMERS IS BEST FOR YOUR PERSONAL INSURANCE, TOO. Farmers provides comprehensive personal coverage for you and your family...**AUTO** insurance that combines low rates with **FAST, FAIR, FRIENDLY** service...the best protection against **FIRE** and **THEFT** for your home and its contents...**LIFE** insurance to protect you and your family, to provide for the children's education, and to insure a happy and prosperous retirement.

FARMERS NEW PAYMENT PLAN ENDS DRAIN ON OPERATING CAPITAL. Farmers exclusive Prematic Payment Plan lets you pay for ALL

your Farmers insurance the sensible, modern way—by the month, if you wish. You pay for your protection as you use it, consolidating ALL your insurance premiums—both personal and business—into convenient, monthly payments. When you pay as you go you keep sharper check on your personal budget and on your operating capital—keep your money working for you longer.

Now is the time to find out about the many advantages of insuring with Farmers.

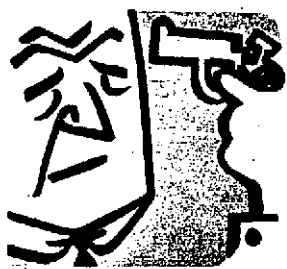
Call your Farmers Agent for ALL your insurance.



Fast • Fair • Friendly

Farmers Insurance Group

AUTO • LIFE • FIRE • HOME • TRUCK • COMMERCIAL



Wife nagging you about "DD"?

She's right, you know. DD... Door Drafts... are annoying! Unhealthy, too. Stop them permanently in 10 minutes with **FOAMFLEX DOOR WEATHERSTRIP**. The only wood and foam weatherstrip with exclusive "offset" design! Gives an airtight seal against the door and against the door stop! Package contains everything you need—vinyl foam permanently bonded to clear wood molding—two 7' lengths, one 3' length, nails, instructions. Only \$2.29.

FOAMFLEX DOOR WEATHERSTRIP

For door bottom drafts, ask for the MORTITE "AUTOMATIC" DOOR BOTTOM. (It raises and lowers automatically.) Only \$2.98.

Mortell
COMPANY
585 Burch Street, Kankakee, Illinois

DRIVE SAFELY

Woman relieved of embarrassing itch

"I nearly itched to death for 7 1/2 years. Then I found a new wonder-working creme. Now I'm happy," writes Mrs. P. Ramsey of L.A. Calif.



Here's blessed relief from distress of itching, chafing, rash, eczema... even embarrassing menopause itch with an amazing new scientific formula called **LANACANE**. This fast-acting, stainless medicated creme checks harmful bacteria growth, soothes raw, irritated and inflamed skin tissue. Stops scratching and so speeds healing. Don't suffer! Get **LANACANE** at drugstore.

How To Use Water To END YOUR CONSTIPATION WORRIES

Here's how to get to the basic root of your constipation problem. Bring enough moisture to your lower colon every day. As soon as food wastes are normally moistened, you will enjoy daily elimination.

So do this to end your constipation worries. Take **SERUTAN**, the all vegetable laxative aid, every day with plenty of water. **SERUTAN** is a pure vegetable gel which carries twenty times its weight in water to your lower digestive tract where it is needed to

promote more normal regularity.

SERUTAN provides the proper moisture, bulk and peristaltic action to help keep you regular. This is utterly different from forcing your system with chemical laxatives. **SERUTAN** contains no harsh roughage, no oils or salts which may be irritating to your system.

Get **SERUTAN** at your drugstore today. Use it faithfully as directed for at least one week. You must enjoy daily regularity or your money back from the maker.

Watch



daily editions
of this
newspaper



for prices and
local news about
products and
services advertised
in
PARADE

ARTHRITIS RHEUMATISM PAINS

Try **DOLCIN** Tablets for moderate Arthritis, Rheumatism or Muscular Aches whenever such pains occur. Nothing else is faster, better for such pains than **DOLCIN**. Satisfactory relief or prompt refund.

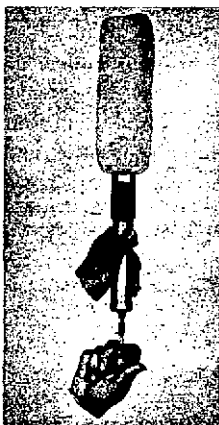
PICTURE CREDITS: Cover, Larry Fried; 2, Pictorial Parade, Jo Moore-Pix; 4-5, UPI, W.W.; 6-7, Ben & Sid Ross; 10-11, Larry Fried; 12, Midori; 14, James Kriegsmann, Columbia Records; 18, Allan Gould.

parade of progress

Make life easier—take a look at these new ideas for your home and family ■ BY PETER DRYDEN



Knife holder



Help for painters



Push-button blender

Knives in the wall: Here's a plastic caddy (left) to store your kitchen knives conveniently—out of children's reach—in wasted space between wall studs. Snap-in feature simplifies installation. Gold-flecked turquoise, yellow, pink or white. \$4.98. **Classic**, Dept. PP, Box 11492, Tampa, Fla. 33610.

Help when you paint: With this hand-operated tool (far left), you can spin paint from brushes, rollers into a paper bag for speedy cleanup—and for quick change of paint colors, too. Mixer attachment scours can bottoms, churns heavy paint layers upward, blends thoroughly. \$4.48. **Kruger**, Dept. PP, Fennell P.O. Box 5582, Detroit 38, Mich.

Push-button blender: Now there's an electric blender (left) you can switch at finger touch between low, medium, high, off—in any sequence. Low speed is said to provide stirring action never before available; it controls particle sizes in chopping, eliminates excess foam in reconstituting juices, dry milk solids. About \$54.95. **Oster**, Dept. PP, 5055 N. Lydell, Milwaukee 17, Wis.

Car battery warmer: Garage unheated? Winter starting will be easier with a 1/4-inch-thick plate that fits under battery, plugs into extension cord, uses little current, yet keeps battery at 80° even in zero weather—and boosts starting power 250%. \$5.95. **Visionator**, Dept. PP, 120 N. Peoria, Chicago, Ill.

Parade of Progress items are NOT advertising. Write manufacturer if not available at stores. Allow time for delivery or reply. Manufacturers: PARADE will consider ideas but not correspond.




H. MACE

TOO FUNNY FOR WORDS



G. GATELY

D. OLDEN

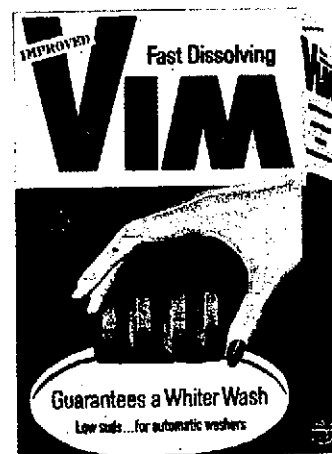
A high-contrast, black and white photograph of a young child with dark hair, looking down at a teddy bear. The child's face is partially in shadow, and the teddy bear is the central focus of their gaze.

**Mommy, how can
anything so blue get
clothes so white?**

**The answer is Vim! The tablet detergent
that contains bluing! Vim blues while it cleans—
actually guarantees a whiter wash!**

Every Vim tablet combines bluing and the world's most powerful cleaning ingredients. Drop four tablets in your top loader (two in a front loader)—and you'll see a deep down, glowing whiteness of a new and special

kind. Vim washes whiter than high-suds powders, whiter than liquids, whiter than any other tablet—or your money back! **Look for the valuable money-saving offer on Vim in your store right now!**





wearing
your
SKIN
DRY
this
season?



Put it in the special care
of hospital-proved
Dermassage

... the professional-type lotion that
relieves excessive dryness fast!
Dermassage helps heal weather-
irritated, clothing-chafed skin—
gently soothes and comforts tender,
itching skin. Great for massaging
tense, aching muscles, too! Wear
your skin soft, smooth and supple
... get medicated Dermassage
lotion. It's hospital-proved!

MEDICATED
dermassage
SKIN LOTION

Used in over 4,000 hospitals



TRY NEW
SUPER-MOISTURIZING
DERMAMASSAGE
SKIN CREAM

Just apply ... it liquefies before your eyes!



At meeting of medical fee review committee, doctors and insurance companies air grievances for benefit of patients.

DOCTORS' COURT

A Florida group "tries" cases of disputed medical fees

by SID ROSS & FRED WARSHOFSKY

FORT LAUDERDALE, FLA.

What happens if you feel your medical bills are too high? Is there any recourse beyond complaining to the doctor? These questions have nagged doctors and patients for years. But here in Broward County, Fla., something is now being done about disputed medical fees. What's more, the doctors themselves have offered the solution. The County Medical Society established a voluntary review committee—a panel of 17 medical specialists—to rule on contested medical fees covered by health insurance. So far, the results are encouraging. In more than half of the 200 cases investigated, fees were reduced or greater benefits were paid to patients.

In a recent meeting, a doctor appeared before the committee to defend a \$100 fee for removing a benign growth from a patient's eyelid. He claimed the fee was reasonable. A representative from Blue Shield countered that \$40 was the customary fee. A committee specialist agreed. The panel then voted to reduce the fee accordingly, saving the patient \$60.

The committee was born in 1960, the brain child of Dr. Burns Dobbins, a Ft. Lauderdale pediatrician. Dr. Dobbins recognized that medical society griev-

ance committees had mediated fees between doctor and patient for years, but were not concerned with the three out of four patients with health insurance.

The committee meets three or four times a year in public hearings to air complaints submitted by patients, doctors and insurance companies. Each side presents its case. Specialists on the committee question doctors closely.

Representatives of the insurance companies are similarly questioned. When all the evidence is in, the committee votes by a show of hands on whether to uphold or reduce the fee.

MORE PAYMENTS AWARDED

The group often takes the side of the patient against the insurance firm. At a recent meeting, a doctor appeared on behalf of an elderly patient and proved that the man was entitled to far more benefit payments than the company had given him. The panel agreed.

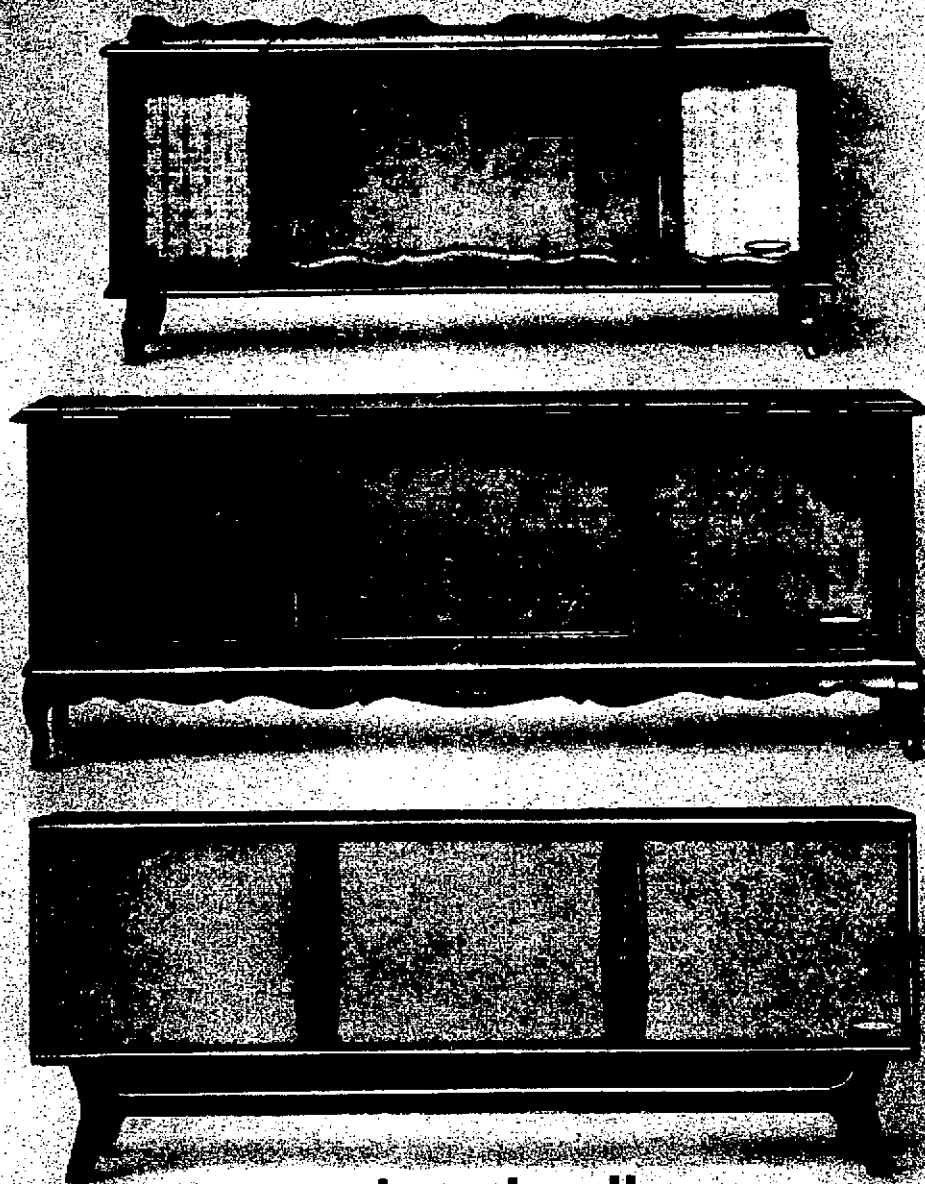
On the other hand, the insurance company often is the complaining party. Its case usually revolves around attempts of some doctors to simply add the insurance settlement onto their regular fee. This not only boosts the patient's bill but also jacks up his premiums.

A case in point was the doctor who appeared before the committee recently to defend his \$50 fee for a simple medical procedure. "It's my policy," he declared, "to charge \$50 in all insurance cases because of the work involved in filling out the forms." The committee ruled the doctor was entitled to only \$15, forms or no forms.

Broward County's program has proved so successful that it has been taken up by 23 other Florida counties. Hopefully it will continue to grow until the entire country has similar committees.

Doctors are frank to say that one reason for formation of the committee is the fear that, if doctors don't police themselves, the government will do it for them. But the doctor's duty to patients is also involved.

"The doctor is responsible for furnishing his patient with the best possible medical care," says Dr. David J. Lehman, Jr., first chairman of the committee. "But he also has an economic responsibility to the patient. Health insurance helps to keep medical costs within the reach of the patient, but if we price ourselves out of the health insurance market, every one suffers—doctor, patient and the community."

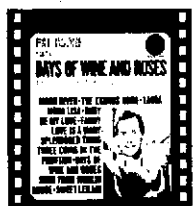


un-stereo-typed!

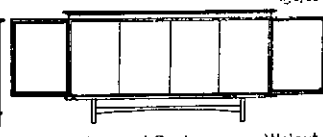
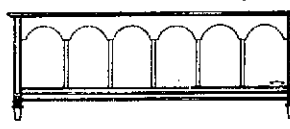
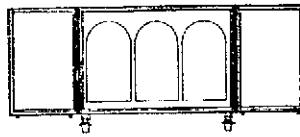
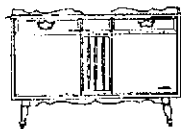
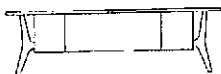
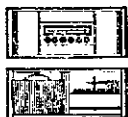
Prices shown are factory suggested list prices. From the top: Model RPC-29 Colonial Maple Finish, Model RPC-30 French Provincial, Model RPC-30 Scandia

Packard Bell Stereo makes you stop and look longingly at the new, long, low look. So distinguished in design. So different...so desirable. Yes, Packard Bell Stereo offers you a wide choice of design, both original and exclusive. Lovingly handcrafted. In styles to flatter and fit your decor. Stereo that is pure and beautiful in tone—all with AM and FM-Stereo radio. Perfected by Packard Bell—after 38 years spent improving the reproduction of sound. For the un-stereo-typed look—the sound of music you've longed for—see and hear Packard Bell.

FREE! DOT STEREO ALBUMS
given with every Packard Bell Stereo Console and Combination. Choose from over 200 best selling stereo albums. Stereo from **\$159⁹⁵** (Model RC-1S)



Packard Bell | 
WEST'S LARGEST SELLING TV • COLOR • STEREO • RADIO



Packard Bell Stereo is available in a wide choice of styles and finishes including Scandia Walnut, Colonial Maple, French Provincial, Italian Provincial, Antique White and Contemporary Walnut.
19" TV FROM \$139.77..23" TV FROM \$189.95..COLOR TV FROM \$499.95..STEREO FROM \$159.95..TV-STEREO COMBINATIONS FROM \$499.95..RADIOS FROM \$14.88

**ALL 3 ZANE GARE
THRILLERS** Yours for Only **\$1⁰⁰**

Bound in Glowing Shades of Red, Tan, Blue.

AN
\$2.47

**AN
\$8.67
VALUE**

THE THUNDERING HERD
When the plainsman asked Tom Doan why he wanted to hunt buffalo, Tom replied "I can ride . . . I'm quick on the draw - and I ain't seen man nor beast yet I'd run from!"
"You'll do," the plainsman said. "I reckon I'll need every hand I can get. Them Indian varmints is a-singin' to run every hide-huntin' white man off the plains - **YOUR SCALP WILL DO AS GOOD AS ANY FOR THEM!**"

ROBBERS' ROOST

The Hank Hays Gang was at large! These blood-crazed killers were wanted — DEAD OR ALIVE — for robbery . . .

ting . . . murder . . . and now
for KIDNAPPING a beautiful
young girl!

But the girl was doomed to perish! No one dared go near their hideout . . . where Hank Hays himself had boasted of a "Robbers' Roost whar no posse could ride in twenty years!"

THE DUDE RANGER
Ernest Howard was a new tenderfoot on the Red Rock Ranch. The ranch manager wouldn't even let him go near a horse. His daughter treated Ernest like dirt! And the foreman hated him - even tried to KILL him!

But The Tenderfoot had an ace up his sleeve. The others didn't know it, but HE was

the new OWNER of Red Rock Ranch! He wanted to find out why the manager had \$200,000 in the bank while the ranch itself was barely breaking even! He would find out, too - if he lived long enough!

Side
Ramp

RIDERS OF THE PURPLE SAGE. Brave days of old

WILDFIRE. The tempestuous story of a great wild stallion, a fiery girl—and the man who was strong enough to tame them both!

ARIZONA AMES. His blazing six-shooter spread terror among the toughest badmen!

SHADOW ON THE TRAIL. Quick-shooting Wade Holden, stable with roughide-tough rustlers.

ROGUE RIVER FEUD. Violence and death on Rogue River

DESERT GOLD. Spine-tingling adventures of men and women crazed by the lure of riches.

WEST OF THE PECOS. A hard-riding, straight-shooting young man turns out to be a girl.

THE LONE STAR RANGER. One man against the toughest killers in the wild Texas borderland!

CALL OF THE CANYON, Smashing drama of death and danger.

30,000 ON THE HOOF. Pioneer Huett battles screaming Indians and lawless rustlers.

WILD HORSE MESA. A party sets out to capture a phantom stallion — and runs head-on into a storm of intrigue.

Other great volumes include: The Vanishing American; Fighting Caravans: The Hash Knife Outfit; The Mysterious Elder; Twin Sombrotos; The Heritage of The Desert; Western Union; Under The Tonto Rim; The Fugitive Trail; Shepherd of Guadalupe; Thunder Mountain; To The Last Man; The Man of The Forest. Every one is complete - not a thrilling word is cut!

SEND NO MONEY

Just mail RESERVATION CERTIFICATE to receive your first three volumes, described above. With them, we'll send you an introductory invoice for only \$1.00 (plus few cents mailing charge) as payment IN FULL for ALL THREE books and instructions on how to get your other beautiful volumes at the low price of \$2.99 each. If not fully satisfied, you may return all three introductory books, or any later volume in the series; you may cancel your reservation at any time.

There are positively no other charges. No "fee", no "deposit" in advance. First come, first served. Send Reservation Certificate NOW. **WALTER J. BLACK, INC., Roslyn, L.I., New York 11576**

READER'S RESERVATION CERTIFICATE

WALTER J. BLACK, Inc.,
Roslindale, L.I., New York 11574

Please reserve in my name the books listed in your generous offer to readers of this magazine - the 21st Luxuriously-bound "Golden West De Luxe Editions" of Lure Grey. Send me at once my three introductory volumes: **THE THUNDERING HERD**, **ROBBERS ROOSTERS** and **THE DUDE HANGER**. I ENCLOSE NO MONEY THE ADVANCE, but within one week I will remit the balance in three equal monthly charges; as complete payment for ALL THREE books; and I will be entitled to receive each following handsome De Luxe volume as it comes from the press, at the low \$2.99 price plus a few pennies for mailing, sending no money in advance. (If not completely satisfied, I may return all three introductory books for a full refund within one week of receipt. I may cancel my reservation at any time. *(Book shipped in U.S.A. only.)*

Name..... (PLEASE PRINT CLEARLY) 201

Address..... 218 6000 3000

City.....State.....

IMAGINE! ALL 3 Western thrillers described above are yours for only \$1.00 - to introduce you to the magnificent matched library series of Zane Grey "Golden West De Luxe Editions."

What a treat is in store for you! You'll be swept away by the colorful action, the breath-taking thrills, the blood-tingling excitement that runs rampant in every Zane Grey Western! You'll come face-to-face with heroic men and women . . . with ruthless desperadoes and outlaws . . . with the roar of blazing six-guns!

These volumes are gorgeously bound in beautiful buckram and sturdy cloth, and stamped in genuine gold. Yet they come to you for less than the price of ordinary books!

Just picture them next to your easy chair -- and imagine the exciting reading they will provide for you and your family! Here are the other rip-roaring Zane Grey Westerns in this magnificent library series: